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The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1911



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces.”—COLLIER’S, May 22, 1909.

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DOUBLED

THE COST
REDUCED



10 inch
65c.

DOUBLE RECORD DISCS

12 inch
\$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

ZON-O-PHONE INSTRUMENTS from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.

Fourth and Race Streets

Philadelphia, Pa.

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Annapolis..... Globe House Furn. Co.
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St. Paul..... W. J. Dyer & Bro., 21-23 W. 5th St.

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Kansas City.... Webb-Freyschlag Merc. Co., 620 Dela-
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St. Louis Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 3889 Finney Ave.

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Hoboken..... Eclipse Phono. Co., 203 Washington St

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New York..... I. Davega, Jr., Inc., 125 West 125th St.
New York..... Greater New York Phonograph Co.,
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OHIO

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Cincinnati.... J. E. Poorman, Jr., 689 Main St.
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Prospect Ave.

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Harrisburg.... J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia... Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia... H. A. Weymann & Son, 1010 Chestnut
St.
Pittsburgh..... C. C. Mellor Co., Ltd., 219 Fifth Ave.

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Milwaukee.... G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee.... Hoeffler Mfg. Co., 300 W. Water St.
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St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 1.

New York, January 15, 1911.

Price Ten Cents

A NEW CANADIAN HOUSE.

Canadian Talking Machine Supply Co. Organized in Winnipeg to Deal in All Kinds of Talking Machine Supplies and Accessories—A Live Manager at the Business Helm.

(Special to the Talking Machine World.)

Winnipeg, Man., Dec. 31, 1910.

One of the latest additions to the talking machine trade of this city is the Canadian Talking Machine Supply Co., which has been incorporated to deal in all accessories of the talking machine, including repair parts, record cabinets, dealers' stock and business follow-up systems, general supplies, etc. It is the intention of the new company to handle any new contrivance of importance or merit that may be put on the market in connection with the talking machine, and they will be ready to meet every demand of the trade by January 15, at the latest. Located as they are in Winnipeg, the center of Canada and the commercial metropolis of the West, they feel sure of making a success of the venture. H. O. Shuttleworth, a member of the Western Talking Machine Co., of this city, and an experienced talking machine man, is the manager of the new concern.

MODERN BUSINESS ESSENTIALS.

Organization and Specialization Vital Needs of a Concern Seeking Success Under Present Conditions.

The center-point of modern business success is found in organization and specialization. The larger a concern becomes, the more vital are the scientific modern methods. There was a time when an executive head considered it his duty to spread his activities over all the departments of the business. A half century ago this was possible in the day when a small business was run on a large percentage of profit. To-day, it is a big business, with a small profit.

Materials and mechanical processes have become so standardized that the concern which would push ahead must do so by first-class policies; by perfect organization, and by methods of efficiency that produce maximum results with a minimum of expense in time or money.

Increased efficiency; increased profits. They go together. Men trained for the special work stand at the heads of the various departments, whether of manufacturing or selling. There are few, even among close observers, who note how large a part the specially trained man plays in the business of to-day. No one man has time or opportunity to learn all there is to be known in a great factory or store; and even if he knew it all, he could not be in twenty places at once, running them all.

NEW CONCERN MAKES GOOD.

Doran Phonograph Co., Detroit, Handle a Heavy Holiday Trade That Cleans Out Stock.

(Special to the Talking Machine World.)

Detroit, Mich., Jan. 4, 1911.

The Doran Phonograph Co., Detroit's newest phonograph house, report that business has been exceptionally good for the past three weeks. They say they expected a large Christmas trade in Victor, Columbia and United States talking machines. "We bought heavily of all makes of talking machines, and I do not believe we had twenty-five of all makes in our store when the Christmas trade ended," said President Henry Doran. "We did not have a Victrola in our store for nearly two weeks before Christmas, and as a result we were forced to take orders for these machines and promise to deliver them as soon as we could after the first of the new year. Our wholesale business has also been very large, and for a new concern I can honestly say we have done all the business that we could possibly handle."

BALL-FINTZE CO. REORGANIZED.

Additional Capital Amounting to \$50,000 Placed in the Business—New Officers of the Company—Cincinnati Branch Closed.

(Special to the Talking Machine World.)

Newark, O., Jan. 8, 1911.

The Ball-Fintze Co. have been reorganized and \$50,000 additional has been placed in the business, which enables them to enlarge and complete their lines and open an aggressive campaign for business during the coming season.

James Fintze, sales manager and purchasing agent, has retired from the company, being succeeded by A. E. Caldwell, E. F. Ball continuing as secretary and treasurer.

The Cincinnati branch at 1108-110 West Third street, has been closed and the stock moved to Newark, in order to concentrate the business. As Cincinnati and Newark are only 150 miles apart, the officers believe that the benefit to dealers buying from Cincinnati, resulting from their being able to concentrate all their energies at Newark, will outweigh the small difference in transportation charges.

GOOD WORK BY CUPID.

Lawrence H. ("Bache'or") Lucker Announces Engagement to Minneapolis Belle.

(Special to the Talking Machine World.)

Minneapolis, Minn., Jan. 4, 1911.

How are the mighty fallen; the tiny shafts of Cupid have found and pierced the stony heart of another bachelor of the talking machine trade. The man who only a short time ago was heart and fancy free and had all the bachelor pleasures of great cities at his command, is heard repeating to himself:

"A book of verses underneath the bough,
A jug of wine, a loaf of bread; and thou,
Beside me singing in the wilderness,
Ah, wilderness were Paradise, enow."

Yep. It's true, boys, Lawrence H. Lucker, head of the Minnesota Phonograph Co., has seen the folly of his ways and has announced that he will soon begin traveling in double harness. Here is the proof from the "Engagements" column of the Minneapolis paper of December 25:

"Mr. and Mrs. Martin Pfaff, of Lincoln avenue, St. Paul, announce the engagement of their daughter, Mariam Jeanette, to Laurence H. Lucker, of this city. The announcement is of much interest in Minneapolis, as the young people are well known here. Miss Pfaff spent two years at the University of Minnesota and is a member of the Kappa Alpha Theta sorority."

It'll be no more "Bachelor Lucker." The World joins Mr. Lucker's many friends in and out of the talking machine trade in extending congratulations and best wishes for a long and happy wedded life. He deserves it.

FRANK STANLEY.

I.

I feel, somehow—now Stanley's dead—
As if the golden songs were o'er.
Before his voice all sorrow fled,
And joy returned for evermore.
But now gloom reigns—for Stanley's dead.

II.

I think it best—now Stanley's dead,
To lay his precious songs away.
To play them fills my heart with dread;
Dark clouds obscure the light of day—
The birds are still—for Stanley's dead.

III.

He's gone, 'tis true—Frank Stanley sleeps;
His voice, though, it will never die.
His audience still laughs and weeps,
Sweet records speed the hours by,
For they still live—though he is dead.

—Howard Taylor Middleton.

VALUE OF ENTHUSIASM.

A Factor in Talking Machine Retailing That Is as Important as Salesmanship Itself—A Contagious Trait.

Enthusiasm—that's the thing that gets the money, that makes the public believe in you and your proposition. Have you got that, Mr. Dealer? Are you enthusiastic over the machines you handle—over the new additions to the line—over the records by the leading artists that appear in the catalogs? If not, you're on the wrong track.

You can't sell gold dollars for 90 cents unless you are enthusiastic regarding that which you are offering to the buyer, but figuratively speaking, you can sell the same trade the gold dollars at 10 cents premium if you are enthusiastic over the proposition and can show where, besides the ownership of the dollar itself, they get over 10 cents worth of satisfaction.

Enthusiasm, real enthusiasm, means a great deal more than simply belief in the goods you handle. It means that you cannot see anything better than that line during the time you are handling it and center your whole-hearted interest in it. Enthusiasm means that whether you sell a man or not at the time, he will leave your store convinced that your line is a mighty good one. Salesmanship is the ability to persuade the customer to close the deal for an outfit, but it is enthusiasm that causes him to stick around long enough to let you get in the fine salesmanship.

On some bright and cheerful morning the talking machine dealer counts his cash and decides that he will invest to the extent of a nifty new suit of clothes for the spring, and at his tailor's picks out one of the latest patterns in stripes. When the salesman sticks his under lip out for about an inch and complains of how the fashion has decreed stripes when checks should really be the favorites, the customer is very likely to be highly pleased with his selection—yes he is!

If the talking machine dealer can't become enthusiastic over the advances being constantly made in the trade and see points to arouse his interest in the new records and machines put out by the companies he represents, he might as well close out and go into another line. He owes it to himself and those depending upon him.

Take any of the really successful jobbers and dealers of the day and they are all enthusiasts. They study the new machines and records and always find points in them that command their earnest attention, and even though there may be features of the trade which they do not particularly approve of, there are so many good features that the bad ones are lost in the shuffle when it comes time to do the business.

Enthusiasm is even more contagious than the smallpox, and one live dealer who possesses that trait can convey it to an entire community. If you haven't contracted the trait of becoming enthusiastic over your business and its details, now is the time to begin. Enthusiasm will help to make the coming year a prosperous one for the discouraged dealer and a record one for the dealer who was satisfied with the results in the past. You can't inject the enthusiasm feature into your 1911 business after 1912 is here, and you are suffering from vain regrets. As it says in the Rubaiyat:

The moving finger writes, and having writ,
Moves on. Nor all your prayers nor wit
Can call it back to cancel half a line,
Nor all your tears wipe out one word of it.

In other words, you can't alter what has been or is, but what's going to be depends a whole lot on what you make it.

A fire which gutted the building occupied by George C. Wills, a piano and music dealer in Salem, Ore., recently, caused \$4,500 loss, including the destruction of a large number of talking machines and records. The loss was covered to a large extent by insurance.

THE TALKING MACHINE TRADE IN JAPAN.

Interesting Letter from Tokio—Some of the Retailers of That City—Nipponophone Co. Handling Instruments Made by Japan-American Phonograph Co.—New Concern Which Is Capturing a Large Share of Trade in the Orient—Time'y Comment on Conditions in Japan.

(Special to The Talking Machine World.)

Tokio, Japan, Dec. 8, 1910.

It may be of interest to the trade in general to learn that Japan is developing a business in talking machines that in a few short years will add considerably to the already large sums invested and earned elsewhere in this industry. There are several important dealers in Tokio with attractive stores on the Ginza (the Broadway of Tokio). Jujiya & Co. handle various lines, but principally the Victor. Sankodo & Co. are making in their Tokio factory a very good copy of the Columbia BI graphophone. They sell records made by the Lyrophone Co., of Germany. The Standard Talking Machine Co. sell both imported and Japanese made records and machines. The Nipponophone Co. handle exclusively goods made in Japan by the Japan-American Phonograph Co. Tenshodo & Co. make a specialty of the Columbia line. They have a splendid location, and there is always a gaping crowd in front of their open doors listen-



JAPANESE NATIVES LISTENING TO CONCERT.

ing to the graphophone, which is kept playing to attract attention.

So far, only a few of the larger cities are being worked. There are branch stores in Yokohama, Osaka and Hakata, but other large centers like Nagasaki, Kyoto, Nagoya and Kobe are practically untouched. Little or no advertising is necessary or attempted, because the demand is just now larger than the supply. Up to the present there is only one concern manufacturing machines and records locally; this is the Japan-American Phonograph Co., a corporation financed and managed by resident American business men. They have a well equipped factory at Kawasaki and a recording laboratory at Tokio.

Here in Japan the business presents some novel features which are not met with in the trade in



LABORATORY STAFF OF THE JAPAN-AMERICAN PHONOGRAPH CO., TOKIO. J. O. PRESCOTT, GENERAL MANAGER, TO LEFT.

America and Europe. This is not to be wondered at. We expect some surprises in this topsy-turvy country. We have been brought up to believe that people on the other side of the world not only walk with their hands hanging downwards, but do everything else upside down.

The copyright question is interesting because

there is no printed music and there are no publishers of popular songs to be reckoned with. The songs are old, being handed down from master to pupil verbally. The framers of the recently enacted copyright law have interpreted it as applying to phonograph records, with the idea of preventing the copying or so-called "dubbing" of records made by competitors. They have held that



NATIVE MUSICIANS PREPARING TO MAKE RECORDS.

the singer has a copyright to his peculiar way of singing the song without filing an application for it. They hold further that when a singer accepts payment for singing for a phonograph company he thereby transfers to that company his copyright for the song as sung by him on that particular occasion. Consequently, the company paying for sole rights in this way is protected under the copyright law. A good deal of "dubbing" was going on, and copied records at a cheaper price were on the market, but when the law was interpreted as above it put a stop to it all without long law suits or legal red tape.

In the homes the people put the talking machine

in the center of the room on the floor, and then gather around it, sitting on mats, smoking their tiny pipes, and listen attentively in silence. The walls and windows are of paper, and the whole neighborhood gets the benefit of the entertainment. The ordinary type of machine, with its flower-shaped horn, is in most favor, because when placed on the floor the horn throws the sound out at about the height of the heads of the people squatting around. Some attempts have been made to introduce the hornless machine, but with small success. With the tall kinds, like the Victrola, the operator must stretch his legs and stand up each time to change the record and needle. But with the machine on the floor and the records and needles beside him, he can remain kneeling in comfort.

In the smaller hornless machines, in which the horn is concealed under the motor, in the bottom of the cabinet, the sound comes out near the floor and is not so easily understood. It has, however, the one advantage of portability. Talking machine parties are coming to be quite the fad, and the owner of a good phonograph is proud of it and wants to show off before his friends. With his machine and records he clambers into a "rickshaw" and goes in style to spend the evening at some friend's house, where the little mysterious mechanical geisha makes him a welcome visitor. The tea-pot is always steaming over the red charcoal in the "hibachi," and between sipping tea, nibbling sweetened rice cakes, smoking cigarettes or tiny pipes, and indulging between time in a little harmless gossip, the evening passes very pleasantly.

It is notable that there are no popular songs, such as we know in America. Not in either the



ONE OF THE FACTORIES OF THE JAPAN-AMERICAN PHONO CO. AT KAWASAKI.

war with China, or in the more recent war with Russia, was any popular war song written, as would have been the case in Europe or America.

(Continued on page 6.)

Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready
SHOWS AN ENTIRELY NEW LINE

Be Sure and Get a Copy

Cylinder Cabinets with Clamps instead of Pegs
Dish Cabinets Equipped With
BROWN'S PATENT FILING SYSTEM
Attractive Prices to the Trade

If You Do Not Handle Our
"GRAND OPERA" NEEDLE
You Are Not Supplying Your Customers With The Best

Send For Samples and Prices

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

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



“Quality” business

Victor quality, Victor progressiveness and Victor advertising have made the Victor known throughout the world.

And every month in the year we keep on advertising the Victor to millions of people in every part of the country—and every Victor dealer can benefit by it if he does his part in getting after this good business.

Don't let your town lose sight of you for a moment. You stand for the greatest musical instrument in the world—let people know it.

It doesn't cost much to carry a full line of Victors, Victor-Victrolas and Victor Records, and to get all the new Victor Records every month.

And it can't help but pay you if you let the people know it.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

| | | | | | |
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| Altoona, Pa. | W. H. & L. C. Wolfe. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | A. Hospe Co. Nebraska Cycle Co. |
| Atlanta, Ga. | Elyea-Austell Co. Phillips & Crew Co. | Galveston, Tex. | Thos. Goggan & Bros. | Peoria, Ill. | Putnam-Page Co., Incorp. |
| Austin, Tex. | The Petmecky Supply Co. | Grand Rapids, Mich. | J. A. J. Friedrich. | Philadelphia, Pa. | Sol Bloom, Inc. Louis Buehn & Brother. J. E. Ditson & Co. C. J. Heppé & Son. Penn Phonograph Co., Inc. H. A. Weymann & Son, Inc. |
| Baltimore, Md. | Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons. | Honolulu, T. H. | Bergstrom Music Co., Ltd. Musical Echo Co. Wulschner-Stewart Music Co. | Pittsburg, Pa. | C. C. Mellor Co., Ltd. Standard Talking Machine Co. |
| Bangor, Me. | M. H. Andrews. | Indianapolis, Ind. | Carter & Logan Brothers. | Portland, Me. | Cressey & Allen. |
| Birmingham, Ala. | E. E. Forbes Piano Co. Talking Machine Co. | Jacksonville, Fla. | J. W. Jenkins Sons Music Co. Schmelzer Arms Co. | Portland, Ore. | Sherman, Clay & Co. |
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| Buffalo, N. Y. | W. D. Andrews. Neal, Clark & Neal Co. | Little Rock, Ark. | Little Rock, Ark. | Salt Lake City, Utah | Carstensen & Anson Co. The Consolidated Music Co. |
| Burlington, Vt. | American Phonograph Co. | Los Angeles, Cal. | Los Angeles, Cal. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Butte, Mont. | Orton Brothers. | Louisville, Ky. | Louisville, Ky. | San Francisco, Cal. | Sherman, Clay & Co. |
| Canton, O. | The Klein & Heffelman Co. | Louisville, Ky. | Louisville, Ky. | Savannah, Ga. | Phillips & Crew Co. |
| Chicago, Ill. | Lyon & Healy. The Rudolph Wurlitzer Co. The Talking Machine Co. | Memphis, Tenn. | Memphis, Tenn. | Seattle, Wash. | Sherman, Clay & Co. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Milwaukee, Wis. | Milwaukee, Wis. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Cleveland, O. | W. H. Buscher & Son. Collister & Sayle. The Eclipse Musical Co. | Minneapolis, Minn. | Minneapolis, Minn. | Spokane, Wash. | Eilers Piano House. Sherman, Clay & Co. |
| Columbus, O. | Perry B. Whitsit Co. The Hext Music Co. The Knight-Campbell Music Co. | Mobile, Ala. | Mobile, Ala. | St. Louis, Mo. | Koerber-Brenner Music Co. The Aeolian Company of Mo. |
| Denver, Colo. | Chase & West. Harger & Blish, Inc. | Montreal, Can. | Montreal, Can. | St. Paul, Minn. | W. J. Dyer & Bro. Koehler & Hinrichs. |
| Des Moines, Ia. | Grinnell Bros. Harger & Blish, Inc. | Nashville, Tenn. | Nashville, Tenn. | Syracuse, N. Y. | W. D. Andrews. |
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| Dubuque, Iowa | | Newark, O. | Newark, O. | Washington, D. C. | E. F. Droop & Sons Co. Robert C. Rogers Co. |
| Duluth, Minn. | | New Haven, Conn. | New Haven, Conn. | | |
| | | New Orleans, La. | New Orleans, La. | | |
| | | New York, N. Y. | New York, N. Y. | | |
| | | | | | |

**Where you can't convince, the
Columbia Demonstration Double-Disc
Record will. Do yourself a good turn—
give one to every bigoted owner of a
disc talking machine and then book his
order for Columbia Double-Disc Records.**



Columbia Phonograph Co., Genl., Tribune Building, New York

THE TALKING MACHINE TRADE IN JAPAN.

(Continued from page 4.)

There are two principal schools of the old classical ballads, one called Nagauta and the other Gidayo. Sometimes in the past it has happened that a singer of one of the favorite ballads would be so jealous of his rights that he would teach it only to his son, bequeathing it as an inheritance. This was possible, because there was no native system of musical notation, and the music could not be written down, but must be taught verbally by teacher to pupil.

Up to the coming of the phonograph these songs were seldom heard except in private entertainments, in which paid singers or geishas were employed, or in the public performances in the theatre. Only the very rich could afford to give private entertainments, so that for the middle or poorer classes a visit to the theatre on rare occasions offered the only chance for a musical treat. For this reason the phonograph, which brings the favorite singers and best songs right into their very homes, has come as a boon to the populace and is bound to make big changes in the musical ideas of the nation. There being no printed scores of these songs, the phonograph will occupy the unique position of being the only means within easy reach to cater to the musical demands of the public, as our sheet music does at home.

The effect of this has already been felt in the trade and a good demand has been created for a medium-priced machine. During the time when all machines and records had to be imported from America or Europe the high price kept the market limited to the rich. But the Japan-American Phonograph Co., manufacturing locally and taking advantage of the cheap labor and fuel and raw material, are supplying both machines and records at a price well within the means of the masses. Their standard machine, corresponding to the average \$25 machine in America, sells here for 25 yen (about \$12.50 gold). Records retail at 25 yen each (about 60 cents gold). An idea of the demand may be gathered from the fact that since February, 1910, when this company first commenced to make deliveries, they have made and sold a little over 5,000 machines and 340,000 records. As this represents their first year of business and the boom has hardly started, it gives promise of big things for local manufacturers who have had the foresight to anticipate and prepare for the rush.

A few years ago the bicycle business somewhat resembled the phonograph market to-day. Two or three concerns were wise enough to read the signs correctly, and got ready. So that this year, when "century runs" are all the rage, as they were in America twenty years ago, the bicycle and tire factories are reaping a harvest. Japan seems entering an era of prosperity. She is striving by every means to develop her industrial resources along modern lines and encouraging the growth of manufactures of all kinds. In July, 1911, the new protective tariff law will come into operation. Already various Japanese syndicates are forming in anticipation of this, preparing to inaugurate new industrial enterprises and produce at home

cheaply what they have formerly bought abroad at high prices.

Even to-day the Japanese point with greater pride to their tall chimneys, telegraphs, telephones, arc lamps and electric street cars than to those native arts which are always most interesting to the visiting foreigner. Industrially Japan hopes to bear the same relation to the neighboring continent of Asia that Great Britain bears to the continent of Europe. The recent annexation of Korea has a significance which is somewhat more than political, though this latter aspect has received widest newspaper comment. But to be fairly understood it must be considered in its bearing on the commercial development of Japan. With rapidly increasing numbers engaged in manufactures, the local agricultural, timber and mining resources will not be sufficient to meet the needs. But Korea, only a ferry service of nine hours' away, will be able to supply the growing demands for food products and raw materials, and keep the profits in Japanese hands.

HEINEMANN'S AMBEROL RECORDS.

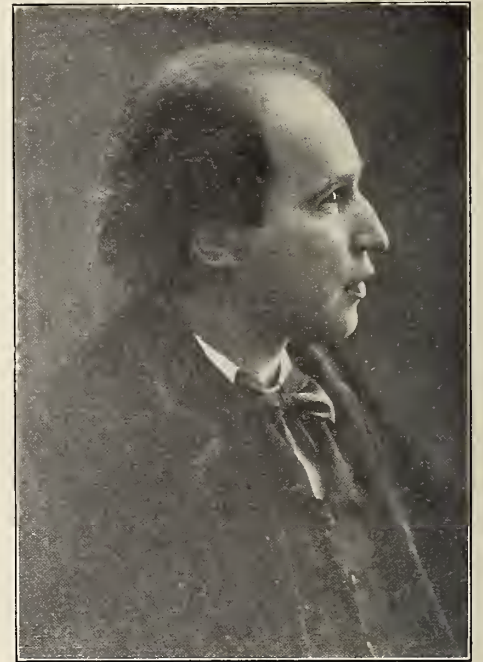
**This Famous German Lieder Singer Has Made
Eight Records Which Are Destined to Win a
Large Share of Appreciation.**

The National Co., Orange, N. J., recently announced that they had been successful in securing eight Amberol records by Alexander Heinemann, the famous German "lieder" singer, who is now on tour in this country, appearing in the large cities, where his records cannot fail to find a ready market. Mr. Heinemann is a native of Berlin and received his musical education in that city. He had made considerable headway as a violinist, giving promise of becoming a fine player, when he was found to possess a beautiful baritone voice, and was advised to educate himself as a singer. Jenny Meyer, then directress of the Stern Conservatory of Music, Berlin, undertook the development of his voice, continuing until her death, whereupon Mr. Heinemann finished his studies at the same conservatory under Adolph Schulze.

He made his first public appearance in Berlin in 1897 and achieved an immediate success. This success has since been steadily repeated in almost every country of the continent. His concert work has everywhere been recognized as being of a high order. Mr. Heinemann was appointed principal teacher of song at the Stern Conservatory of Music, where he officiated most successfully for about eight years, scholars coming to him from all parts of the world. Later he was compelled to limit the number of his scholars, owing to his extensive concert trips at home and abroad. These trips took him to Austria, Hungary, Denmark, Sweden, Norway, England, France, Holland, etc., and he was everywhere received with enthusiasm. Mr. Heinemann is the possessor of several orders and gold medals for art and science. He has been for some years singer to the Duke of Anhalt. He also has considerable talent as a composer of music.

Mr. Heinemann made his American debut at

Mendelssohn Hall, New York City, November 3, 1910, before a large and enthusiastic audience, in a recital which won him unstinted praise from the metropolitan press and critics. Said one of the latter: "Mr. Heinemann has more to his credit than merely a beautiful voice, great and agreeable as this asset may be. He is an interpreter of authority and of dignity, rarely passing the line of good taste by over accentuation of dramatic effects. Perhaps the most important thing to be said about the coming of an artist of this caliber is that he is an admirable example to singers of what tone reproduction, style, diction and artistic singing should be. He is not without mannerisms, but they suggest his individuality and personality rather than the post of an artist seeking personal effect. In



ALEXANDER HEINEMANN.

his selections, too, Mr. Heinemann revealed the musician, one willing to go out of the beaten path, as there were very few of what may be termed the war horses of the recital singer on the program. Mr. Heinemann is one of the most valuable of the exponents of the modern German song literature, and the more he is heard the more one is impressed by the truly dramatic and rarely musical qualities of his songs."

The Heinemann records, which represent selections carefully culled from his extensive repertoire, including not only favorite German folk songs but several numbers which will be recognized as being of standard quality, were shipped to Edison jobbers early last month and may go on sale as soon as received. The list follows: 15,150, "Die Uhr" (Loewe); 15,151, "In einem kühlen Grunde" (Volkslied); 15,152, "Fridericus Rex" (Loewe); 15,153, "Litanei" (Schubert); 15,154, "Trauungsgesang" (Roessel); 15,155, "Hans und Liese" (Volkslied); 15,156, "Herr, den ich tief im Herzen trage" (Hiller); 15,157, "Heinrich der Vogler" (Loewe).

INDIAN SONGS RECORDED.

Under Title of "Chippewa Music" Miss Frances Dinsmore Has Written Most Interesting Observations on the Songs of the Chippewa Indians, Which Has Been Issued in Book Form by Bureau of American Ethnology.

Indian music, it may be said, has failed to attract the interest of the general public, but for many years it has been carefully studied by scientific men and women who have taken advantage of the invention of the phonograph to preserve the records of aboriginal music.

"Chippewa Music" is the title of a bulletin just issued by the Bureau of American Ethnology. It is the result of two years' study of Indian music by Miss Frances Densmore.

According to the present author "Chippewa songs are not petrified specimens; they are alive with the warm, red blood of human nature." Every phase of Chippewa life is expressed in music. Many of the songs are very old and are found on several reservations; others are said to be the more recent compositions of certain men who composed them during a dream or upon awaking from a dream. It is still customary for the Chippewa Indians to celebrate an important event by a song.

An interesting fact concerning Chippewa songs is that the melody is evidently considered more important than the words. In a succession of several renditions of a song it is not unusual to find the words occurring only once. The idea is the important thing, and that is firmly connected with the melody in the minds of the Indians. It is permissible and customary to compose new words for old tunes, but so far as has been observed, these are always similar in general character to the words previously used.

CHARACTERISTIC CHIPPEWA MUSIC.

In her introduction Miss Densmore, under the heading, "Intonation," writes: "One of the characteristics of Chippewa singing observed during this study is that a vibrato, or wavering tone, is especially pleasing to the singers. This is difficult for them to acquire and is considered a sign of musical proficiency." She speaks of the rhythm and says: "The rhythm of a Chippewa song is as much a matter of composition as the melody and often expresses the idea of the song."

The songs described are classified as harmonic if their accented tones follow the intervals of a diatonic chord, and as melodic if their contiguous accented tones have no apparent chord relationship.

The songs of the Chippewa are usually accompanied by either the drum or the rattle, while the Chippewa lover intersperses his songs with the music of the flute. These instruments are fully described and illustrated.

Many of the songs are involved in the religious and medicinal ceremonies of the Chippewas, for they teach that long life is coincident with goodness, and that evil inevitably reacts on the offender. They have further, as their chief aim, the securing of health and long life to the Indians, and music forms an essential part of every means used to that end. The organization of the Grand Medicine Society is described and its ceremonies of initiation fully set forth.

These songs are depicted by graphic representations on birch bark, and a number of these are illustrated. Miss Densmore found that when a song had been phonographically recorded and the picture drawn on one reservation and later the phonograph record played on a distant reservation a member of the Grand Medicine Society would at once be able to reproduce the accompanying symbolical picture, identical with the original, differing only as one person draws better than another.

TWO HUNDRED SONGS PRINTED IN BOOK.

The songs themselves, which form the larger portion of the book, are two hundred in number. They include the initiation songs of the Medicine Society, followed by a series of ceremonial songs. Then follow the love songs, the moccasin-game songs and a number of unclassified songs. The last fifty songs are from the Red Lake reservation and include war songs, love songs, moccasin-game songs and a series of unclassified songs.

The treatment of these songs by the author is uniform. Thus, for instance, the Song of a Scalp Dance consists of four staves of music showing several bars, followed by the words, which in this case are:

Some will be envious
Who are in the sky;
I am dancing around
A man's scalp.

This is then elaborated with a narrative giving the story of the song and illustrated with the "song picture" of phonograph; then follows the "analysis" or description by Miss Densmore.

Some of the songs are suggestive of modern love-making. Thus, for instance, in one song the words are said to signify that "a young man asked a young girl to go and walk with him and said that if she did not come this evening he would come and ask her again to-morrow evening." Another is described as the "song of a lovelorn youth who meets another and asks if he has a bottle to cheer him up."

The bulletin is well illustrated with twelve plates and eight text figures in addition to the music. An excellent index accompanies the volume.

TO KEEP FARM HANDS CONTENT.

Missouri Farmers Are Trying a New Expedient to Combat Lure of the City by the Use of Talking Machines and Successfully They Say.

(Special to the Talking Machine World.)

Mexico, Mo., Jan. 9, 1911.

That the motion picture machines in small towns are responsible for luring boys and young men away from the farm and that the talking machine and the postcard reflector in the farmhouse will keep him there is the opinion of many farmers, and they are buying talking machines and reflectors in the hope of stopping the flow away from the farm.

Many of these men attribute the present high prices of necessities of life to the scarcity of farm labor. In fact, every condition, except weather,

that does not meet the approval of the tiller of the soil is being laid at the door of the famine in "hired hands."

In half the corn fields near here this fall women helped men to gather the crop. They were women, for the most part, not accustomed to such labor, but they saw the necessity of getting the harvest completed before the snow fell.

Last summer many women living on farms near here left their duties in the household to drive teams and help the husbands put the crop in. Many of these women were college graduates.

A few years ago farm hands received \$15 to \$18 a month with the occasional loan of a horse to ride to town. To-day "hands" are hard to find at \$30 a month with every Saturday off and a ride to town in the family motor car.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., Jan. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of November (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 November, 1910, amounted to \$316,960, as compared with \$193,641 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,455,874.

The best way to make sure that an account will not be collected is to give up trying to get the money. Nothing comes to him who waits for a delinquent debtor to call and settle.



Won't You Have a Lesson in Spanish?

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

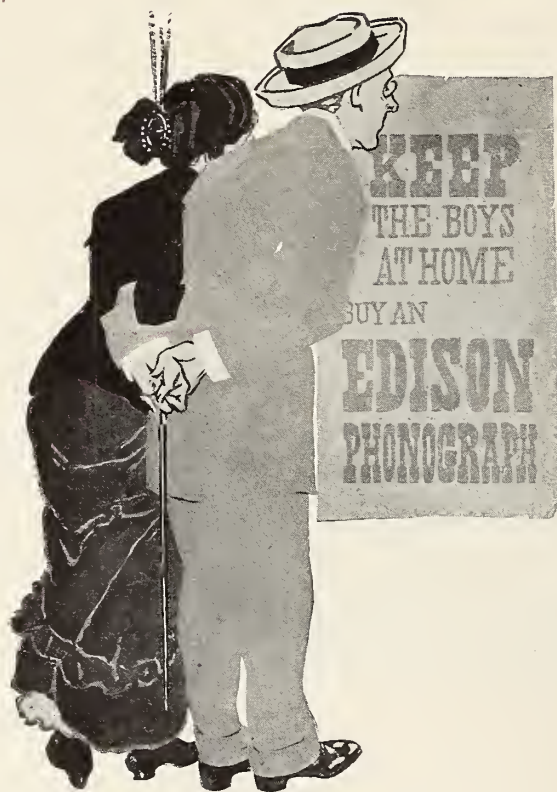
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

Another Triumph *for* *The* EDISON PHONOGRAPH



and a triumph for the dealer who pushes it. The new "Triumph" with Music Master Horn and Model "O" Reproducer is making the hit of the year.

Get in line with the live ones who are making a clean-up on the livest seller in the industry. Many a prospect for Home, Standard or even Fireside styles will gladly part with the difference in price on first sight of this beautiful instrument.

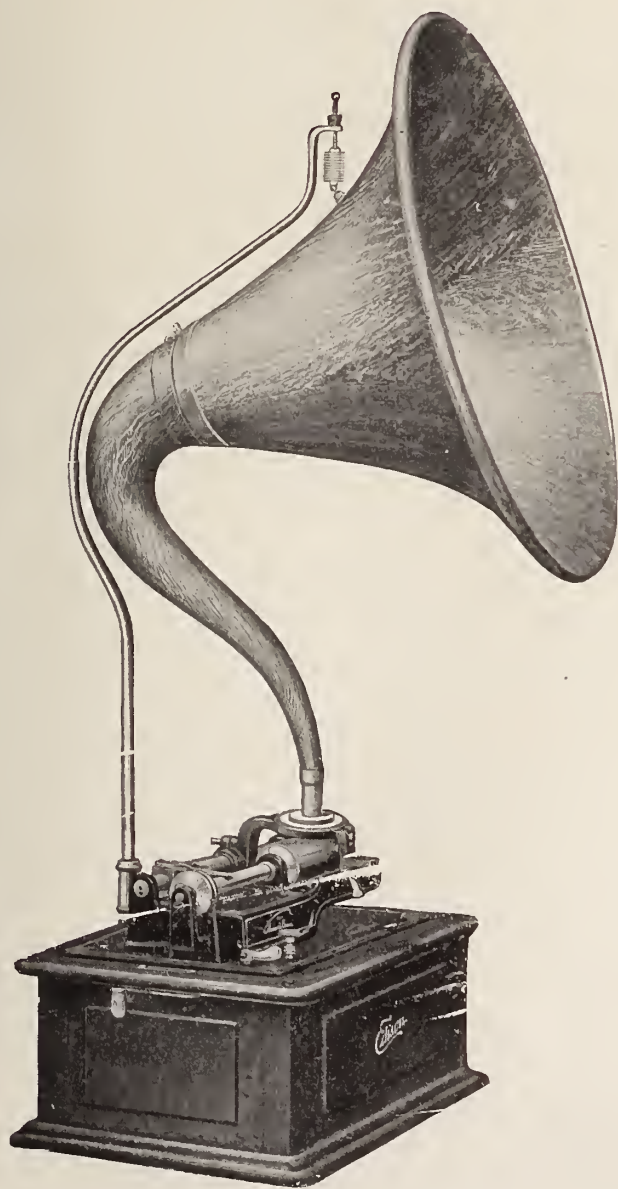
National Phonograph Co.

Here it is—

the new

Edison Triumph

\$75 outfit



the handsomest instrument (except the Amberola) that has ever been put upon the market. It is bringing home fortunes to Edison dealers from the thousands of customers whose taste ranks high, but who can't quite afford the Amberola. Push it! Write your jobber about this new \$75 "Triumph" outfit to-day.

59 Lakeside Ave., Orange, N. J.



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NEW YORK, JANUARY 15, 1911.

ACCORDING to reports from our corre-
spondents throughout the country,
talking machine dealers enjoyed a
tremendous trade during the holidays and
for December as a whole. In many respects
it far exceeded expectations.

While machines of all styles were in de-
mand, the higher priced hornless creations
had the call. The week before the holidays
jobbers in many instances found it impossible
to supply dealers with these instruments, and
a great many orders were carried over for
later delivery.

Since the opening of the year trade has
been somewhat quiet, but not unusually so.
As a matter of fact, there has been great
activity in the record business, due, of course,
to the call for records from purchasers of
machines during the holidays.

Talking machine manufacturers, jobbers
and dealers, as a whole, are most optimistic
regarding the general outlook for 1911, and
look for a constant betterment in business as
the months pass.

BUSINESS men generally have been
"putting their houses in order" during
the past year, with the result that the
entire business situation is in a healthier con-
dition than for many years past.

No one can overlook the fact that funda-
mentally the conditions are sound, for in the
background stands the wonderful material
resources of the country, which are exemplified
in the tremendous crops of last year. The
purchasing power which this wealth places
in the hands of the farming communities has
been evidenced in the demand for high-
priced machines, particularly in the West
and Northwest.

OF course, the talking machine mer-
chants who are indifferent to the
necessities of the business in the mat-
ter of equipment, advertising, and such
means as recitals for attracting customers,
may have some fault to find with the trend
of things, but they themselves are solely to
blame.

The talking machine men who have confi-
dence in their business, its present and its
future, are forging steadily ahead. There
are no complaints from men of this type.

They are not sitting down fault-finding,
but are forcing trade to come their way by
using original methods in the conduct of
their business and emphasizing in their lit-
erature and advertising the unique position
which the talking machine has won in the
musical world as an educator and entertainer.

THERE are possibilities on every hand
for business broadening, if the dealer
is keen enough to take advantage of
them. There are still millions of people who
are unaware of the tremendous influence
which the talking machine is exercising to-
day in our civilization, and how it is bring-
ing the very best in music into the home.

Clubs, hotels, churches, concert halls, res-
taurants, cafés and numerous other public
resorts are now using the talking machine
as an entertainer, and wherever it has been
placed it has impressed on its hearers how
marvelously the talking machine has been
perfected within recent years.

The dealers who are able to place talking
machines in such places as the above men-
tioned, are sure to reap rewards in increased
trade in their locality, because whenever the
talking machine is placed in suitable environ-
ment it at once becomes a business incu-
bator of no mean proportions.

In hotels particularly, where the talking
machine is used, not only alone, but in con-
junction with the orchestra, it has proven one
of the greatest favorites, and it is a common
thing to hear people remark that they had
no conception that the talking machine was
so perfect. A frequent hearing arouses en-
thusiasm, and this leads to sales. That is
how business is helped.

IT is an old saying that goods well dis-
played are half sold, and this is just as
true in the talking machine business as
in any other line. There is nothing so es-
sential to business augmentation as an at-
tractive store. Dealers cannot be too par-
ticular on this point. An expenditure along
these lines is money well spent.

One of the great factors in store display
is good lighting. People do not stop before
a poorly lighted store, while they always
linger before a brilliantly illuminated win-
dow, which they admire, and then they in-
variably enter the store. With the customer
once inside the fight is to be won. The mo-
ment he enters he should be properly served.
He may be in a hurry and slowness and in-
difference may irritate him.

A dealer should never impose his own taste
or fancies regarding his liking for styles of
machines or records on a customer. He
should be free to exercise his own apprecia-
tion, and should not be harassed with solici-

tations to select this or that thing in prefer-
ence to another.

NO matter what the character of the cus-
tomer or the extent of his purchase
an equal courtesy should be exhibited
to him. The best asset for a dealer is a sat-
isfied customer, and it will not pay to allow
anybody to leave the establishment with a
bad impression formed from lack of cour-
teous consideration.

At first glance it may seem as if the carry-
ing out of these simple matters were easy,
but as a matter of fact it oftentimes becomes
necessary for a dealer to do violence to his
own feelings—to be polite to disagreeable
people, to be pleasant with grumblers, to be
patient with the undecided, to be agreeable
and in good humor with everybody.

It is, however, a good habit for salesmen
to adopt.

IN the building of a business there is noth-
ing so essential as the employment of
system—it is the neatly arranged shelves
instead of miscellaneous bunching in the cor-
ner; it is the organized army instead of the
mob; it is calmness instead of confusion.

The systematic man works according to
method instead of in a haphazard way. He
proceeds logically instead of helter-skelter.
He knows where to find his things when he
wants them. He knows the what, the why,
and the where and the when of every phase
of his business.

HE knows the quantities of talking ma-
chines and records he has on hand,
how much was ordered, how much is
yet to come. He can tell from his books how
fast the goods are going, and how long it will
take to get a repeat order. He can show
what he wrote last year, and what the other
man said in reply. He has his hand always
on the lever.

The man who practices these precepts is
the man who is moving ahead—the man who
is not incurring liabilities without knowing
where the money will come from to meet
them. In other words, he is the man who
is successfully building up not only a large,
but a profitable business, which, after all, is
the sum and substance of merchandising.

THE form of salesmanship that was con-
sidered best fifty years ago was the
kind based upon the every-man-for-
himself principle, if that is a principle.
When the buyer and the seller came together
it was a case of "dog eat dog," or "diamond
cut diamond"; and the plan worked out more
satisfactorily than it would now, because
every man who set out to buy expected to be
"trimmed" if the seller proved to be the
sharper man. Nowadays there are so many
men in the business of selling things "on the
level" that the fellow who tries to follow the
old method soon finds himself stranded.

You positively cannot succeed now with any
kind of salesmanship but the honest kind.
No other sort is scientific, practical, or use-
ful in any way. It would not seem that there
is need to reiterate such a statement, but one
meets constantly with young men who have
yet to learn that straight honesty in selling
is of paramount importance.

INTERESTING NEW FIELD FOR TALKING MACHINES

Opportunities Offered for Pleasing Effects Through Their Use in Connection with the Player-Piano—Both Instruments Now Developed to a Point Where They Can Offer Much to the Real Musician When Played Together—Some Suggestions for Accompanying Talking Machine Records on the Player-Piano That Are the Result of Successful Experience—Some Programs That Will Appeal to the Uninitiated—Some Interesting Pointers.

An almost virgin and fruitful field for talking machines is their use in conjunction with player-pianos which are now so widely popular throughout the country and which are fast assuming a position in the matter of output equal to the pianos themselves.

As is well known, the talking machine of the day has been highly perfected. Not alone has the mechanism of reproduction been brought to a point where there hardly seems to be further opportunity for physical improvement, but in recording there has also been equal progress. As a result of this and of the experiments which the manufacturers of these devices are continually prosecuting, it is not at all an exaggeration to say that the modern talking machine is a marvel of ingenuity and practical efficiency.

It may safely be asserted that recording and reproduction of the human voice have become entirely satisfactory, even to critical ears. The greatest singers of the world have hastened to add their voices to the already vast collections controlled by the manufacturers of talking machines. One can now sit at home and enjoy a whole grand opera, with the solo parts sung by world-famous operatic artists, while the choruses and incidentals are filled in the most capable manner. "Pagliacci," "Faust" and other works now exist complete in the shape of talking machine records. This is a tremendous fact and one perhaps that has hardly yet been properly impressed upon the minds of intelligent music lovers.

In the accompaniments of such beautiful art songs as those of Schubert, Franz, Brahms, Hugo Wolf, Richard Strauss and others, which are composed with such exquisite attention to detail and such an understanding of the whole artistic effect, the player-piano is a very important factor in connection with the production of the records of these songs on the talking machine. For, as a matter of fact, the piano parts are as wonderful as the solo writing, and when one is enabled to hear clearly the instrumental settings a still greater enjoyment of the records of these beautiful songs is possible.

Now a great many people who have player-pianos also have fine talking machines. It has perhaps sometimes occurred to them that a combination of the two, if practical, would be a splendid idea. Such a combination is perfectly practical. The object of this article is to show how the trick may be done.

In the beginning it should be clearly understood that there are certain physical limits imposed on talking machine records by reason of the methods adopted in their manufacture. Up to date it has not been practical to make records, either disc or cylinder, with a reproducing duration of more than four minutes, or thereabouts. In consequence it is often necessary to omit a part of a long song or of an instrumental solo. The accompaniments, therefore, sometimes have to be altered in accordance. Hence one cannot be sure, except in the case of quite short songs or solos, that a given accompaniment is available for the player-piano.

One music roll manufacturer, however, has made up a number of arrangements from piano and orchestral accompaniments used by one of the great talking machine companies. These accompaniments include the piano parts to art-songs and arias from grand opera, as sung by great artists. Some of the arrangements thus made are the accompaniments to "Celeste Aida," from Verdi's "Aida," sung by Caruso; to Schumann's "Two Grenadiers," sung by Blass, and to Nevin's "The Rosary," sung by Schumann-Heink. Others of like character have been arranged or are in process of arrangement. There are also some accompaniments to violin and 'cello solos, arranged in the same manner.

When one undertakes, then, by means of such a special roll, to give a player-piano accompaniment, certain preliminary conditions must first be fulfilled. The most important is the matter of pitch. Very few pianos are tuned at any fixed pitch, and the A by which bands and orchestras tune also varies considerably. As a matter of course, therefore, one's first experience is usually that the pitch of the singer's voice on the record does not agree with that of the player-piano one is going to use. In order to adjust these variations it is necessary to increase or decrease the number of revolutions made by the turn-table of the talking machine. This is done by turning the pointer of the speed-regulator on the speed-dial. The pitch rises when the speed is increased and falls when it is decreased.

When attempting to play an accompaniment to the record, then, one must have the score of the song, making sure to get it the right key, and strike the first few notes of the accompaniment with one's fingers on the keyboard, while at the same time the talking machine is started. Thus one can soon find out whether the piano is sharper or flatter than the voice of the record, and by turning the handle to right or left the speed-regulator can be adjusted so as to bring the two into harmony. When the true pitch is thus obtained on the talking machine the number of revolutions required, as shown on the adjusted speed-regulator, should be written on the seal of the record as a reminder.

When this important matter has been adjusted the player-pianist can proceed with his accompanying, and very interesting work it will come to be. If one can read music a little the task can be rendered much easier. In this case one can sit down and read the score while the song is going on, noting here and there the pauses, phrasing or other points of interest. When one has done this two or three times the general plan of the work will be pretty clear in one's mind. Then one can take up the roll and start to study that, using one's copy of the score to keep track of progress. When one has obtained in this way a clear view of the accompaniment the player-piano and record can be tried together.

Now, the first thing that strikes one when attempting an accompaniment is that the voice of the singer seems to come out of nothing, as it were, and one misses at first the intimate feeling caused by having the actual person near one. But as soon as one has clearly gotten in mind the way the singer phrases the song, one finds that the player-piano accompaniment follows in good order. Of course, it must always be kept in mind that the music roll does not of itself furnish the phrasing of the accompaniment, and therefore the accompanist must remember that he has to phrase almost instinctively. The work is most fascinating and adds immensely to the beauty and interest of both instruments.

Perhaps the most interesting thing about the whole affair is that the accompaniment, standing out as it does when thus rendered, enables one to judge much better and appreciate far more clearly the truly artistic nature of a fine song. When the player-piano is used one gets the full benefit of the whole composition and is able to appreciate fully the complete intention of the composer.

For the purpose which we have been discussing it is well to use the best talking machine one can get. The finest of all are the large hornless machines, as in these the once annoying scratchy sounds have almost entirely been eliminated, and the purity of tone is wonderful.

All the considerations herein suggested apply as well to accompaniments for solo instruments as to songs. Such numbers as the "Berceuse," from "Jocelyn," by Godard, arranged for 'cello solo, are

very interesting, as well as the "Ballade and Polonaise" of Vieuxtemps for violin.

Manufacturers of talking machines and music rolls have hitherto given slight attention to this very interesting field, but we feel sure that if a number of player-pianists, who are also owners of talking machines, will interest themselves in this fascinating work we shall find that the manufacturers will not be backward in doing their part.

The following notice, extracted from *The Talking Machine World* of July 15, 1909, has reference to a player-talking-machine recital held in New York shortly before that date. It has some interest as marking the date of what we believe to be the first attempt to combine the two instruments:

"In many of the leading hotels all over the country it is a common sight to see the orchestra accompanying large talking machines in a very creditable manner and, as a rule, greatly enhancing the beauty of the vocal selections by prominent artists. The player-piano demonstrator in one of the large department stores of Greater New York, however, has succeeded in accompanying some very difficult arias and even the famous sextet from "Lucia," that marvel of recording, reproduced by a talking machine with a player-piano, in a way to bring the audience, consisting of people who were in a position to appreciate true musical quality, to its feet in one great ovation.

"In referring to the achievement this gentleman said: 'Whether the idea of accompanying grand opera selections, rendered by a talking machine, on a player-piano has ever been carried out before or not, I am unable to say, but in this instance it was of my own conception. For over a week preceding the recital I practically remained closeted with the talking machine and the player-piano.'

Each record had to be played over a number of times until the speed of the machine had been so adjusted as to render the pitch exactly that of the player-piano. Then the playing of the music rolls had to be studied until they could be played in exact accordance with the personal delivery of the singer.

"The music rolls could, of course, be so played as to exhibit the individuality of the accompanist; the records naturally displayed the individuality of the singer or singers. To get these two factors working in complete harmony was far from being an easy task.

"When accompanying a singer in the flesh it is a comparatively simple matter to follow him, for each note can be watched, as it were. Where the tone issued from the depths of the sound-box, from nowhere, so to speak, a most weird impression is forced upon the performer at the player-piano."

At the recital thus described the program included, among others, the following selections, accompanied on the player-piano:

"The Two Grenadiers," Schumann, sung by Robert Blass; "The Rosary," Nevin, sung by Schumann-Heink; Sextet from "Lucia," Donizetti, sung by Caruso, Scotti, etc.; "Who Is Sylvia?" Schubert, sung by Emma Eames; 'cello solo, "Berceuse," Godard, played by Joseph Hollmann.

POINTS FOR DEALERS TO OBSERVE.

To avoid confusion regarding orders for their horn equipment, the National Phonograph Co., Orange, N. J., recently sent out the following notification to Edison dealers:

"All Triumph orders, unless otherwise specified, are now being filled with Cygnet horn equipment. The omission of the straight horn equipment from the last machine catalog (form 1865), announced in sales department bulletin of August 6, 1910, would seem to preclude the necessity of further announcement; but confusion has arisen in the case of several orders recently because of misunderstanding on that very point. The trade is therefore urged to specify equipment when straight horns are wanted, as while the straight horn Triumph is still available, it will be supplied on special orders only."

Getting things done is a matter of first getting things started.



Convenience of Operation New Flexible Tone Arm

The phonograph that is gaining in popularity by
We have started the new year with magnificent pro
that the trade understands we mean business and that

U-S Combination Phonograph

is the greatest twentieth century innovation in phonographs—it is something entirely new—something different than anything you have ever seen in its line—something with many exclusive features, every one of which stands out so perceptibly as to proclaim its entire superiority over all competitors.

Every day finds new dealers added to our already large list—but frankly we are not satisfied—we won't be satisfied until every first-class dealer, however large or small, handles the U-S.

We offer the trade a phonograph that they will never regret handling—a phonograph that makes good, and doubly good in every particular—a phonograph that is built for economy—strength—and phonograph satisfaction in every way. A phonograph that carries with it a positive guarantee for each and every claim we make for it.

We claim U-S Phonograph superiority

- In its simplicity and convenience of operation.
- In its reproduction of tone absolutely true to pitch.
- In its quick changing to play two or four minute records.
- In its flexible tone arm.
- In its everlasting—indestructible—unbreakable records.

These are all strong, fast selling, exclusive features. They are features that must and do make pleased and permanent customers.

The U-S will thoroughly satisfy even the most critical.

The U-S will help you to keep your old customers, and will bring many new ones to your store.

It has such original and exclusive construction as to get all the music out of every record, no matter by whom the record is made.



U-S PHONOGRAPH CO



**Quality of Tone
Indestructibility of Records**

and bounds—day by day.

our holiday business was simply immense—all proving
e here to stay. The

**U-S
Everlasting
Records**

are made of a guaranteed indestructible material (not wax); a material
that no amount of hard usage can affect.

You can play the U-S beside any other phonograph—you can
interchange records (the U-S Records fit any phonograph, and vice
versa), and you will always find that the U-S stands out master of them
all. It will play its own records better than any other kind. It will play
any other record better than any other phonograph.

We never tie up a dealer in any way—we don't mind how many dif-
ferent makes of phonographs he handles—we don't ask him to favor the
U-S by any means—we do ask him to simply give the U-S the same
showing that he does any other make—we know it will stand out and win
out in comparison. We do not, we really cannot, fear honest competition.

**WE OFFER THE DEALER A MARGIN OF PROFIT
MUCH IN EXCESS OF ANY OTHER
PHONOGRAPH MANUFACTURER.**

Get in line for 1911 business now, by writing us to-day for full
information, trade terms, etc., and you will not hesitate to immediately
place the U-S in stock.

Fill out attached coupon, mail it to us to-day—we
will do the rest.



Cleveland, Ohio, U. S. A.

**V-S
Phonograph
Co.
1013 Oregon Ave.
Cleveland, Ohio**

FILL OUT THIS COUPON
Jan.
Gentlemen:

Please send full particulars
concerning the U-S Line of
Phonographs and Records.

Name

Address

City

State

Now you can get the money of every man who has ever had a prejudice! The man with a check book is pretty likely to be the man who would "never have a talking-machine in the house." He is also the man who most quickly appreciates the Columbia Grafonola "De Luxe" or "Regent" at \$200, the "Mignon" at \$150, the "Elite" at \$100, or the "Favorite" at \$50.



Columbia Phonograph Co., Genl., Tribune Building, New York

NEWS FROM THE SAINTLY CITY.

Good Reports Anent Business—Cyclonic Trade in Victor Goods—Lehman Piano Co. Take Columbia Agency—Big Sales of Grafonolas—American Phonographic Record Co. Incorporated—Bollman Bros.' Talker Department—Many Visitors Recently—Good Reports from Koerber-Brenner as Well as Other Leading Dealers—Other News of General Interest.

(Special to the Talking Machine World.)

St. Louis, Mo., Jan. 9, 1911.

The talking machine trade for the past month was very active and satisfying to all the local dealers. High-grade machines sold the most readily and the record demand was very good.

"A cyclonic wind-up" is the expression used by the Aeolian Co. in describing their Victor business for the last month of the year. A record was set for Victrola sales and the only obstacle that prevented them from doing more was the factory shortage on this instrument. The Victor ready-made Christmas display was prominently featured in the Aeolian Co.'s window, and positive proof of the value of these ready-made displays was shown by the number of customers it attracted.

Thomas Cummins, of the Aeolian Victor department, was confined to his home recently, being severely ill, but is now "back on the job."

Visiting dealers at Aeolian Hall during the past month were Wm. Blumhoff, Wentzville, Mo.; J. A. Kieselhorst, Alton, Ill.; John Winkler, Mascoutah, Ill.; Lee E. Gilbert and C. S. Browning, special representatives of the Victor Talking Machine Co.

Manager Walthall, of the Columbia Phonograph Co., reports that their holiday trade and for the entire month was exceptionally heavy, and particularly so for the higher-priced machines—the best December they ever had here. He closed a big deal with the Lehman Piano Co., of East St. Louis, Ill., by which they purchased a full stock of the Columbia line, and also with Wm. Bauer, 2201 Gravois avenue, this city, the latter putting in a complete Columbia disc line.

This concern had a very original show window to influence Christmas shoppers, and it proved a very good attraction. Their largest display window was set to represent a living room with chimney, grate and a real Christmas tree, with a Regent and Mignon machine. A living Santa Claus gave demonstrations of the working of the different types of talking machines. It sold a number of machines. Mr. Walthall had an advertisement in one of the Sunday papers on December 11 featuring the new Grafonola Favorite, and on the following Wednesday he received a \$50 draft from Fort Worth, Tex., ordering one by express. This is proving to be a great seller.

P. T. Locke, Columbia dealer at Springfield, Mo., passed through here December 13 and visited the local store of the Columbia Phonograph Co. He is figuring on opening a piano and Columbia phonograph store in some town in Illinois in the near future.

The Silverstone Talking Machine Co. had a very busy month during December, which showed a very large increase over the same month a year ago.

This concern will install a handsome new grand opera talking machine booth in the next few weeks.

In our last letter we referred to J. H. Allgaier as the traveling representative of the Silverstone Talking Machine Co. It should have read "The National Phonograph Co."

The American Phonographic Record Co., of St. Louis, has been incorporated with a capital of \$5,000, fully paid. Incorporators—Bernard Manovil, 56 shares; Gustave L. Stern, Philip W. Haberman, I. Folger and Clyde W. Wagner, 1 each. To manufacture and deal in phonographic records.

The Bollman Bros. Piano Co., who recently established an elaborate talking machine department, report having had a very excellent trade during December. This firm had a particularly attractive holiday window display, the foundation being a snow scene. It was greatly admired.

The Thiebes Piano Co. had a fine trade on high-class machines and records during December.

The F. G. Smith Piano Co., one of the newcomers in the talking machine business had a very good December business.

The following visitors were here recently: C. H. Hawk, Pocahontas, Ill.; Tony Harpstrite, New Baden, Ill.; Wm. Allen, Allen Music Co., Columbia, Mo.; C. N. Lanhart, Mattoon, Ill.

The Koerber-Brenner Music Co. enjoyed a big business during the month of December, and their talking machine trade for 1910 shows a 30 per cent. increase over 1909.

D. K. Myers, the well-known Zonophone jobber, reports having had a very fair trade for December. J. K. Savage, his traveler, spent the holidays here and left January 10 for a three months' trip through the Southwest.

PENOBSCOT SONGS IN PHONOGRAPH.

University of Pennsylvania Has About 500 Records.

Dr. F. G. Speck, of the University of Pennsylvania Museum, received an invitation from Chief Michel Sabatis, of the Penobscot Indians, to attend the great election dance which was held by the tribe on the last night of 1910. The election dance is held only once every two years and marks the beginning of the reign of a new chief.

Dr. Speck spent all last summer living with the Penobscot Indians. He is greatly esteemed by them, because he can "make their voices talk again." Dr. Speck took with him a phonograph and into this phonograph he had the Indians sing their various songs. Altogether he has collected 200 different songs, which has brought the collection of Indian songs at the University Museum to 500.

"There," said Dr. Speck, to a correspondent, pointing to a score or more of pasteboard cases, "are the only real Indian songs. Such songs as 'Hiawatha' and similar popular airs are no more Indian than the Gregorian chants. No Indian would recognize them as his native music. All of us who are studying the Indian are struggling with the problem of Indian songs.

"I can whistle the air of some song to an Indian and he will recognize it, but if I attempt to

harmonize the melody by adding the bass the music immediately ceases to be Indian and the natives cannot recognize it. Thus far it has been absolutely impossible to harmonize the Indian melodies. All Indian melodies are in just the same state that European music was in the early part of the Middle Ages."

Dr. Speck has found that the Indian songs are older than the Indian languages. Tribes which have very different dialects will sing the same songs. For many years anthropologists have been trying to find the meaning of certain syllables and words which constantly appear in the Indian songs. By a comparison of the music of various tribes Dr. Speck has found that these interjections have no meaning at all, but are simply like the "hallelujah" of the anthems of the whites.

PHONOGRAPHS AT APPLE SHOW.

Edison Machines Used at Entrances to Boom the Show—Prove Most Effective.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 4, 1911.

At the recent National Apple Show, held in this city, two Edison phonographs were used at separate entrances, which ground forth facts pertinent to the great exhibition, which interested everybody on the Coast. The "line of talk" was made into a record by Bert Morphy, "the man who sings to beat the band," and is as follows:

"Step up, step up, good people! See the big show. See King Apple 2,000,000 strong. Say, he's a pippin! He's a la la. He's a lu lu. He's a la-lu-la!—2,000,000—count 'em—2,000,000—and every one a pippin! There's a Maiden Blush for you. General admission is 35 cents. Don't overlook your change. You may need it. No mistakes rectified after leaving box office. Children under 16, 15 cents. That don't mean you, young woman. Everyone hold your ticket. Stop holding hands. You must have a ticket; you ought to have a girl. Be sure and get your change; don't change partners.

"General admission, 35 cents. Don't forget your change. The apple family is there. There are others. There's the vaudeville—ten big acts—ten. Hear Morphy sing to beat the band. Mind your hat band. Eat apple pies. See the pretty cooks demonstrate. Drink apple cider—it won't be hard on you. See the professor spray the bugs and put them on the run. Learn now to grow apples and grow rich doing it. Children under 16 years of age, 15 cents. General admission is 35 cents. Don't forget your change. Everyone must have a pasteboard. Be sure and get your change. Don't leave your change at the box office. No mistakes rectified after leaving the window. This goes, see!

"The Enakops—it is to laugh. Did you see 'em pinch Bob Cosgrove? If Chief Doust's police were half as—now, don't get personal. Pry yourself loose from your money. It's the root of all evil. It's pretty near the root of the apple tree. Don't be stingy. Spend your money free with that girl. She don't like a tightwad."

The Edison jobbers of the city say the novelty of this bit of enterprise caught the crowds and proved a big success.

HOLLENBERG MUSIC CO. BURNED OUT.

Building Occupied by the Representative of the Columbia Phonograph Co., as Well as Contents, Totally Destroyed by Fire Causing Loss of \$70,000 to Building and \$60,000 to Stock—Partly Insured—New Quarters Secured—Will Rebuild on Old Site—What Col. Hollenberg Says.

(Special to the Talking Machine World.)

Little Rock, Ark., Jan. 8, 1911.

The Hollenberg building, five stories high, fifty feet by one hundred and forty feet, and one of the handsomest piano stores in the United States—taking into consideration its appointment and a ten thousand dollar music hall—was destroyed by fire on the morning of January 3 at 3 a. m. The building and entire contents are a total loss, and in addition one whole city block, perhaps the best appointed in Little Rock, if not in Arkansas, was entirely destroyed, as well as all the stocks of merchandise contained therein. The aggregate loss is approximately \$750,000. The building occupied by the Hollenberg Music Co. was valued at \$70,000. The stock of pianos, organs and Columbia graphophones contained therein and fixtures, all of which were a total loss, were worth \$60,000. Insurance, \$50,000. Not a single sheet of paper, catalog, desk or anything else was saved. Everything was absolutely cleaned out. The next morning the company did not have a new piano, except at the depot, and not a single second-hand instrument, except a few that were rented.

The Hollenberg Music Co. are now occupying premises at 604-606 Main street, just across from their former premises. Their new quarters are fifty feet by one hundred and forty, and after extensive alterations are made in the building, they will have a most attractive establishment.

In an interview with Col. F. B. T. Hollenberg, he said: "We expect to rebuild a little later and will try to build better than before. While we are covered for the actual loss and property destroyed, yet our loss will run into many thousands of dollars on account of the total destruction of everything we had in the way of accessories. Our vaults stood the test, and fortunately all book accounts, leases and everything of that kind were intact this morning when we opened up the vaults. We have received hundreds of letters and telegrams of sympathy, and we appreciate them very highly. We want to thank the entire trade for their kind expressions, and to assure them that they will be long remembered. It encourages us to increase our efforts, which have always been to have the best in the country, to earn the respect of all and to help everybody we can."

STANLEY BENEFIT ON MARCH 8.

Committee in Charge of Benefit for Widow and Family of Frank C. Stanley Have Secured a Great Roster of Talent for the Benefit to be Held at the Amsterdam Opera House.

The special committee selected to arrange the benefit for the widow and family of Frank C. Stanley (W. Stanley Grinstead), the deceased record artist of Orange, N. J., held a preliminary meeting in New York January 7. A conference of the full committee followed on the following Monday, those present being Walter H. Miller, National Phonograph Co.; Victor H. Emerson, Columbia Phonograph Co.; John S. MacDonald, representing C. G. Child, Victor Talking Machine Co.; John Kaiser, U. S. Phonograph Co., and Ernest R. Ball, the song writer, representing the music publishers.

The committee selected March 8 as the date on which the benefit will be given and have secured the Amsterdam Opera House, Forty-fourth street, New York, for the purpose. The following talent have volunteered their services: Harry Macdonough, Will Oakland, W. H. Thompson, W. H. Hooley, Billy Murray, Arthur Collins, Byron G. Harlan, Edward E. Mecker, Harry Burr, Dan Brunt, Frank Coombs, Peerless Quartette, American Quartette, Premier Quartette, Albert Denzler, Charles De Almaine, Charles Buano, Harry Hindemeyer, Harry Anthony, J. F. Harrison, Billy Golven, Steve Porter, Albert Campbell, Vess Osmani, Ada Jones, Len Spencer and others.

TALKING MACHINE DEALERS MEET.

Regular Meeting of the Eastern States Association Held in New York—Some of the Matters Taken Up—May Reduce Membership Fees at Next Meeting in March.

A meeting of the Eastern States Talking Machine Dealers' Association was held at the Cafe D'Or, West Twenty-fourth street, near Sixth avenue, New York, on Wednesday, January 11, with a large proportion of the membership in attendance.

In addition to the regular order of business a number of special questions were taken up, including the policy of the manufacturers in turning over the names of the prospects, who have written directly to the factory, to the nearest dealer in the territory in which the prospect lives. Some of the dealers cited instances where factory salesmen had sold machines and records, or the sale had been made through the nearest jobber, thus practically cutting into the dealer's trade. A resolution was passed to the effect that the companies be requested to make known their rule of procedure when names of prospects were received at the factories.

One of the interesting speakers at the meeting was R. B. Caldwell, vice-president of the Blackman Talking Machine Co., who, drawing upon his knowledge of the affairs of the jobbers' association, offered some excellent advice to the dealer regarding methods for increasing the strength of their organization and holding it together, thus making it a real factor in the trade.

The association is rapidly approaching its first anniversary and though excellent progress has been made both in securing members and in the results accomplished, the growth of membership has not been as fast as was desired despite the hard work of those at the head of the organization. It was therefore announced that at the next meeting, on the second Wednesday in March, a move would be made to reduce the active membership fee to \$3 and the associate to \$1.50.

After the regular session had adjourned the executive committee met for the purpose of discussing the new exchange propositions and other matters of importance to the entire body.

WANAMAKER'S BIG VICTROLA TRADE.

Sold \$100,000 of These Instruments in December in Philadelphia and New York Stores.

In December the talking machine department of John Wanamaker's New York and Philadelphia stores sold Victrolas to the amount of \$100,000. L. J. Gerson, the manager, said: "Every delivery was made as we had placed our order in the summer for our requirements, which we calculated from the preceding holiday business, and therefore was arranged on a very liberal basis. Further, every Victrola was paid for by us in advance of the deliveries."

ADVANCE NOTICE OF ADDITIONS.

At the suggestion of jobbers who are carrying the entire foreign catalogs, or part of them, the National Co. are now giving approximately thirty days' notice of each addition to such lists. This plan was inaugurated with the February supplement. This scheme gives the jobber plenty of time to place the records in stock and get them into the hands of his dealers before the selling date—the 10th of each succeeding month in each case—as the orders will be filled promptly upon receipt.

HANDLING THE VICTOR IN ALTON, ILL.

The J. A. Kieselhorst Piano Co., of 317 to 321 State street, Alton, Ill., have favored us with a photograph showing the interior of their establishment, with their Victor talking machine department strongly in evidence. The entire rear section of the store is given over to that department, and yet during the recent holidays it was found that the space allotted was hardly sufficient to meet the demands of the trade.

BLACKMAN SAVES MONEY FOR DEALERS

"LIVE" DEALERS ARE FOLLOWING HIS "SAVING" PLAN

YOU ARE WASTING TIME AND MONEY.

That's what you are doing if you handle EDISON and VICTOR but buy each line from a different jobber.

STOP THE LEAK AND INCREASE YOUR PROFIT.

Don't keep sending TWO orders, waiting for TWO shipments, and then pay TWO expressages.

ORDER BOTH EDISON AND VICTOR FROM "BLACKMAN."

Simply make out ONE order for anything you want for EDISON or VICTOR, send it to BLACKMAN and you will get the goods AT ONCE in ONE shipment instead of TWO. See the time and money it saves?

LET "BLACKMAN" DO THE WORRYING.

We say this because he won't do any. These "ONE LINE" Jobbers may tell you that "BLACKMAN'S" stock of EDISON or VICTOR is not as complete as theirs. Put the test in an order and we will ship you "BLACKMAN'S" answer.

YOU CAN'T AFFORD TO OVERLOOK THIS.

Watch your most successful competitors and see if they don't get the "BLACKMAN SERVICE."

We don't handle anything but EDISON and VICTOR and you can bet that we are there with the goods. You don't have to take our word for this. Send us an order and find out for yourself.

YOURS FOR THE GOODS

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

97 CHAMBERS STREET

NEW YORK

EVERYTHING FOR EDISON AND VICTOR

The Talking Machine Trade in New England

THE TRADE IN LOWELL, MASS.

The Closing Down of Mills Has Affected the Talking Machine Trade to Some Extent—Holiday Trade, However, of Good Volume—Great Activity at the Bagshaw Talking Machine Needle Factory—What Thomas Wardell Reports—Steinert's Victor Trade—Nelson Doing Well with the Columbia.

(Special to the Talking Machine World.)

Lowell, Mass., Jan. 7, 1911.

Mills—the main industry of the city—threaten to shut down for a considerable period. Some are shut down now for a brief time. This affects the talking machine retail business with the cheaper business particularly, and to some extent with the higher-priced goods. No one can forecast to just what volume depression will be felt. The public are feeling their way along, so to speak, and while the holiday business was good, the outlook for January is not any too bright.

Of course, local conditions do not in any way affect the big factories of W. H. Bagshaw, manufacturers of talking machine needles. Their output is scattered all over the country with jobbers, and they are doing more business to-day than for a long time. Speaking to *The World*, W. H. Bagshaw remarked: "The past year proved to be a good one with us. We are extremely busy, orders are coming in well, and it is more of a problem to us on the shipping end than for business. The trade appreciate 'quality' needles, and we won't allow any other kind to be made. Needles of this character may take a trifle longer to produce at a little extra expense to us, but the good will of permanent patrons who appreciate the highest grade in needle construction more than offsets the financial loss in profits. This extra supervision on needle making does not add to our prices at all, as our prices are as low or lower than any of the world's makers, quality considered."

Thomas Wardell, or "Tom," as the trade call him, the Edison jobber, reports a good holiday business, both wholesale and retail. "Tom" got interested in the Edison line way back at the beginning of the industry, when he used to sing for records. And by the way, "Tom" was once a real actor, being on the stage with Fanny Rice, and even now hangs on to his former art by belonging to a well-known quartet.

The Victor dealers, M. Steinert & Sons Co., attest

a very comfortable business right through the entire line. J. L. Hiser is the new manager of the department.

Columbia goods are being handled in a vigorous manner by Nelson's Department Store, one of the largest stores in New England.

George H. Bachelder is an old-time, experienced talking machine man, and is having deserved success with the Edison products.

EXPANSION IN MAINE.

New Dealers Started by the Columbia Phonograph Co.—Cressey & Allen Closed an Excellent Holiday Trade with the Victor—The Same May Be Said of the Portland Sporting Goods Co. Who Handle the Edison Line.

(Special to the Talking Machine World.)

Portland, Me., Jan. 9, 1911.

It is apparent that the pending few months will continue to be large for the talking machine trade. The past holiday trade was excellent, and a number of the dealers made some big scores in sales.

G. P. Donnelly, manager of the Portland branch of the Columbia Phonograph Co., says that they are starting many new dealers throughout the States of Maine and New Hampshire, with a view of strongly entrenching the Columbia Company in that territory. Mr. Donnelly added: "The new concert grand reproducer has certainly made a hit, and we are reaping the benefit of it in increased sales of both records and machines." Mr. Donnelly is showing his aggressiveness all right in the increased business that they are transacting.

The Victor jobbers, Cressey & Allen, are another well-known house to share in the December and holiday prosperity. Louis W. Frickett is the able manager of their talking machine department.

Portland Sporting Goods Co. is the local distributor of Edison products.

KILHAM'S AMBEROLA TRADE.

Had a Big Demand for These Instruments Before Christmas.

(Special to the Talking Machine World.)

Beverly, Mass., Jan. 9, 1911.

J. F. Kilham, the Edison dealer, sold five Amberolas the few days before Xmas. He is one of the

most enthusiastic Edison men in the country, and contends if dealers will only go after the "big" ones, they will surely get them. Of course, Mr. Kilham sells every type of a machine, but his aim is for the high-class trade, as not only will they buy the best machines, but are the people to buy a large number of records each month.

CONDITIONS IN VERMONT.

Many Dealers Not Alive to the Possibilities of the Talking Machine Trade—Now Time to Wake Up—Success of the American Phonograph Co. Worthy of Emulation.

(Special to the Talking Machine World.)

Burlington, Vt., Jan. 7, 1911.

W. A. Moulton, manager of the American Phonograph Co., Edison and Victor jobbers, is a most enthusiastic talking machine man, and is doing considerable to boom the business in Vermont. There are a lot of "dead" dealers in the Vermont territory; dealers who are suffering from lack of enthusiasm and effort. This, however, is not confined to the talking machine industry, but it is a condition that can be found in almost any line in Vermont. So what the whole State really needs, barring "live ones" like the American Co., is a tonic.

Mr. Moulton reports that business is good considering, although collections are off. There is a strong demand for machines particularly. The outlook is decidedly encouraging for a brilliant 1911.

The Columbia Phonograph Co. are the succeeding company to R. C. Smith & Co., and they are getting after the trade in good style.

LETTERS SHOULD BE ANSWERED.

A Boston jobber says he has a hard time getting answers to letters addressed to dealers. He adds: "Why dealers do not answer correspondence promptly, I cannot understand. It is the same as with conversation. If a man doesn't answer a question, you would consider him tongue-tied, or otherwise lacking in one of the five senses. But in letter-writing, they procrastinate again and again, and then when we meet them personally, they are full of apologies. The bigger the dealer the quicker he answers, but the main fault is with the smaller dealers." The above jobber's principal complaint is that letters are not answered at all. It is a well-known fact that correspondence should at least be acknowledged if not answered, and as the general tendency is to this end, the talking machine trade should be foremost.

BOSTON CYCLE & SUNDRY CO.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 9, 1911.

New England dealers will be glad to know of the return of the Boston Cycle & Sundry Co., exclusive Edison jobbers, to their old established name. For the past few months they have been operating under the name of the Linscott Sporting Goods Co., named so in honor of J. M. Linscott, manager of the company, but the tremendous prestige enjoyed by their long establishment and thousands of dollars spent in advertising is the reason for the change. Charles R. Cooper is the general manager of the Edison department.

J. A. HOLOHAN IN CHARGE.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 10, 1911.

James A. Holohan has been appointed manager of the Columbia department of the Henry Siegel Co. He is an experienced man in this line; has many friends in the city, and judging from his December sales, he will make this department the most successful it has ever been.

The past month has augmented the production at the needle factory of John M. Dean, Putnam, Conn. One of the features of the Dean plan is furnishing needles in special envelopes printed with the advertisement of jobbers.

BOSTON CYCLE & SUNDRY CO.

EDISON
JOBBER'S BOSTON

A New Year's Resolve—let us fill your next Edison order.

Every January appears a bunch of ads with "Start the New Year right," etc. Some are heeded, more are not.

This is New Year's advice in the HEED-CLASS, because it means money in your pockets.

Our Exclusive Edison Service is quick throughout the year; it provides for goods at an instant's notice—a service you must have to reap the largest profits.

Write, wire or phone us and get our interesting proposition.

BOSTON CYCLE & SUNDRY CO.
J. M. LINSOTT, Mgr.

48 Hanover Street
Boston, Mass.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 9, 1911.

Without exception, jobbers and dealers unite in attesting that 1910 was the largest year in their history. This occurring in a none too good year is indicative of the tremendous growth of the talking machine industry in Boston. The year was not as large as it should have been simply because the goods were not available for the holiday rush; there was an unprecedented crush in orders—orders that were placed too late by dealers—and this disappointment was keenly felt, notwithstanding the month's sales were historically large. Those who lost thereby say that next year their orders will go in early. They said this a year ago when profits were held up in a similar manner, but will they in 1911?

Outlook Encouraging for 1911.

For a 1911 outlook the field is decidedly encouraging, and the trade are making a strenuous campaign for a big volume of business. The talking machine rests on a solid foundation of musical qualities; 'tis seldom that a slur is cast upon the usefulness of a machine, and then only by people absolutely incompetent to judge. What does this mean? Unquestionably the talking machine's recognition by practically everyone, whether rich or poor, is because the makers of machines have created instruments to dovetail with the lean or fat purse; not only is the latchkey hanging out of the public's house for the talking machine's reception, but they have battered down the door and it can walk in. The Boston or New England dealer, therefore, who does not use enthusiasm and energy in making 1911 a bountiful year and a "record" year is missing an opportunity like the near-sighted man who walked over a pocketbook bulging out with money.

Growth of Boston Houses During 1910.

To return to the first paragraph, here are some of the Boston houses who stand in the leader class in comparison of the past year's growth. E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, said the year was remarkable and there exists a fair margin over the volume of their previous best year—1907. The latter year, by the way, was the standard for sales until it was replaced by the 1910 standard.

Charles R. Cooper, manager of the Edison department of the Boston Cycle & Sundry Co., adds his words of praise for a generous patronage, particularly in the wholesale field, which likewise created a new high-water mark.

Progress with Oliver Ditson Co.

The Oliver Ditson Co., the "largest Victor jobbers east of Chicago," according to Henry Winkleman, manager of the talking machine department, made tremendous strides in both wholesale and retail branches.

Herbert L. Royer, manager of the Victor end of M. Steinert & Sons Co., was very optimistic over the 1910 achievement; one factor interfering with a still better showing being his inability to secure sufficient goods.

100 Per Cent. Increase with Columbia Co.

The Columbia Phonograph Co.'s December business alone increased over 100 per cent. in comparison with last year, due undoubtedly to a variety of reasons, and particularly to the energetic work of Manager Arthur C. Erisman. For the year there is a tremendous gain. Mr. Erisman is mapping out a 1911 campaign that he feels sure will make a big stride over their 1910 performance.

The Situation with the Dealers.

The foregoing is but individual proof of the 1910 "goodness" with the jobbers. With the dealers, including various stores having talking machine departments, it is equally brilliant. Wm. F. Howes, manager of Houghton & Dutton's department, featuring the Columbia, Edison and Victor lines; Manager Sylvester, of the C. E. Osgood Co., Victor, Edison and Columbia dealers; Manager Hoimes, of the Victor department at Jordan,

Marsh Co., and James A. Holohan, the new head of the Henry Siegel Co.'s Columbia department, all unite in declaring that they surpassed the previous accomplishments during any year.

With the Retailers of the Hub.

Here are still more of Boston's enterprising talking machine houses with a similar rank: Geo. Lincoln Parker, Victor dealer, department managed by Charles P. Trundy; F. S. Boyd, speaking for the Iver Johnson Co., Edison distributors; Sam Katz, the Conclave Phonograph Co.; Harry Rosen, the School street dealer; the Tosi Music Co., the big North End house; Henry F. Miller & Sons Piano Co., Victor department managed by C. Alfred Wagner. Harry Bennett, the Columbia dealer in East Boston, had a good business, but as he has been in business only a short time, had no previous mark to compare with. But Harry says, "Wait for the close of 1911!"

Some Unprogressive Concerns.

There are a few other concerns handling various makes of instruments who don't know whether they are in the business or not; they are held more as a side line than anything else. Of course, if they sell a few machines a year to people who would buy, anyway, at some live talking machine store, it may make a small figure total, but it is absolutely sure that they are not aggressive promoters of the industry itself. People don't as a rule come into talking machine stores to buy goods like they run into news stands; some of the dealers are laboring under the delusion that they will, and as dreams go by opposites, the sooner they wake up so much more quickly will it be appreciated by the live members of the trade.

Re-Adopt Old Name.

The Boston Cycle & Sundry Co. have again been adopted by the officers as a firm name, according to Charles R. Cooper, manager of the Edison end. For the past few months they have been operating under the name of the Linscott Sporting Goods Co., assuming the name of the general manager of the entire concern. The former name—the Boston Cycle & Sundry Co.—has become so well known throughout New England, and in fact throughout the country, with a contingent business asset, it was the only thing to do. Dealers had become so

accustomed to saying "Boston Cycle" when they want their Edison goods that the change seemed too radical.

Doesn't Like the Term.

If you want to get the real Boston talking machine man's angora, just refer to talking machine music as "canned music." He might excuse the first offense but the second time you would need a brush broom for the pieces. Why, one man refuses to give a local paper advertising because they use occasionally the term, "canned music."

A Salesman Who Has Succeeded.

T. N. Mason, with the Columbia Phonograph Co., is a young looking fellow, but he has been in the business since the industry started. He is the youngest old talking machine salesman in the city, and at the beginning of his career spent three years making machine records. Since then he has had great success making sales records.

Guy R. Coner's Trip.

Guy R. Coner, with the Boston Cycle & Sundry Co., leaves to-day for an extended trip through northern New England, where he will cover Maine, New Hampshire and Vermont with a fine-tooth comb. Mr. Coner says he has been able to convince a number of dealers as to the efficiency of their Edison service.

Many Suits on Hand.

Constantino, the Boston Opera House tenor, has a wardrobe of suits on hand covering various sums and difficulties, something over \$300,000 being asked altogether.

Eastern Co.'s New Record Cabinet.

The new record cabinet of the Eastern Talking Machine Co. is ready for delivery and is mailed free anywhere. E. F. Taft, general manager, says these cabinets are of the very best manufacture and are being offered at a figure that is really low for "quality goods." Both A. W. Chamberlain, manager of the Edison department, and S. J. Freeman, manager of the Victor division, are elated at the result of their large 1910 business.

Columbia Used in Contest.

A local newspaper is giving away sixty Columbia machines to people who receive the largest number of votes, a vote being published in each paper.

W. H. BAGSHAW

Bagshaw-made Talking Machine Needles possess the acknowledged essentials of
NEEDLE MERIT

embodying the highest grade of
POINT—TEMPER—FINISH

Largest makers of Needles in America.

Important—Jobbers and Distributers only supplied.

LOWELL, MASS.

After your efforts, your time, your money, have built a business—what? John H. Competitor comes along and camps next door with the same line of goods? *Columbia exclusive selling rights*—a policy introduced into this business and upheld only by the Columbia—secure for you all the returns, on all your investment, all the time.



Columbia Phonograph Co., Genl., Tribune Building, New York.

THREE MORE COLUMBIA ARTISTS.

Recent Acquisitions to the Operatic Staff Are Olive Fremstad, of the Metropolitan Opera Co., Lydia Lipkowska and George Baklanoff of the Boston Opera Co.

A strong addition to the Columbia list of exclusive artists has just been announced in the persons of Olive Fremstad, the eminent soprano of the Metropolitan Opera Co.; Lydia Lipkowska, the charming Russian coloratura soprano, and George Baklanoff, one of Russia's most famous baritones. These artists are well and favorably known, not



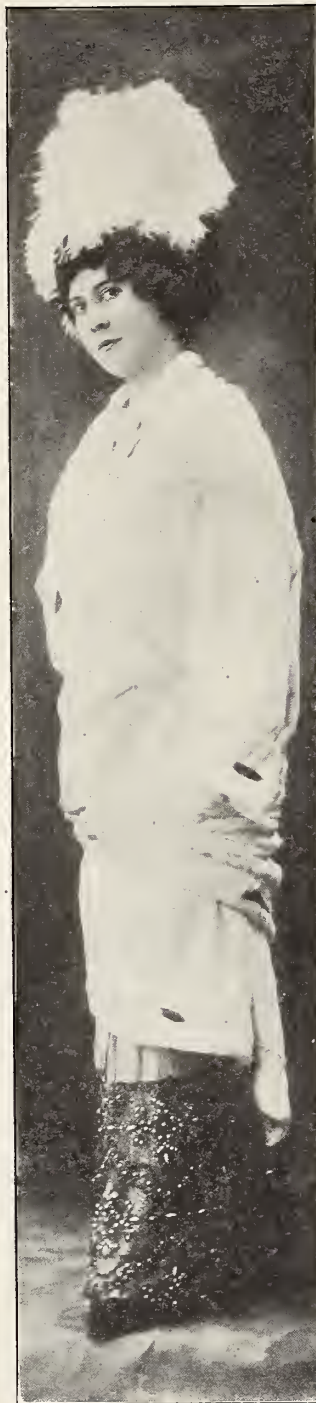
OLIVE FREMSTAD.

only in this country but throughout the entire musical world. Olive Fremstad has been with the Metropolitan Opera forces for eight years or more, and is an artist of the highest attainments.

Lydia Lipkowska, the prima donna of the Boston Opera Co., is one of the youngest and most



GEORGE BAKLANOFF.



LYDIA LIPKOWSKA.

accomplished artistes now appearing in grand opera. She is a native of the province of Poltava, Southern Russia, where she was born twenty-six years ago. She is a graduate of the St. Petersburg Conservatory of Music and made her debut in grand opera at the St. Petersburg Imperial Opera House some five years ago. In Paris, when she made her debut in "Lakme," she duplicated the sensation created in Russia's capital. She made her American premiere last year and has won fame wherever

she has appeared, whether with the Boston, the Metropolitan or Chicago Opera companies. She has a voice of unusually warm quality, combining rare dramatic elements. She excels in fioriture music, like that of "Lucia," "Traviata" and operas of the old Italian school, and in dramatic music, like that of Massenet's "Manon" and "Thais." The prediction is made by many of our eminent critics that roles like Elsa in "Lohengrin" and Eva in the "Meistersinger" are destined to be among her best.

The addition of George Baklanoff is an important one, as he ranks high as a baritone. He made his debut at the famous Moscow Opera House, and made his first appearance in America last year with the Boston Opera Co., when he won a tremendous success, which he duplicated last spring when he sang at Covent Garden, London.

In securing these artists the Columbia Phonograph Co. have displayed their usual alertness in business-making opportunities.

PHONOGRAPH AT FUNERAL.

Widow of Turfman Had Asked That It Supply the Music.

Phonographic music took the place of singers at the funeral held in Lexington, Ky., recently, of Mrs. Byron McClelland, widow of a widely known turfman and one of the wealthiest women in the South.

While dying, Mrs. McClelland heard a phonographic record of sacred music by a quartet of noted singers, and she requested that the machine be used at her funeral. It was the only music at the service.

BREAK RECORDS IN SALES.

G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, the other day said: "Our business in 1910 equals the banner year of 1906, and we feel 1911 will go still higher. There is no reason why it should not, in our judgment." The company have introduced an innovation in the "Victor dog" species, which is represented in its normal condition as a fox terrier. They go a step further and turn out a canine of golden hue possibly to match the Vernis Martin Victrola.

MAX LANDAY'S WESTERN TRIP.

Max Landay, of Landay Bros., 400 Fifth avenue, New York, general manager of the Talking Machine Supply Co., starts on a country wide trip Feb. 1. He will also visit the principal points in Canada, and altogether will stop in 45 cities, and if time serves, will get over into Mexico.

To supply insistent demands, the National Phonograph Co. have issued four Bohemian records (sung by Frances Masopust) and two Hungarian records (sung by Izso Sajo) which have been carefully prepared in both Amberol and Two Minute records. These selections will be forwarded with the March advance records and should find a large sale.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

General Summary of Conditions in the Trade During 1910—The Holiday Business Handled in Wide-Awake Manner—New Machines That Made Their Appearance During the Year and Their Chief Features—Notable Advances Made in Both the Cylinder and Disc Record Fields—Advertising Done on Broader Scale—Much Litigation in the Trade—Monckton Loses Suit Against Gramophone Co.—The New Record Lists of the Month Offer Much of Interest to the Dealers and the Public—Effects of Sousa's Tour on Record Sales—Progress in the Wireless Field—Recent Books Reviewed—Regarding the International Voice Museum—New Patent Law in Holland—Praise for the Amberola—New Sapphire Sound Box Introduced—Some New Lauder Records—Activities of the Various Manufacturers in the Different Branches of the Trade—News Gleanings of Interest.

(Special to the Talking Machine World.)

London, E. C., Jan. 4, 1911.

From whatever standpoint we look back upon Christmas, there can only be one verdict in connection with trading results, and that verdict, as far as talking machine and record sales are concerned, is generally interpreted by traders throughout the kingdom as excellent. It cannot be denied that up to the present the season has been a most prosperous one, not only from the manufacturers' viewpoint, but from the wholesaler and dealer likewise. Outside a few Provincial centers, where trade has been upset by local labor disturbances, this satisfactory condition of business obtains with retailers both in London and in all the Provincial centers of activity, despite the gloomy forebodings engendered by the political situation just prior to Christmas. Another phase of the situation, and which, needless to say, had a great bearing upon sales, was the amount of local advertising and other little publicity schemes put out by some of the most enterprising dealers. The keynote of it all being that talking machines made the best Christmas presents, much business naturally resulted from this alone, but no doubt owing to the increased newspaper advertising by the large manufacturers and the educating effect thereof, the total number of inquiries passed on to dealers reached quite a substantial figure, and it is safe to say that over 50 per cent. resulted in immediate orders. On the average, seasonable window displays were no more in evidence than at Christmas, 1909, but some nice shows were made by the more enterprising dealers, who, however, comprised but a fraction of the trade as a whole. These matters were dealt with at greater length in my December report, and it will therefore be as well perhaps if we pass on to a short review of trade progress during 1910. From the scientific point of view it must be confessed that little progress of a material nature has been accomplished. In one or two directions this statement may not hold good, but let it be understood that I am speaking broadly, and I think it will then be generally conceded that no very great improvement is noticeable in either machines or records as applied to the one and only consideration—natural reproduction. Not that one can say our present system of recording and manufacture is anything but good. It is. Yet, compared with 1909, the headway made this past year is infinitesimal. Here and there some little advancement is noticeable, and this I propose to analyze as we proceed. Let us review the machine situation first. One particular feature is the declining popularity of the interior horn cabinet machines. When these were first introduced to the trade they created quite a furore, but after a month or two the demand fell off, and while a fair amount of business still prevails in the better class

neighborhoods, it is an unprogressive trade nevertheless. A very natural state of things perhaps, especially when one considers the price of these instruments. One prominent trader expressed the opinion that "the 'hornless' tone is muffled, while that of the horn machine is open and clear. Wherefore the cabinet instrument appeals to one only as a nice piece of furniture—in the majority of cases." Except from the view point of better construction and general value, no scientific progress worth mentioning has been made with the ordinary disc instrument, but coming to the so-called hornless type there is something to talk about. The best evidence of improvement is found in the Zonophone Co.'s "Cinch," which is built upon an entirely different principle to other instruments of this class. Here the tone arm support, or bracket, is ingeniously utilized as a sound-carrying channel to the interior aperture which forms the sound amplifying chamber. Another feature is the metal screen or shutter fixed to the front of the instrument. This screen not only purifies and brightens the tone, but makes it the equal in all respects of the horn machines. The Gramophone Co. have adopted a somewhat similar arrangement for their series of hornless instruments, and in both instances the result has been a greatly increased demand. Partly owing to their convenience for carrying about, it was generally thought that these hornless machines would strongly appeal to the trade as a summer line only. Time and public opinion has proved the contrary to be the case, for they are as much, if not more, in demand during the winter months, than in the summer. An all-the-year-round line in fact, and one which the trade evidently appreciate.

Advance of Phonograph Cut Records.

Coming next to the examination of trade conditions in the disc record field, I observe that the phonograph-cut type is rapidly advancing in popular favor, and from evidence disclosed to me I should be well on the right side in saying that 1910 business amounted to quite four times that of 1909. The high standard of recording and quality of artists is well maintained, but beyond that no improvements of a material nature have been offered, unless I except the recent introduction of a 9-inch double record of this type. But that hardly comes under the heading of improvements, although it certainly constitutes a progressive trading line, since it is of general good average quality and sells at a remarkably low figure.

Turning now to the needle-cut disc, we find that the most noticeable improvement made last year was in the matter of surface. Gradually and surely the scratch, which detracted so much from the musical value of the needle disc a year or so ago, is less noticeable. Under the present system its entire elimination is, of course, a scientific impossibility, but 1910 has the credit of seeing important developments in the direction of smooth and noiseless surface. Anyway, our manufacturers are making good progress, and are accomplishing improvements—be they ever so small—all the time. One concrete instance of this is found in the Edison Bell Velvet-Face disc marketed last year. As its name suggests, it is a record of a really fine surface, free from clicks and harsh scrape, and, needless to say, dealers and the public alike have accorded it a pleasing reception. The trade has come to realize, too, the wonderful value now centered in the 12-inch double-discs, so much so in fact, that a goodly proportion of the up-to-date retailers have built up quite a big trade—particularly in the Columbia record of this size. Inquiries from authoritative sources reveal the fact of there being a growing demand for long-playing records—the longer the better, and a strong feeling exists among talking machine men-of-affairs that sooner or later all the leading manufacturers will cultivate this particular class of trade. Broadly speaking, it offers many advantages in the way of extra

profit all round, gives greater satisfaction to the public and certainly raises the influence of the talking machine among men-in-the-street.

A Long-Playing Flexible Disc Record.

These remarks anent the disc would scarcely be complete without a reference to the very latest, which is nothing less than a long-playing flexible disc record. It is the invention of Henry Seymour, and although only in its experimental stages, the fact remains that such a record has seen the light, after careful and exhaustive experiment, necessarily spread over a fair period of time. A few general particulars will be interesting. Apart from being very light, compared to the weight of ordinary composition records, durable and of average standard tone quality, it can be folded up and dispatched by post without fear of damage. Indeed, it is said that several could be thus folded, put in a cardboard tube and sent anywhere in the United Kingdom for one penny. It is made of a material closely allied to zylonite, and the process of duplicating is by fluid pressure. The cost of production, I understand, would be very small, for these records can be turned out almost as easily as bills from a printer's press.

Developments in Phonograph Trade.

As far as phonograph trade is concerned, things are about the same, and no development of any importance, outside the new Edison reproducer, has been accomplished. The cylinder trade cannot be said to be a progressive one, but for all that, sales are well up to the average, which is the more satisfactory in view of the increasing competition of the disc. There would still seem to be some little prejudice existing in the mind of the talking machine public against the indestructible cylinder, for although it is pleasing to note that sales are making good headway, the fact remains that trade is not so progressive as one would naturally expect for a record which is of good average quality, and unbreakable into the bargain. It is strongly advertised and a little more effective spade work on the part of dealers themselves should result in the indestructible record rising in public favor during the new year.

Increase in General Advertising.

One very special feature of 1910 was the valuable assistance afforded to dealers and the educational work accomplished by, and as a direct result of, the increased expenditures on general press advertising undertaken by the chief manufacturers. In this regard great credit is due to the Gramophone, Columbia and Edison companies, whose ad-

The STROH VIOLIN

☞ A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



☞ The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

☞ All interested should write for an illustrated booklet to the Sole Makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA.

FROM OUR LONDON HEADQUARTERS—(Continued)

vertisements are prominently before the public all the time. Inquiries from the public are passed on to the company's agents for handling, and apart from the direct benefit of this, it has also directed the dealers' thoughts to the value of advertising, with the result that many spent larger amounts upon space in the local newspapers, the distribution of leaflets, etc., than in former seasons. And in addition one or two of the manufacturers offered free service in the preparation of newspaper copy and other forms of publicity. Its evident that dealers have just got to wake up!

Much Litigation During Past Year.

Another aspect of the situation which obviously calls for a brief mention only, since it is of no material advantage to anyone for me to traverse the matter in detail, was the exceptional amount of litigation indulged in last year. In the States disputes at law seem to be quite common, but here it is different. If only in respect of litigation, 1910 has seen the making of history in this trade, and it is a matter of comment that never was litigation seasoned with more important results to the future of the talking machine industry. As phonograph is generic to all cylinder machines, so now is the work gramophone free to be attached to all disc instruments. But far more reaching in its result was the tone-arm case, in which the judge held that an arm tapering by sections fitted one into the other was not an infringement of the continuous taper one-piece arm. Had the decision been otherwise it would have meant that all disc machines constructed and fitted with a sectional taper arm would be so much material for the scrap heap. My inquiries among the manufacturers leads to the belief that from first to last there was never a fear of such a contretemps, but it doesn't need a very vivid imagination to picture what a terrible setback it would have been to the whole industry had it come to pass. I make these remarks in good faith, in no party spirit and with respect for every endeavor to uphold one's legitimate rights. That is the attitude of all fair-minded men, and in the hope that the quarrels of the old

year may be forgotten, I wish all my readers a right happy and prosperous New Year.

Verdict for Gramophone Co. in Monckton Case.

The test action recently brought by Lionel Monckton, music composer, for an injunction to restrain the Gramophone Co. from reproducing on a record the song "Moonstruck," which he had written for "Our Miss Gibbs," and for damages, ended in a verdict for defendants. Mr. Monckton claimed that he had a common-law right of proprietorship in his own work, both before and after publication, while defendants submitted that as a matter of law they were entitled to make records and to sell them without the consent of, or payment to, the composer. The song was registered under the copyright act. His Lordship remarked that he did not understand plaintiff's case. When a man had written a song or got a trade mark he seemed to think that the whole world belonged to him. Counsel submitted that under the copyright act a man had the exclusive right to the product of his own brain. His Lordship: The act does not give that right. It merely stops other people from making use of it. Counsel: In justice a man is entitled to the product of his brain. His Lordship: What have I got to do with abstract justice? I cannot make a law for you. You are trying to find a right outside statute. Without calling upon counsel for the Gramophone Co. His Lordship entered judgment for defendants with costs.

First Gramophone Records for 1911.

Accompanying the list of titles for January, the Gramophone Co. make the following remarks: "We have much pleasure in beginning the year 1911 with a supplementary list comprising records which were selected as the result of open competition. This fact in itself should stamp these records as being something quite out of the ordinary. They represent not only titles wanted by the public, for they have all figured on many voters' lists, but titles which have met with the approval of such great musicians as Madame Clara Butt, Henry J. Wood and Landon Ronald. We give you, there-

fore, something unique to offer to the music loving public, at the most opportune time of the year." The prize winner is Miss M. B. Rubil, and her list of titles is as follows: "Eliore" (Coleridge Taylor), Walter Hyde; "Trottin' to the Fair" (C. Villiers Stanford), Thorpe Bates; "Deep in the Heart of a Rose" (Landon Ronald), Madame Kirkby Lunn; (a) "Deep in My Heart a Lute Lay Hid" and (b) "The Bird I Love the Best" (F. Aylward), Miss Perceval Allen; "Ocean, Thou Mighty Monster," "Oberon" (Weber), Miss Agnes Nicholls; "She Alone Charmeth My Sadness," "La Reine de Saba" (Gounod), Robert Radford; "Capriccio Italien, Op. 45" (Tschaiakowsky), the Grand Opera Orchestra; "Preludium" (Järnefell), the Grand Opera Orchestra; "The Druid's Prayer Waltz" (Davson); Herr Gottlieb's Orchestra; "Variations Symphonique" (Boellman), (cello), J. Renard; "You'll Get Heaps o' Lickins" (Coningsby Clarke), Miss Margaret Cooper; "La Poupu," Selections I and II (Andran), the band of H. M. Coldstream Guards; "Star of My Soul," "Geisha" (Sidney Jones), Robert Michaelis; "My Old Shako" (Trotere), Harry Dearth; "Nobody's Satisfied" (Bennett Scott), Alfred Thomas; "The Oddfellow's Song," Peter Dawson; "One of the B'hoys" (Scott), Mark Sheridan, and "Our Farm," "Our Miss Gibbs" (Caryll and Monckton), by W. H. Berry.

Sousa's Tour Helps Record Demand.

Commencing on January 2 and in continuation of his world tour, Bandmaster Sousa intends to visit all the chief towns in the United Kingdom, where his famous band of instrumentalists will give a series of popular concerts. In this connection the National Phonograph Co. have issued a special supplemental containing a complete list of 21 Edison records, both Amberol and Standard, made by Sousa and his band. Needless to say, there will be a great demand for these records following on the visit of this famous instrumental organization and every live dealer will carry big stocks.

ROYAL APPRECIATION

of

HIS MASTER'S VOICE

THE GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEDIVE
OF EGYPT



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD,
LONDON

FRANCE . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
Appelbergsgatan 52, Stockholm

RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-
Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis.
SPAIN . . Cie. Francaise du Gramophone, 56 Balmales, Barcelona
INDIA . . The Gramophone Co., Ltd., 139 Belleaghatta Road, Calcutta

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London,"

Special shipping terms.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

TOURNAPHONES

The Ideal Disc Machines

27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

The New Amberol List.

Another very fine list of titles appear in the advance list for February as follows: Grand Opera Amberol Records—"Die Meistersinger—Preislied" (Wagner), (sung in German), Leo Slezak; "Amico Fritz—Son pochi fiori" (Mascagni), (sung in Italian), Carmen Melis; "Pagliacci—Vesti la giubba" (Leoncavallo), (sung in Italian), Florencio Constantino; "Lohengrin—Elsa's Traum" (Wagner), (sung in German), Marie Rappold; "Barbiere di Siviglia—Una voce poco fa" (Rossini), (sung in Italian), Selma Kurz; "Grand Mogul—Valse des Serpents" (Audran), (sung in French), Blanche Arral, and "Elisir d'Amore—Una furtiva lagrima" (Donizetti), (sung in Italian), Aristodemo Giorgini. Edison Amberol Records—"Cradle Song Medley" (violin solo), J. Scott Skinner; "Standing at the Corner of the Street" (Hunt and Formby), George Formby; "Like Stars Above" (W. H. Squire), Samuel Hemsall; "On the Silvery Sands" (Darewski), Miss Florrie Forde; "I'm Shy, Mary Ellen, I'm Shy" (Stevens and Ridgwell), Jack Pleasants; "Your Eyes Have Told Me so" (Carr Hardy), Stanley Kirkby; "Wallaparoo" (Osmond), Arthur Osmond; "Excelsior" (concertina solo), Alex. Prince; "Breakfast in Bed" (Lauder), Harry Lauder; "A Southern Wedding" (Lotter), National Military Band; "Alma, Where Do You Live?" (J. Briquet), Miss Spencer and Mr. Ormsby; "Asthore" (H. Trottere), Reinald Werrenrath; "I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl" (S. R. Henry), Miss Ada Jones and chorus; "The Fishermen" (V. Gabussi), Anthony and Harrison; "Military Life Two-Step" (K. L. King), New York Military Band; "The Gateway City March" (K. L. King), (xylophone solo), Charles Daab; "The Lord Is My Light" (F. Allitsen), Berrick von Norden; "Drink to Me Only With Thine Eyes," Stanley and Gillette; "Kiss Me, My Honey, Kiss Me" (T. Snyder), Miss Ada Jones and Billy Murray, and "We're Tenting To-Night" (W. Kittredge), Knickerbocker Quartette. Edison Standard Records—"Father of Victory March" (Louis Ganne), National Military Band; "Something Missing" (Wincott and Leighton), George Formby; "A Factory Lass" (Murphy and Letters), Stanley Kirkby; "What a Pity" (Osmond), Arthur Osmond; "Torchlight Parade" (Morley), (banjo solo), Olly Oakley; "The Corcoran Cadets March," Sousa's Band; "In Dear Old Tennessee" (H. L. Newman), Miss Elizabeth Spencer; "Oh, You Dream" (J. Schwartz), Miss Ada Jones and Billy Murray; "There's a Light in the Window" (B. Newcomb), Will Oakland, and "Alpine Rose" (H. J. Lincoln), (bells solo), Charles Daab.

Cable Companies Consolidate.

A matter of great interest to traders having business relations with American firms is the recent announcement made by the chairman of the Western Union Cable Co. This was that negotiations had now been completed for an amalgamation of the Western Union and Anglo-American Cable companies. The Western Union will now have control over seven of the sixteen cables that span the Atlantic. It is expected that the negotiations

with the Postmaster General for acceptance of half rate for messages in plain language will shortly reach a successful conclusion.

Some New Wireless Marvels.

An Italian inventor, Professor Cerebotani, recently demonstrated in Paris a number of new and astonishing wireless discoveries, if anything in wireless wonders is still capable of astonishing us. Thus we are told of a portable pocket wireless apparatus, a wireless teleprinter, on which we can learn to send messages as readily as writing on a typewriter, and a wireless teleautograph, by means of which people in Europe could instantly sign cheques or contracts in America and vice versa. The teleprinter is a simple little instrument with a keyboard like a typewriter, which can be fixed to any telegraph or telephone installation. This transmits messages which appear on printed slips at the other end, but it has the advantage of being infinitely more simple than anything yet invented and, besides, can be used with wireless. The professor has also a marvelous instrument in the teleautograph, a most simple apparatus, which can be fixed to any telephone or telegraph line. By this a signature, a drawing, or a holograph manuscript written with a pencil fixed to a flexible carriage is copied exactly on a machine at the other end. Hence a man in Paris could sign a document in Algiers, or a signature in Algiers could be verified from Paris. As if these wonders were not already sufficient, we are further assured that the greater the distance the better the machine will work, though we have not been told why this should be so. The tracing of one's signature seems to be no more difficult than with a pen, and a pencil repeats it automatically wherever we want it, even should it be at the Antipodes. No wonder that, as we are told, the experts stood in ecstasy at these results. Another very marvelous invention of the professor is an instrument for preserving the secrecy of wireless messages.

Book Reviews.

"Piano-Playing Hints," by Henrich Becker, and published by R. H. Allen & Co., Ltd., 32-34 Theobald Road, London, W. C., at the price of two shillings. This is an intensely interesting work appealing to the amateur pianist. It covers in its twelve chapters an exhaustive field of study, both of a theoretical and practical character, and the chapter dealing with practice, fingering, the pedals and how to use them, and list of studies and pieces will prove an invaluable guide to the student anxious to gain a complete mastery of the art of piano playing. Another instructive chapter deals with the choice of a piano, what to pay and how to care for it. In fact, the whole work teems with useful information, instructive alike to the amateur, professional, or musical instrument trader, and it is to be strongly recommended.

The Music Trades Association Directory, published at one shilling by W. T. Peat, 100 Sheen Road, Richmond, Surrey, is of great interest to my readers the world over, for it is brimful of valuable information anent the music trade of this country. Nearly fifty pages are devoted to a list of bona fide musical instrument dealers, and as it is compiled by agents and members of the association

it may be accepted as quite reliable. In addition there is a complete list of pianoforte manufacturers, accessory and supply houses, timber merchants, wire, key, frame and other makers, not to mention the agents, importers and musical press, etc. The book is a veritable storehouse of useful knowledge, and its compilation bespeaks care and thoroughness right the way through.

All the way from India comes a paper-cover book containing a verbatim report of the Gramophone Co.'s trade mark action and, in addition, the full text of the judgment in the tone-arm case. The book is published at the remarkably low price of two annas, by the Talking Machine and Indian Record Co., of Calcutta, Bombay and other cities.

Late Columbia-Rena Novelties.

A decided novelty in recording is included in the new list of Columbia-Rena records, it being a very popular music hall sketch played within the limits of a double-sided 10-inch record—the sketch being "Parker C," which, in the hands of Chas. Austin and his talented company, has probably had more re-bookings in London and provincial halls within the past two years than any other known sketch.

The sketch is one long scream of laughter and it was this that decided the Columbia Co. to engage Chas. Austin to play his sketch for Columbia-Rena records. The necessary excisions were done by Mr. Austin himself, so that all the characteristics of the sketch have been duly preserved.

The story of the play is entirely retained and all the comic element is strongly in evidence. The plot is quite easy to follow and Chas. Austin makes as big a hit on his fine records as he does in person. A printed souvenir accompanies each record and gives the story of the play.

An admirable descriptive record, which appeared in time for the Christmas trade, is that of the "Symphony Rehearsal" on Columbia-Rena. It describes a German band conductor's effort to get his orchestra to play his new symphony to his liking, with the result that the most weird cacophony is produced by each soloist in turn. Coupled with it is another diverting sketch in which Albert Whelan plays the part of leader of a German band,

The FLEX Patent DIAPHRAGM LOUD SPEAKING

Edison Size "C" or "H", post free - \$.50
Exhibition, or larger sizes, " " - 1.00
Patent Needle Tension Attachment
for Concerts and out of doors, for
Exhibition Sound Box, can be
affixed in a few seconds - .40

Wanted reputable agents for these goods in U. S.
A. and Canada. Liberal terms.

DAWS CLARKE,
5 Longford Place,
Rusholme, Manchester, ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued.)

with his company of trained (!) musicians demonstrating the powers of their respective instruments.

The New Klingsor List.

The latest Klingsor supplementary list of records, issued in December, contains about the finest collection of titles which the company have recorded. There are no less than twenty-four selections by the band of H. M. Irish Guards, some of the titles being, to mention only a few: Waltz song, selection from "The Chocolate Soldier;" "Musical Inexactitudes," Nos. I and II, introducing well-known musical compositions, selection from "Our Miss Gibbs" and "The Arcadians," "Overture 1812," "Eileen Alannah," with cornet solo by Sergeant Hunt, "Serenade d'Amour," and selection from "The Girl in the Train," "Peer Gynt," "Anitra's Dance" and "In the Hall of the Mountain King," etc. The Klingsor Symphony Orchestra is responsible for some nice records: "The Blue Danube Waltz" and "Sphinx Waltz" and the "Raymond Overture," part I and II, among others of an equally pleasing nature. There are six nice renditions by the Slavonic Balalaika Orchestra, while Pipe Major Forsyth has made eight bagpipe records of Scottish pieces. Coming to the vocalists we find they have made some of the most up-to-date titles, all of a quick selling character. Apart from the excellence of the artistes and the titles, it may be of interest to my readers to know that the Klingsor record is the embodiment of good recording, characterized by high quality of tone, detail and volume in reproduction.

A Question of Liability.

The following judgment in a recent bill of exchange dispute case is self-explanatory and of interest to traders. Judge Smith said that if the defendant had signed "as director" he would have been exempt from liability without question. He, however, found that the acceptance was that of

the company and not of the defendant personally. Judgment would therefore be entered for the defendant.

The International Voice Museum in Paris.

Are we to have a great national and international voice museum in Paris? Yes, says Professor Brunot, of the Sorbonne. It must be founded at once and no time is to be lost, as the year is so near its close and otherwise 1911 would have the glory. The managers of the Paris Opera House, we know, have already begun a collection of phonographic records of their best singers. M. Gailhard inaugurated it shortly before the end of his directorship and a score or so of discs were placed one day with appropriate ceremonial in one of the vaults in the basement of the opera, and a rule was established that none of these discs were to be taken away "before twenty years." But a collection of operatic voices is not sufficient, says Professor Brunot. We must have the voices, speeches, etc., of all our prominent men preserved at the Sorbonne. It will be interesting for the future to know how M. Jaurès spoke at the chamber during the railwaymen's interpellation, and how M. Briand replied. Why should not the voice of all our famous men, artists, writers, statesmen, scientists, generals, etc., be preserved, as well as those of actors, actresses and singers?

The professor suggests the establishment of what he calls a Phonetic Institute.

Excellent January Beka List.

Some particularly fine selling titles figure in the January list of Beka records, and their favorable reception is a foregone conclusion. The following are fair examples: Introduction to Act III from "Lohengrin" and "Bridal March, from Lohengrin" (Wagner); "Salome, Intermezzo" (Loraine), and "Amena, Egyptian Serenade" (Paul Lincke), by Beka London Orchestra; "On the Silvery Sands" and "I Wonder Who's Kissing Her Now," by

Jack Charman; "The Volunteer Organist" (H. Lamb), and "Marie, My Girl" (G. Ailken), Harry Thornton; "Billy Whitlock's Nursery Rhymes" and "Billy Whitlock's Village Blacksmith," Billy Whitlock; "Dance of the Satyrs" (Le Thiere), and "The Deep Blue Sea" (M. Brewer), (piccolo solo), W. G. Smith, and "Go as You Please"—and "Medley of Popular Airs" (Fairy Bells), by Max Witte.

The New Zonophone Records.

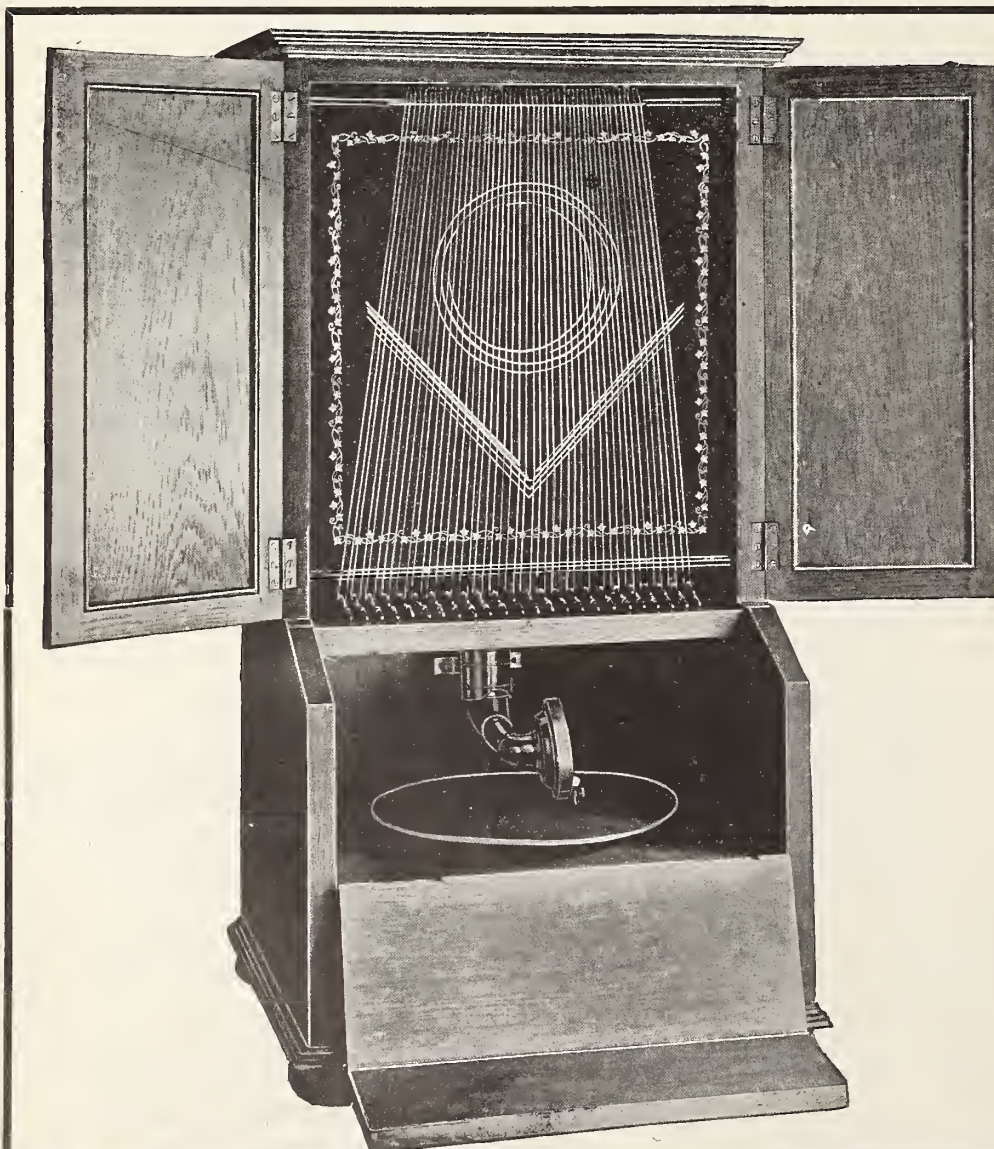
The Zonophone Co.'s impression for January contains an attractive list of titles, the majority of which, judging from the advance orders of the factors, bid fair to be quick sellers. The following are to hand: Ten-inch—"By the Sea," Mark Sheridan; "Silver Bell," Stanley Kirkby; "Valse Septembre," the Peerless Orchestra; "My Treasure," Violet Elliott, and "Tobermory," Harry Lauder. Twelve-inch—"He Shall Feed His Flock," by Mme. Edna Thornton.

Action Withdrawn.

Under date of December 15 Messrs. Barnett, Samuel & Sons, Ltd., advise me that the action commenced against them by the Gramophone Co. last April has now been withdrawn. This action was started as a result of Messrs. Barnett, Samuel applying the word gramophone to their series of Dulcephone machines. The Gramophone Co. based their case upon common law rights, which Mr. Justice Parker remarked, in the trade mark case, in his opinion remained unaffected. The importance of this withdrawal to the talking machine dealer is obvious.

Patents to Enjoy State Protection in Holland.

The Dutch Parliament has just agreed to a bill of much commercial interest to foreigners. It enacts that commercial patents, which enjoyed no protection whatever in the Netherlands, where any foreign invention can be copied or imitated without compensation, shall henceforth enjoy State



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London

protection on payment of a fee of twenty-five florins. In the same way a bill is pending to protect foreign literature against the piracy to which it has always been subject in the low countries, where anyone could reprint or translate foreign works without incurring financial responsibility.

The New Lauder Records.

In connection with the issue of two new Lauder records, "Hey Donal" and "Queen Among the Heather," the Gramophone Co. have produced a special list complete with all the titles made by the famous comedian, who, by the way, has written the company the following brief though sweet appreciation: "My dear Gramophone—I have only to say my last records are simply to the life, and as long as the Gramophone lives I will never die." The Gramophone Co. announce that they have been able to obtain records—sung by two great artistes—of the latest London sensation, "Salome," as the ban so long placed upon this scriptural play has now been withdrawn.

Pays High Tribute to the Amberola.

A fine tribute was recently paid to the Amberola by a well-known picture hall proprietor. In a recent letter to the National Phonograph Co. he said: "For many months we have featured the mechanical reproduction of songs at the Central Hall, and in order to obtain the most satisfactory results we have installed the best machines, both disc and cylinder, regardless of cost and with varying degrees of success. In our opinion the "Amberola" is by far the most satisfactory, it possesses many points for which we have searched the market in vain. The record is longer, which at once out-distances every other device, while the reproduction is beautifully distinct, full and pleasing in tone, and quite free from harshness of mechanical noise, which are all features of the greatest importance."

This sale was made by an enterprising Edison dealer, and it is a fact that the better class talking machine trader looks upon the Amberola as a fine business asset, for the demand is on the increase all the time.

A New Sapphire Sound-Box.

A new sapphire sound-box was recently introduced to the trade by Messrs. Pathé Frères. It is of much the same pattern as the "Majestik" sound-box and will be known as the "Pathé Concert." In order not to be too heavy for the smaller sized Pathé discs—8½, 10, 11 and 14-inch, it has been constructed of aluminium. An original feature of this new sound-box is the improved stylus bar, which is so set as to be entirely responsive to the minutest vibration, and thus good volume, quality of tone, etc., is assured, that is, so far as this particular feature of construction is concerned, and in all other respects I have found this sound-box to give perfect results. It retails at a guinea, and each one carries a guarantee that it will be overhauled at any time free of charge.

PROVINCIAL NOTES.

Trade reports from the chief Provincial centers indicate very strongly that the retail trade has experienced great prosperity right throughout Decem-

ber. Talking machine sales the week prior to Christmas were exceptionally great, and the opinion is freely expressed that never was such a time since the boom which existed about four years ago. Having regard to the liberal advertising which certain of the manufacturers have planned for the first few months of the new year, it should have a very stimulating effect upon the dealers' activity. 'Twere useless to deny that trade does slacken off a bit after Christmas, it is inevitable, but for all that there is not the slightest reason why the majority of dealers should not handle a good trade, especially in records, during the first few months of the year. As a matter of fact, they have great encouragement in the exceptionally fine demand for the pantomime titles, and already things in this direction are very satisfactory. The Provincial factors have placed large orders for the pantomime records and the fact that renewals are being received in London every day is evidence enough that the stuff is selling.

Traders in Newcastle and surrounding districts have enjoyed a very satisfactory trade the last few weeks, cylinder and half crown discs and medium priced machines having been sold freely.

The North country will rejoice to see that Eric Foster has made a further series of "Tyneside" descriptive records for Columbia-Rena, another three just having been issued on a special supplement. The fun is fast and furious, the titles being specially chosen and composed for Columbia-Rena by Mr. Foster. The new records are Eric Foster's "Pitman on His Holiday" and the "Fishwife at the County Court."

In the great county of Lancashire for the most part Christmas trade has been exceptionally bright, but in one or two districts musical instrument traders naturally suffered from the effects of the great colliery disaster.

All the chief makers of records and machines, both cylinder and discs, have been in great demand, and the Manchester and Liverpool factors—Richardson's, Christian Duwe, Burrows, Robinsons' and others, had a very busy time, indeed, in satisfying the demands of the local traders.

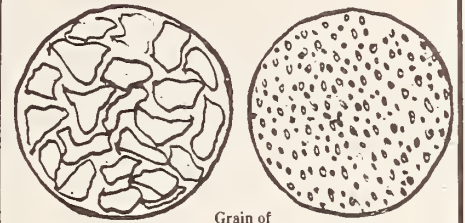
A pleasing feature of the situation up North is the settlement of the protracted labor disputes in the shipbuilding industry. There is abundance of work, and the boilermakers' immediate return to duty has caused great satisfaction to the local talking machine dealers. In Leeds, Bradford and other Yorkshire centers talking machine trade during December was well up to expectations, and as the general industries would appear to be in a very healthy condition, the outlook presents the very brightest prospects for the new year.

Coming down to the Midlands we find an equally satisfactory state of things. The demand for Twin, Edison, Zonophone, Columbia and other well-known products has been unprecedented.

All things considered, talking machine trade has been very well maintained in Wales, and a happy augury of the future is the peaceful conclusion of the coal strike, which at one time threatened to reach very serious proportions indeed. As it is many dealers have eked out a precarious existence this last few months, and many have unfortunately been forced to put up the shutters. Outside the immediate strike districts, however, dealers have enjoyed a splendid Christmas trade, particularly in Edison, Zonophone, Beka and Twin records.

T. E. Osborne, of Belfast, reports having experienced a rattling good time during December, and I should say that his smart local advertising of Gramophone and Edison goods has had a lot to do with it. One of his newspaper advertisements actually gave the number of cylinder and disc records delivered at his premises during a particular week. This is certainly a novel form of advertising and is to be heartily commended.

**Don't Buy Needles
That Damage
Records**



Grain of
Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK



MR. RECORDER, do you know my WAX "P,"
the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

ROYALTIES ON RECORDS.

The Money Paid by Manufacturers of Records Amounts to Big Sum for the Year.

The royalties being paid by the record manufacturers to owners of copyright music, as provided under the Federal act, have run into large amounts of money. When the law went into effect, on July 1, 1909, and for some time subsequently, little copyright music was reproduced, but it was only a question of time when its reproduction—especially of the popular variety—could not be avoided and still keep the bulletin selections up-to-date. The manufacturers are disinclined to mention figures in this connection, but intimate the copyright charges are heavy.

HANDLING THE CUSTOMER.

Every Buyer, No Matter How Small the Purchase, Should Receive Special Attention and Have His Needs Studied.

Take special interest in every customer no matter how small the purchase may be. Some time he may be a large buyer and, remembering the courteous treatment he has received at the clerk's hands, throw large sales to the latter's house. A satisfied customer will pass along the good word and bring other trade.

Don't hurry your customer. Wait on him, thoroughly and well. Learn his face and value and remember both. Show him the new goods in which he may be interested, but do not bore him by using more of his time than he cares to devote to you.

Many customers are most difficult to deal with. They may be unreasonable or overbearing, but the clerk who can "tame down" such as these is winning a reputation with his employer and nearly always makes good customers out of the "grouches."

Pull together with the other clerks. Help them and they will help you. Good fellowship among the employes makes a store bright and attractive and is appreciated most by the customers.

ACCOMPLISHMENT.

We are moving in the shadow of revelation each day.—Thomas A. Edison.

Beyond,
The light shines;
Beyond and still beyond
Each forward step man takes;
And revelation ever casts
Its shadow on the path
Between the runner and his goal.
Yet, runs he on,
Surmounting one
To see another still beyond
Between him and the light.
The unrevealed is infinite,
And revelation's shadow falls
Upon the path of finite man
Until time ends.
Beyond, the light still shines,
And where the light is
Shadows are,
If there be aught
For light to fall upon.

W. J. LAMPTON.

TO INCREASE AMBEROL LIST.

Beginning with their April record supplements the National Co., Orange, N. J., have increased the Amberol list from twenty numbers to twenty-five, and have decreased the Standard list from ten to five. This ratio will continue until further notice, which, when it comes, will, of course, announce the retirement of the Standard list—or, rather, the discontinuance of further additions to it, which means its inevitable abolition though it be gradual. This result was predicted when the four-minute record made its appearance on the market a little over two years ago.

It is the intention of the company to list all the best Standard sellers in the Amberol list. This policy is being pursued with every supplement. Where the selection is too short to be listed as an Amberol, two selections of the same character will be listed on the same record. This is an innova-

tion in Edison recording, and it has already been put into effect, the March list including three records of this character.

STRONG ARTICLE BY GEO. P. METZGER.

Advertising Manager of the Columbia Phonograph Co. Handles an Interesting Subject in the Columns of Printer's Ink This Week.

The issue of Printer's Ink appearing this week contains a most interesting article by George P. Metzger, advertising manager for the Columbia Phonograph Co., under the caption of "The Mooted Subject of Co-Operation of Sales and Advertising." Mr. Metzger emphasizes the importance, or, rather, real necessity, of perfect team work and harmony between the advertising and the sales manager and the importance of the personal equation in successful business building. It is certainly an article that tends to stir up earnest thought regarding the subject handled.

COLUMBIA CO. VS. VICTOR CO. SUIT.

(Special to The Talking Machine World.)

Trenton, N. J., Jan. 13, 1911.

On December 23 the suit of the American Graphophone Co. (Columbia Phonograph Co.) Bridgeport, Conn., against the Victor Talking Machine Co., Camden, N. J., charging them with infringing the Jones patent, was filed here. In addition to the foregoing, the defendants were also charged with having repudiated a license which it obtained from the complainants for the manufacture of disc records under the patent.

The defense, claiming that the United States Circuit Court for the District of New Jersey had no jurisdiction in the action, filed a demurrer to the suit. On the same ground, Eldridge R. Johnson, of Merion, Pa., president of the Victor Co., demurred to the suit brought against him by the complainant. Other grounds of demurrer were stated by the defendants, namely, that the complainants should not sustain the suit in that court because they have a complete remedy at law; that the bills of complaint are deficient in certainty; that the bills do not allege that the defendants infringed the patent jointly and that a case had not been made out in either suit.

The court on January 3 sustained the Victor Co.'s demurrer in part, and the order to this effect was signed the 9th following. Yesterday the order for an appeal by the American Graphophone Co. was signed by the judge to the United States Circuit Court of Appeals, Third District, which sits in Philadelphia.

A PAYING SIDE LINE.

Old talking machine men will recall the prominence which C. A. Ray, Louisville, Ky., occupied in the trade years ago. Mr. Ray is now at the head of the Sanitary Specialty Co., manufacturers of electric suction sweepers, Louisville, Ky.

In the opinion of those best qualified to judge Mr. Ray has a sweeper proposition of unusual interest, and his old friends in the talking machine trade will do well to correspond with him. His product blends well with the talker line.

THE PAST AND THE PRESENT.

"The salesman must be a child before he can be a man," says a business authority. "And the best management implies catching him when he is young."

"Every employer and manager looks to his selling force for results—sales and customers, dollars and cents. The necessity for looking in this one direction often leads the boss to think chiefly of the salesman in connection with what he can do. But what the salesman is seems to be the cardinal point. For the true salesman is seldom a practical dollars-and-cents person. The manager who pays no attention to what he is, but follows a policy of hiring him by his record of results under some other employer is usually a bitterly disappointed man, and a close relative of the farmer who buys a record cow and tries to keep up her butter-fat yield on sawdust."

MAKING FOR LOYALTY.

Present Policy of Large Corporations in Offering Truthful Employes the Opportunity of Becoming Stockholders Means Much from the Strictly Business Standpoint.

It is becoming the policy of a number of large corporations to encourage their employes to invest their savings in stocks of the concerns with which they are connected, with an underlying intention that while the men are financially benefited by this arrangement, the corporation expects to reap a large indirect benefit of its own, through the absence of strikes, in the loyal co-operation of its employes, and in the personal interest they may take in a concern in which they have a part ownership. It has been the policy of many large corporations to encourage their official help.

An employe who owns stock in a mercantile or manufacturing company, even though it may be but a few shares, naturally has an interest in the business and an attachment to the same that could not be aroused in another way. There are endless pleadings to store and factory employes to develop and exhibit an interest in the business in which they are engaged, and to make of it an object of worshipful attention. It is but simple justice to a body of hardworking men to say that so far as the hardware trade is concerned there is little ground for complaint in this respect. One sees everywhere a loyalty that is not measured alone by the size of salaries.

With the beginning of a New Year it may not be amiss to suggest that the employer in a concern of any importance has it within his power to vastly accelerate and increase the enthusiasm and working power of a selected number of his employes. There are ways by which he can aid them to stock investments in his concern without loss, or risk of loss, to himself.

In doing so, he may see some of the dividends diverted from his own money chest, but in the long run he stands to gain more than he loses. He has held out a hand of encouragement; he has taught his men to feel that this is "our business" and not "your business"; he has diminished the chances of his trained force being deflected in the interest of a rival; he has trained men who are likely to stand by him; he is binding men to him upon whom he may lean in the days when the load becomes too heavy for his shoulders.

This method is no experiment. It has been successfully tried in many cases, to a mutual benefit.

THE COMMERCIAL TRAVELERS.

Reservoirs of Energy and Encyclopaedias of Information, Says John T. Graves, Have Bettered Every Condition in the Country.

"The commercial travelers," says John Temple Graves, "are reservoirs of commercial energy and encyclopaedias of public and private information. They are the envoys extraordinary and ministers plenipotentiary from the monarchs of business to the principalities of trade. Their tongues are ten thousand, their bosoms are one for the country and its weal."

"In their organized life they have bettered every condition of the country. There is not a traveler of any kind who does not have to thank their vigorous protests for the existence of better hotels in the interior towns. Their is not a passenger who is not their debtor for improved conditions on railroads, nor a merchant who does not recognize their aid in the facilities of shipping. They have eyes like eagles to 'mark the sparrow's fall' in politics. They thrash out with incisive vigor between stations all the imminent questions of government, and the rise and fall of many a public man has been referred to their favor or condemnation."

There should be a reason for making any and every statement that goes into your advertising matter. Have a double entry system with your advertising. For every sentence that goes into it there should be a reason why—to offset each. If your reasons are good and sufficient ones the advertising ought to pull.

EXPANSION IN CINCINNATI.

A Great December Trade Reported—Famine in Victrolas at All the Leading Jobbers—Anent the Lyric Co.'s Talking Machine Shop—R. J. Whelen Describes the Holiday Trade as a Grafonola Christmas—Dealers and Jobbers Now Reordering Stock—Other Items of News Worth Recording.

(Special to The Talking Machine World.)

Cincinnati, O., Jan. 9, 1911.

There was a decided increase in business here during December over the corresponding month in 1909. Several of the dealers who were almost convinced that the day of the talking machine business had gone by now are most enthusiastic over last month's results. In some instances the gains were 50 to 100 per cent. over the same period of 1909. Naturally this state of affairs will have a most beneficial effect upon this year's business, particularly in the record field.

The Aeolian Co.'s Victor department, under the management of Louis Ahaus, succeeded in depleting the entire stock of Victrolas and records during the holiday season. The phenomenal development of the Victor department is such that Manager Black has plans under consideration for larger and more spacious demonstration rooms.

The prospective purchase of three Victrolas by a prominent Cincinnati broker was one of the prize sales of the holiday trade and most eagerly sought for, being fought out competitively, and the placing of the order with the Aeolian people is claimed by them to be an acknowledgment of the efficiency of its service. January, it is claimed, should be a splendid record month, inasmuch as the company's new customers will have the record fever. With proper encouragement all should be sold a large number of Red Seal records.

The following snappy letter by President W. H. Stever, of the Lyric Piano Co., shows the trend of their new Talking Machine Shop:

"In the month that has just passed we are very well pleased with the results that we obtained from our Talking Machine Shop which we added to the Lyric Piano Co. warerooms just a few weeks ago. We were a little discouraged in the beginning of this proposition, as we never had any experience in selling anything but pianos, but we must say that we have figured out the space which it occupies and we are more than pleased with results in December.

"We find that it brings in a class of customers that very seldom visit a piano wareroom since they have purchased a piano for their home, but that having a very nice Victor machine for their home, of course will visit once in a while to obtain new records for their library, and by having a talking machine department with the line of pianos, it brings in people who have a very nice piano in their home, but who have no one to play it, and therefore is what we call a 'dead' piano. Upon a couple of occasions we have got acquainted with them and have had the opportunity to talk player piano with them. We doubt whether it ever occurred to them before about purchasing a player-piano for their home in exchange of their silent piano until they came in to get some new records for their machine that they depend upon for their entertainment. We believe that the field for a good talking machine department is greater to-day than it has ever been known, because you are kept in touch with the best artists at all times and educate yourself and home with the finest artists, while otherwise you only get to hear them about once a year. So we look at this proposition as quite an educator to every class of people, and we feel satisfied that our adventure in a talking machine department is a success."

Manager R. J. Whelen, of the Columbia Phonograph Co., had a big, broad smile on his face when the writer called to see him, and said: "Business is great. The Christmas trade was enormous, the demand being mostly for the Grafonolas, many being ordered as Christmas presents for friends and relatives, and with every Grafonola a fine assortment of grand opera records was always ordered. The smaller machines came in for their share of popularity, but this was in truth a Grafonola Christmas. We could have sold twenty



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The Music Master Wood Horn

Beyond question is the greatest advancement ever made in phonographic horn construction, not only from the standpoint of workmanship and finish, but from scientific principles of acoustics, it is made from SOLID Oak, Mahogany and Spruce.

The horn of a Talking Machine is the sounding board and amplifies the tones from the records the same as the music shell in a band stand sends forth the beautiful strains of the band and orchestra; you never heard of a music shell made of tin or veneered wood, did you?

Why don't you investigate the merits of the MUSIC MASTER?

Should your jobber be unable to supply you, write us, and we will send you a sample line of oak, mahogany or spruce, disc or cylinder horns on approval.

If you are not satisfied with the merit of the MUSIC MASTER you can return them for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

times the number of Grafonola Favorites if we could have secured them from our factory, but the demand was so great that we simply could not fill our orders. We ordered heavily in all goods, anticipating the Christmas rush, and were able to take care of the trade in good shape on most types of machines and records, except the Favorite.

"Geo. W. Lyle, general manager, from our New York office, paid us a very pleasant visit in December, and while we were able to give him a splendid report of our business in Cincinnati, he also gave us equally as good reports from the other cities he had recently visited. During Mr. Lyle's visit with us he decided to take one of our Cincinnati men away from us, and C. P. Herdman, who has been our traveling man for several years, will go to Indianapolis in January as assistant manager of our Indianapolis store, and this promotion is well deserved. Geo. R. Howard, a Cincinnati man, will take Mr. Herdman's place on the road for us.

"The dealers have already commenced to reorder both machines and records to replenish their stock after the holiday trade, and we predict that Janu-

ary business will be almost on a par with the fine December just past."

A change in the management of the Krolage & Greene Co., which handles Edison goods, took place this month, the business being bought by the Joseph Krolage Co., which has a capitalization of \$20,000. The new owners propose giving considerable attention to talking machine goods.

J. E. Poorman, Jr., of Main street, this morning estimated that the increase in business during December amounted to 75 per cent. over the same period last year. "This gain," he said, "was a complete surprise and we are just tickled to death. Let's hope 1911 will be just as good."

John Arnold, dealer at Fifth and Elm streets, found business to be better during the holiday week than before Christmas. This demand for goods, particularly records, continued after New Year's day, making Arnold most happy over his holiday results.

Hand service, head service, heart service. These are golden aids to a young man in business.

When you analyze the ready, steady sales, you find it is Columbia Double-Disc Records that have kept your clerks busy, and kept the monthly average up.



Columbia Phonograph Co., Genl., Tribune Building, New York.

AROUND THE CLEVELAND TRADE.

Talking Machine Dealers and Jobbers Well Pleased with Trade for Holidays and the Year—W. H. Buescher & Sons Co. Incorporate—Jobbers Couldn't Secure Sufficient Victrolas to Supply Demand—U. S. Phonograph Co. Make Excellent Report Anent Business Expansion—McMillen Divides Responsibilities—Probeck Reports Big Sales of Grafonolas—Dealers Busy Replenishing Machine and Record Stock—The Month's News.

(Special to the Talking Machine World.)

Cleveland, O., Jan. 6, 1910.

The beginning of the year 1911 finds the Cleveland talking machine dealers in a happy frame of mind. The end of the old year and the beginning of the new has been a surprise in that the business has kept up more actively and longer than in any previous period. The dealers, both wholesale and retail, were busy all through the holidays, and the only trouble experienced was their inability to obtain a sufficient number of some of the high-priced machines to meet the demand. There was a very much larger demand for the high-grade, expensive machines than was anticipated, and results evidence the phenomenal popularity of the hornless machines and the development of a high artistic taste by the general public, who have come to realize that the talking machine is a genuine musical creation.

Incorporation papers of the W. H. Buescher & Sons Co., Cleveland, were filed at Columbus recently by A. J. Holle and others. The capital stock is \$45,000 and the company are to do a talking machine business.

The wholesale trade is not as brisk as it was in December, but the volume of business continues

good, a sure indication, says Mr. Towell, of the Eclipse Musical Co., that dealers depleted their stocks during the holiday season and are now replenishing. The demand for both machines and records was, and continues to be, unusually good. "We experienced considerable difficulty and were somewhat handicapped in securing Victrolas sufficient for the demand," said Mr. Towell. "Dealers in this section have done, and are still doing, a very good business, and prospects at the present time point to continued prosperity."

All departments of the U-S Phonograph Co. are busy and working overtime to fill orders covering the entire list of machines and records. One of the officers stated that it was very gratifying to know that the dealers all over the country were showing their appreciation of the "square deal" policy of this company, and that a great many progressive dealers have taken on the improved U-S line. "They realize," said the officer, "that the consumer is bound to demand the best class of goods he can get for his money, and the wise buyer will from this time on insist on a comparison of the various makes before he invests his money. We expect to make every month of this new year a banner month in the sales of our improved product, and dealers who desire to make their talking machine department more profitable and more satisfactory in every way, and who have not investigated this proposition, would do well to do so at once. The full protection given to dealers by this company is proving to be one of its strongest talking points."

One of the very busy places during the holidays was at McMillen's. The management stated they had enjoyed by far the best Christmas business of their career, not only in talking machines but in all departments. Their stock of Victrolas was all sold three days before Christmas, while the other style Victors were in big demand. Over four thousand Victor records were disposed of. Edison machines and records were a prominent feature of the trade, principally Standards and Firesides.

At the annual banquet of the McMillen employes, December 28, H. E. McMillen announced that owing to the expansion of the business it has been deemed best to divide the management with his son, H. E. McMillen, Jr., as general manager, and O. E. Kellogg, as sales manager.

W. H. Buescher & Sons report the heaviest holiday trade in the history of their house, with a tremendous demand for Victrolas. It was almost impossible to secure a sufficient supply from the factory, and a number of orders were still unfilled on New Year's eve.

The Goodman Piano Co. enjoyed a splendid holiday trade in Victor talking machines and records and Edison Amberolas.

In talking machine circles none has more reason to be satisfied with results of the past year than the G. J. Probeck Co., Columbia jobbers and retailers. A. W. Robertson, of the company, said: "December rounded up a very successful year, and especially was the Christmas trade good. Both machines and records were in active demand. Many of the new type of Grafonolas were sold

almost before they were out of the packing cases. The output of records from the 65-cent record up to the grand opera field has been exceedingly satisfactory. Especially popular of the latter are those of Celestina Boninsega, the dramatic soprano, and Jose Mardones, basso. We look forward to continued activity for some months to come."

Just after Christmas the talking machine display room of Collister & Sayle looked as though they were closing out that department of the business. Not a Victrola of the usual large number in stock was to be seen, and Mr. Dorn said he could have sold a number more if he'd had them or could have obtained them. He said business in both the wholesale and retail departments had exceeded his expectations all through the holiday season.

What is true of the foregoing concerns is true practically of every talking machine house in Cleveland. Manager Friedlander, of the Bailey Co.'s department, expressed surprise at the volume of business which completely cleaned him out of stock.

The May Co. not only had an active holiday trade, but since Christmas the demand for Victor machines and records has exceeded expectations.

Chas. I. Davis also made a most encouraging report regarding the Victor and Edison lines, which he represents, as did S. A. Mintz, Victor and Edison representative, and John Reiling, West Side Columbia dealer, who was kept busy replenishing his stock to meet demands.

Others who reported gratifying progress were the Aldrich-Howey Co., Brown Bros., Flesheim, Smith Co., as well as other dealers, all of whom expressed themselves in the most enthusiastic manner regarding trade for the closing days of 1910.

The effective, simple little "Hays Stop," for use on disc machines, is in high favor with all who are using it. The Cleveland dealers say "it sells on sight."

THE SALESMAN'S RESPONSIBILITY.

Real Burden of Business Rests Upon the Shoulders of the Man Who Sells the Goods.

The stockholder who puts his money into a selling business does so in the expectation that there will be enough goods sold at a profit to pay him interest on his money. The manager of the store engages employes whom he believes can either sell goods, or aid those who are engaged in the selling.

A buyer is selected on his supposed ability to so buy his goods that they can be sold at a substantial advance. A sales manager is put into his place of responsibility with the understanding that he will so manage the salesmen as to get out the best there is in them. The credit man must prevent losses on goods sold on credit. The advertising man has no other use except to aid the salesman in the selling of goods.

Thus everything is up to the salesman. Thus every appliance, department, personality and purpose of the store is to sell the goods. And that is the chief end of business!

Makes a Phonograph Sound Life-Like

A REMARKABLE little device made to fit in tube between reproducer and horn of phonographs.

It renders the sound loud, clear and lifelike, and eliminates that unpleasant metallic effect which is more or less common to all phonographs, regardless of price; largely eliminates blasting and splitting of high notes.

THE MORSE CLARIFIERS

are selling fast

Advertised in
standard magazines

Retails for \$1.00

BIG PROFITS TO JOBBERS
AND DEALERS

FREE SAMPLE of Clarifier will be sent to jobbers or dealers writing us on their business stationery

State if for Victor, Victor-Victrola, Edison Cynet horn or rubber tube connection, Columbia Cylinder or Columbia Disc.

MORSE BROS., Mfrs. and Distributors

442 Lumber Exchange, MINNEAPOLIS, MINN.

Pat. Applied For



MILWAUKEEANS OPTIMISTIC.

Great Holiday Trade—Poor Collections the Only Blotch on Good Year—McGreal Discusses Outlook—Ornstein Entertains Western Victor Salesmen—Talking Machine Jobbers Developing Plans for Convention—Behrend Piano Co. Secure Columbia Agency—Hoeffler Handling U. S. Phonographs.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 9, 1911.

A highly satisfactory holiday business is reported by wholesalers and retailers alike. Milwaukee retailers are almost unanimous in saying that the holiday trade was the most successful in their history, while reports from about the State are almost as optimistic. While wholesalers experienced most of their rush during the first half of December, rush orders arrived up to Christmas night from dealers about the State who found demand better than they had anticipated.

One of the brightest features of the holiday business was the fact that cash sales seemed to be more in evidence than a year ago. Considering the fact that some lines of business in Milwaukee are at a rather unsatisfactory stage just at the present time, particularly the steel and machinery trade, which is all important in this city, dealers feel that they have occasion to congratulate themselves on the good business which they rounded up before Christmas. Of course money came in more freely outside of Milwaukee, where general business was perhaps better. The smaller cities and towns all seemed to meet with an especially fine business, due, no doubt, to the fact that crops in the State were almost record-breaking last year.

Just at the present time retailers and wholesalers are in the midst of their annual inventories, and figures which are being disclosed are generally satisfactory. While in many cases total business for 1910 was about the same in volume as for 1909, reports generally indicate a larger volume of trade for the twelve months just closed. The only disquieting feature of the past year was the fact that collections were often unsatisfactory. Just at the present time, however, conditions in this line seem to be showing improvement.

Everywhere predictions are being made that 1911 will be a banner year, despite the rumors that are heard in some lines that conditions will be below normal.

"The outlook for 1911 is exceedingly bright," said Lawrence McGreal, the well-known jobber. "Everything is now on a solid basis and I can see no chance for any disastrous slump in any line. Judging from the way dealers all over the State are ordering after the holiday rush, most of them have plenty of confidence in the coming year. It is true that there are no abnormal gains in business being made, but the improvement has been steady and normal and everything indicates a prosperous period ahead.

"One of the best proofs of the statement that the talking machine business about the State has been forging to the front is the fact that demand for higher-priced machines has been increasing steadily. There is no denying the fact that larger and more expensive machines sold better during the past twelve months than during the previous year."

A decidedly interesting gathering was held at the Hotel Pfister in Milwaukee on December 21, when George D. Ornstein, manager of salesmen of the Victor Talking Machine Co., entertained a number of his western salesmen at a banquet in the Fern room. Following the repast a most profitable discussion on trade matters was carried on by Mr. Ornstein and his guests. Those in attend-

ance included: George D. Ornstein, Lester Burchfield, W. A. Barsh, L. E. Gilbert, V. B. Taylor, S. W. Goldsmith, Joseph F. Gannon, Rosco Gorham, H. W. Woodward, J. E. Allen. Besides the salesmen, Lawrence McGreal, Milwaukee jobber, and Mrs. McGreal, Miss Gannon, Mrs. McGreal's sister, and Mrs. Sarah Gaffney were included in the party.

The meeting of the arrangement committee of the National Association of Talking Machine Jobbers will be held in Milwaukee January 11, 12 and 13, when the members will confer with Lawrence McGreal in regard to the coming convention, which will be held in Milwaukee, July 11, 12 and 13. Mr. McGreal has completed all the hotel arrangements for the July gathering and is now making preparations for the coming committee meeting.

F. K. Dolbeer, general manager of the National Phonograph Co., was in Milwaukee last month, conferring with local jobbers on the new Edison exchange plan, which was put into operation on January 3.

News has reached Milwaukee that a son was born to William J. Voss, Edison and Victor dealer at Appleton, Wis., on Christmas day. Mr. Voss plans to have the young man aid him in next year's holiday trade.

W. J. Augustine, of Fond du Lac and Oshkosh, and F. William Diedrich, of Ripon, Wis., were among the up-State dealers who were Milwaukee visitors recently.

Talking machines from the McGreal store were featured at various celebrations at the Elks Club and the Knights of Columbus new club house on New Year's eve.

"Our holiday business exceeded our highest expectations," said L. C. Parker, manager of the talking machine department of Gimbel Bros. "The Victrolas were in heavy demand, so much so that so far we have been unable to fill all of the orders and have been obliged to substitute horn machines for the time being. To fill several orders it was necessary to ship the machines into the city by express. The sales of records have also been heavy."

A. G. Kunde, the Columbia jobber, 516 Grand avenue, has located a new Columbia branch with the Behrend Piano Co., 526 Mitchell street. This store is located in the heart of the South Side business district and should prove a profitable proposition. "Taken as a whole our business this year has been 25 per cent. larger than it was during 1909," said Mr. Kunde. "The holiday trade was all that could be desired and we were rushed to death. We have received our first Grafonola Favorite, which sells for \$50, and it looks like the greatest thing of the season. I am now completing arrangements for establishing several additional branch stores in Milwaukee," he concluded.

The Hoeffler Mfg. Co. have secured the representation of the U. S. Phonograph Co., of Cleveland, and a number of machines have already been placed. "The Christmas business was better than ever," Manager J. H. Becker, Jr., said. "The call for high-priced machines was so large that I believe that we could have sold fifty more Victrolas, No. 11, had we had them on hand. Edison machines also sold well during the holidays and we disposed of a number of Zonophones."

EDISON EXPECTS AIR MAIL LINE,

Says Man Has Conquered the Air and Is Now Master of the Elements.

Thomas A. Edison predicts that aerial transportation and parcel carrying to all parts of the world will soon be practically solved. Man has conquered the air, he says, and is now master of all the elements. The greatest work of the near future will, he thinks, be that of developing aerial transportation.

"I believe aerial navigation will become practical," continued Mr. Edison, "not as a means of personal transportation alone, but for the transportation of the mails and small articles intended for quick delivery. By aerial transportation remote sections in the far and distant parts of the globe may be reached.

"I do not believe that the government will take up the problem of the development of aerial navigation. I think it will be done by private com-

panies. These companies will use the aeroplane to reach points in Alaska and other places that would be almost inaccessible by ordinary means of transportation."

TO RECORD INDIAN LANGUAGE.

Medicine Man Will Make Phonograph Records for California University.

(Special to the Talking Machine World.)

Berkeley, Cal., Jan. 9, 1911.

To preserve the languages, legends, religions, traditions and lore of the North American Indians, the Department of Anthropology of the University of California has engaged Achora Hungara, a Mojave Indian, and Capt. Jack Jones, an interpreter of the tribe, who will hold positions in its faculty. Hungara is known in the Southwest as one of the wisest of the medicine men. His knowledge of the history of his race is said to be vast. His lectures are to be placed on phonograph records and kept for study.

SONORA

The Instrument of Quality

Highest Class

Talking
Machines



and
Records



The handwriting on the wall in the talking machine line indicates several things which are bound to assert themselves universally.

The **Invisible Horn** in all grades of machines.

The **Record of tenfold wear**, because its surface is not cut through by a needle point.

The **Sapphire Stylus**, which is perpetual.

The **Tone Moderator** of exquisitely pleasing modulation.

The **Automatic Stop**.

The **Covered Case** to eliminate the scratching noise of the stylus.

SONORA represents all these—and some more, of which the trade will learn shortly.

And of one thing be assured, Mr. Dealer, Sonora does not, with its purpose to father the Sapphire stylus and the Sapphire record in this country, have to—and does not—encroach on the rights of others.

And its position is as unassailable as it is dignified.

Sonora Phonograph Co.
78 Reade Street, New York

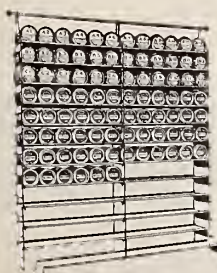
GOOD PROFITS

Are Made Handling the Schubert Extensible Record Racks, for keeping Cylinder Records in the Home.

Patrons can start rack with as few or as many shelves as may be needed at first, then, as records accumulate, add more. Simple, Neat, Convenient and Cheap.

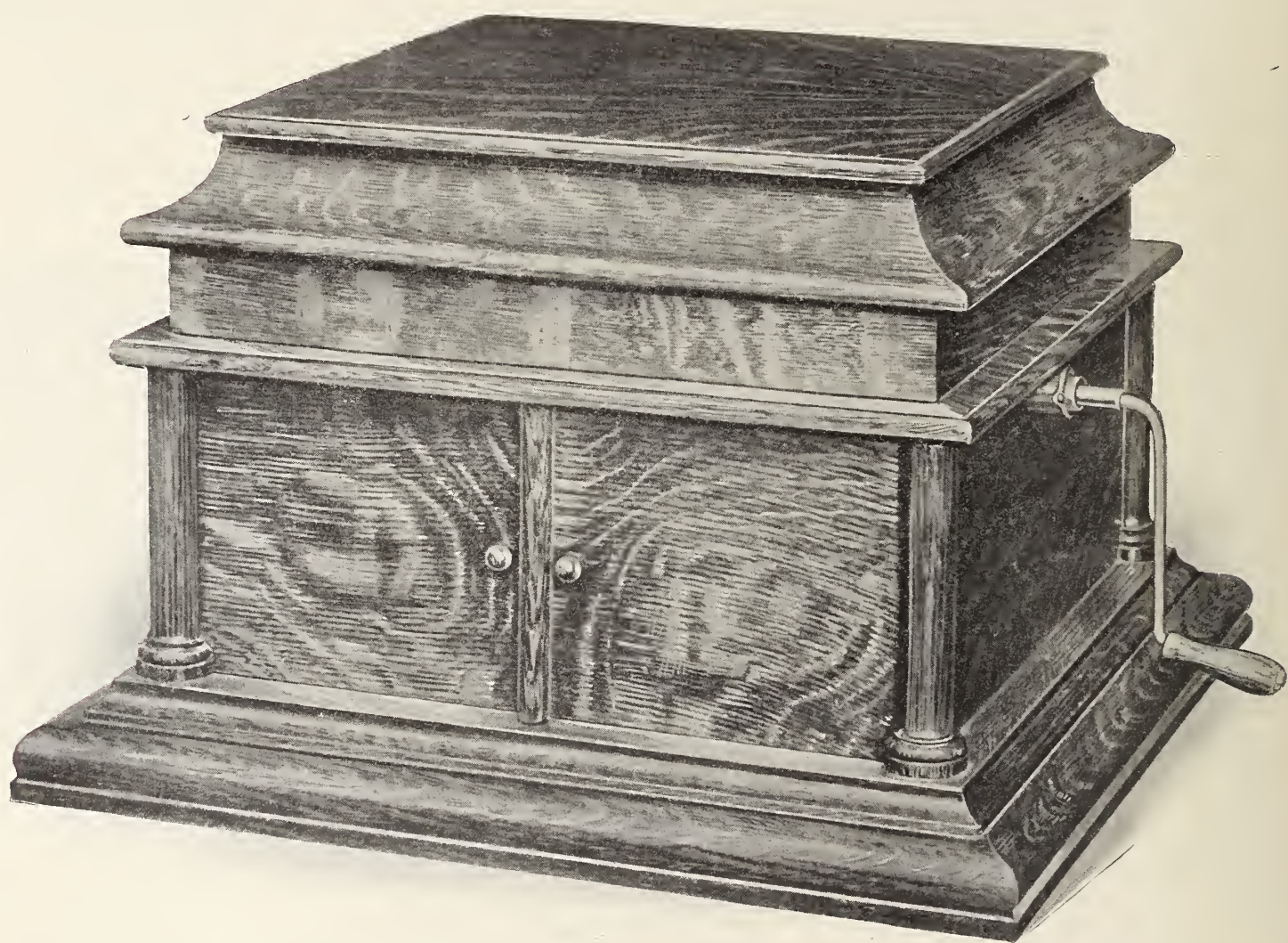
Price, 35c.
Nearly 100% Profit to Dealers.
Send for Special Instalment Offer No. 8.

G. H. SCHUBERT
818 Madison St. Chicago



The Only Hornless Machine

The Columbia Grafonola "Favorite"



The Columbia Phonograph

Line on the Market at \$50

—two years ahead of the times

The Columbia Grafonola "Favorite" is the *first* hornless instrument of any make ever offered to the American public at \$50—or near it.



We believe it is the *best* hornless instrument that can ever be made and sold for \$50.



Every prospect who walks into your store and doesn't get a chance to see a Columbia Grafonola "Favorite" with a \$50 price card on it, is being shown the way to some other dealer's store.

Don't let it happen !

There is only one \$50 hornless machine—the Columbia Grafonola "Favorite"—and if you want to make the sales that can only be made with a \$50 hornless machine, you must get the Grafonola "Favorite" on display.



Dealers Wanted: Exclusive selling rights granted where we are not actively represented.

Company, Gen'l Tribune Building
New York

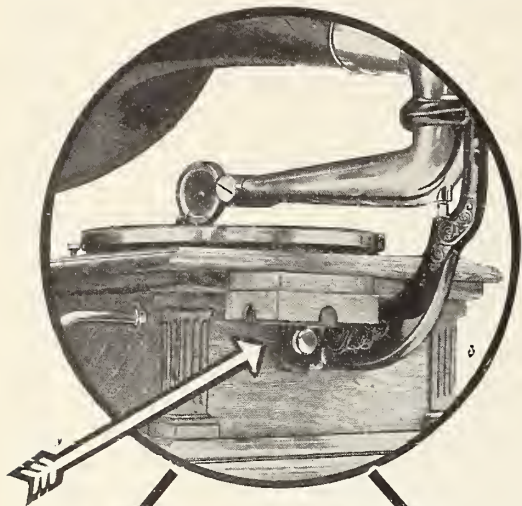
WITH THE PACIFIC COAST TRADE.

Holiday Business with the Talking Machine Men the Best Since the Fire—Heavy Demand Noted for Both Machines and Records—Babson Bros. Open New Store with S. E. Babson in Charge—Sherman, Clay & Co., Clean Out Nearly a Carload of Victrolas After Christmas—Busy Times at Columbia Co. Store—What the Other Houses Have to Report—The Month's News in Brief.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 31, 1910.

The holiday season just closed was, for the Pacific Coast trade as a whole, about the biggest ever experienced, and the San Francisco dealers have had the best month since the fire of 1906, at least. While the wholesale distributors of talking machine goods made unusually large preparations, and have at all times been able to supply nearly



**SIMPLEX
NEEDLE BOXES
and 300 Magnetic Needles**
A 90 cent Outfit for 50 cents Retail

Send 30 Cents in Stamps for Samples and Full Particulars



Holds 18 1/2 inch
Disk Records
Size 39" high 19" wide

This is our No. 100 Disk Cabinet, Oak or Mahogany,
\$6.75 Each

Write for list of our new Cabinets, the Best and Cheapest made

HEADQUARTERS FOR
Victrola Protectors, Simplex Needle Boxes,
Magnetic Needles, Cabinets
VICTOR—Jobbers—EDISON

S. B. DAVEGA CO.
126 University Pl. New York

everything asked for on demand, they will enter the new year with very little stock on hand, and have found it impossible to fill orders for some of the newer and more popular lines of machines. The retailers have bought both early and often, and might be expected to have a fair amount of stock left a week after Christmas, but the numerous orders which have already been received show that the trade as a whole is unusually well cleaned up. While there was a heavy Christmas business in records, the enormous number of new machines sold gives promise of a steady run in the record department during the latter part of the winter. Retailers are just now giving considerable attention to record advertising, and already note an increasing demand. Following the increased sale of high-class machines the call is generally for the more expensive records, and fine selections are certain to be in great demand throughout the year.

Babson Bros. opened their new store at 65 Post street early in December, though they had made a start in the mail order business before that time. The store has a frontage of 30 feet, with a large and well-lighted space in the rear for the display of stock. A couple of demonstration rooms have already been installed, and further improvements are to be made within the next few weeks. S. E. Babson is in charge of the branch, and expects to remain here permanently. He states that the local retail trade has opened up as well as could be expected, and believes the firm will find this territory an extremely profitable field. W. A. Lynch, a well known talking machine man in San Francisco and Oakland, is associated with the new store. He has been for some time in Chicago, and on his way back visited the trade at a number of points through the South.

Andrew G. McCarthy, of Sherman, Clay & Co., says: "The holiday business this year has been without exception the best we have ever had, in both the wholesale and retail departments. December brought an enormous increase over the preceding month, and on Christmas eve we had only three Victrolas left in the house." Mr. McCarthy states that about 80 per cent. of the business in machines is now on the Victrola, attributing the rapid advance of this machine to the constant campaign of advertising which has been carried on. A delayed carload has arrived since Christmas, and in less than a week was almost cleaned out. The company have been well supplied with everything but the new \$75 machine, and are now making deliveries on this line. Regarding the entrance of Babson Bros. into the field, Mr. McCarthy considers this a strong Victor territory, and does not believe that there will be any real competition between this and the Edison line.

The Pacific Phonograph Co. added six extra men during the holiday season to help out on deliveries, and the rush lasted up to the last moment, the force being worked overtime for the last two weeks. Late orders from outside made it necessary to send out a great deal of goods by express. Things have quieted down a little since Christmas, but orders are still coming in on a large scale, especially for records. Mr. Pommer says that while he cannot compare this year's trade with past seasons, the company's business has been extremely satisfactory. He feels that the arrival of Babson Bros. and the increased competition resulting will really be a good thing for the Edison business, as it will bring this line into more prominence than it has ever had in the past.

Mr. McCracken, outside man for the Pacific Phonograph Co., has just returned from a holiday visit to Minneapolis.

The Edison business in Sacramento, Cal., has been unusually good. The line is handled there in a large way by three houses, the A. J. Pommer Co., the Drake Music Co. and the J. W. Boulton Music Co., and all of them have moved a large amount of goods.

The Wiley B. Allen Co. devoted a large amount of space to their holiday display of Victrolas, and this line came very near leading all others carried by the house in the sales record for December, the stock being practically cleaned out at present.

Mr. Grob, who has charge of the talking machine business of Benj. Curtaz & Son, reports a very satisfactory holiday run, but says the business was

materially limited by inability to get the new model Victrola, many buyers preferring to wait until these machines could be delivered.

Mr. Scott, of the Columbia Phonograph Co., characterizes December as the best month for Columbia goods in the city for the last two or three years, the sales being far ahead of last December. He reports a lot of large orders from outside agents since Christmas, which he regards as an unusually promising sign in the country trade. The local house is entirely sold out of the Grafonola Favorite, for which new orders are coming in all the time. It is hoped that deliveries can be completed before the end of January. Mr. Cyrus, the road man, was in the city for the holidays, after covering the Sacramento Valley territory for Kirk, Geary & Co., and says conditions in that district are very promising. He is just starting out for another visit to the Southern district.

W. S. Gray, Coast manager for the Columbia Phonograph Co., will leave early in January for New York. He will be accompanied by Wm. F. Stidham, manager of the Los Angeles branch, and his family.

Clark Wise feels greatly encouraged over the outlook for the talking machine department, which after a rather quiet season ended the year with the best month he has ever had. He says there seems to be a better feeling all around, and believes a material improvement will be noted in 1911.

The Hauschildt Music Co. have made a big feature of their talking machine department, which has gained a strong foothold, considering the short time the house has been established in San Francisco. This department carries a general line of goods, and for the last month has had about all the business it could take care of.

The Oakland Phonograph Co., 472 Eleventh street, Oakland, have the only exclusive phonograph shop in that city, carrying both Victor and Edison lines. The company report a very satisfactory year, with an exceptionally fine holiday season.

HELPING THE SALESMAN.

How the Sales Manager Can Increase the Efficiency of His Force by Using a Little Tact.

"Every sales manager," says one who has had a long experience in both buying and selling, "ought to be human, wise and sympathetic enough to lift his young men out of the sinks of depression when they fall into them.

"One error constantly made is that of praising the salesmen who is selling the most goods, and nagging the fellow who sells the least. Saleswork is competitive. A man not only competes with rivals of his own house, but each of the house's salesmen is also a rival.

"A star performer's records are held up as an incentive to others on the staff. But they have seldom an effect on one who has become discouraged. One thing alone is certain to stimulate him, and that is a record of his own. The shrewd sales-manager helps him to get one.

"The manager of a sales department of one large commercial concern, with hundreds of men under him, makes it a point seldom to praise the star performer. Let him run on his own steam, he advises; praise him unwisely and he may feel that he is indispensable. The manager, on the other hand, gives his encouragement to those who need it."

ANENT CONSTANTINO'S SUIT.

Reference has been made in the daily newspapers to Constantino's \$200,000 suit against the Columbia Phonograph Co. The suggestion that the Columbia company have failed to pay Constantino the royalties it is claimed they owe him is indignantly denied by the Columbia people, who say that his claim is absolutely unfounded, absurd and will be fought to a finish. They also said that if Constantino, who is under contract to sing for them exclusively, wants the advertising the lawsuit will bring him he is welcome to it.

"Grit makes the man; the lack of it the chump. Boys who win, catch hold, hang on and hump."

It's a wise man who always has a wise excuse.

**Doing business without the \$50
Grafonola "Favorite" is like trying to
run the Pennsylvania Railroad with
Pullman cars only.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

INDIANAPOLIS TRADE NEWS.

Excellent Holiday Trade Reported from All Quarters—Changes and Improvements in Columbia Store—Strong Demand Noted for All Lines of Goods—Aeolian Co.'s Good Victor Business—Wulschner-Stewart Co. Cleaned Out of Stock—Kipp-Link Co. Have Good Location—Other News of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 6, 1911.

The talking machine dealers of Indianapolis, having had a satisfactory business for the last year, are preparing for an active campaign for the year now with us. The handlers of the Edison line, the Kipp-Link Co., are counting on a good wagon trade for 1911, and are also counting on the promised Edison disc machine. The Victor men are looking to a largely increased sale of the various Victrola styles, now having something unusually interesting to offer at a popular price. Manager Devine, of the Columbia store, is making many changes, including the employment of a new assistant manager, namely, E. P. Herdman, who has been road salesman for the Cincinnati store of the company. With the new blood in the Columbia force and the exclusive right to the Dictaphone in the Indianapolis territory, he is expecting a greatly increased business during the coming year. In Indiana the year 1911 is one year out of four when there will be no election, and this in itself is counted on to aid business generally. Elections always disturb business to a greater or less extent.

In Terre Haute there are four brothers, the Archibalds, who have been singing as a quartet for several months and have been making records for the Columbia Co. These records have proved to be good sellers not only on their merits, but because they were produced by Indiana men.

B. Feinberg, wholesale representative of the Columbia Co. in the Middle West, paid his semi-annual visit to the Columbia store in Indianapolis.

The Columbia Co. reported an unusually good Christmas business, especially in the higher-priced outfits. Manager Devine, of this company, says that the trade among the people who are able to buy high-priced outfits is getting better year by year. The grand opera records, he says, are interesting more people each year.

He also reports that the demonstration record is proving to be a great hit and the demand for it is big among all classes of people.

The Aeolian Co., with the Victor line, have been giving daily concerts, which have been successful and well patronized during the pre-holiday season. The talking machine business of the Aeolian Co. went ahead of expectations for the holiday season. On December 24 this company had just four Victor machines on the floor unsold.

Mr. Jones, manager of the Aeolian Co.'s Victor department, visited relatives at Delphi during the holiday season.

The talking machine department of the Wulschner-Stewart Music Co. has sold out its Edison stock and will quit the Edison business, devoting all energies in the future exclusively to the Victor line.

The Wulschner-Stewart talking machine depart-

ment had a nice holiday trade, and the company are planning to push the talking machine business hard during the next year. The company have been in the talking machine field now about one and one-half years. The business of the talking machine department during the six months of this year up to December 25 was about 100 per cent. better than it was during the corresponding six months of the previous year. In spite of the fact that the company made unusual preparations for the Christmas trade and laid in an unusually heavy stock, they were about cleaned out after the Christmas rush was over.

The Kipp-Link Co., who handle Edisons and Victors, had the advantage of large holiday crowds, as Massachusetts avenue, where the company are located, had larger Christmas crowds than ever before. With excellent lighting facilities and other conveniences, the crowds that patronized this avenue rivaled those of Washington street, the main thoroughfare of Indianapolis. The Marott department store, one of the most compete in the city, is right across the street from the store of the Kipp-Link Co.

R. B. CALDWELL A COMMUTER.

R. B. Caldwell, vice-president of the Blackman Talking Machine Co., has deserted the City of Churches for a home amid the sylvan glades of Rutherford, N. J., and has already developed the commuter's gift of eloquence which manifests itself whenever he discusses the advantages of that pleasant suburb. And the Marathon down the

street each morning in order to see the tail flags of the 7.37 $\frac{3}{4}$ express waving defiantly as they are hauled Gothamward seems to agree with Mr. Caldwell. Nothing like it, boys.

A LIVE ARIZONA CONCERN.

Fischer's Music Store Handles the Edison and Victor Lines with Great Success.

It has been our privilege to inspect several views of the interior of Fischer's Music Store, of which George T. Fischer is the proprietor, in Tucson, Ariz., where the complete Victor and Edison lines are handled in addition to the large line of pianos, small goods and sheet music.

Besides the sections devoted exclusively to the handling of talking machines, various cabinet models are placed in vantage points throughout the piano and small goods departments, where they may attract the attention of purchasers in those departments. The entire equipment of the store is up-to-date in every particular, attractive cases being provided for the small goods and conveniently arranged racks for the talking machine records and sheet music. In addition to sound-proof record demonstrating rooms there is provided a commodious recital hall, where Victrola and Amberola recitals are given every Saturday evening the year round. On these occasions vocal, piano, violin or pipe organ solos are programmed, it being found that such features draw larger crowds than where the program is made up wholly of talking machine selections.

When in need of Talking Machine Needles

go to

FR. REINGRUBER
Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.

A CONFIDENTIAL CHAT

With Dealers Regarding Unique Advertising Which Is Pertinent at Opening of New Year.

Mr. Dealer, the winter of 1911 should prove a banner one to all talker men who are in a position to embrace golden opportunity. As was the case last year at this time, the new material offered you by the manufacturers is particularly enticing, every company being represented by some accessory which, when applied to the machines now in use, will materially enhance the already brilliant reproduction of records.

The Victor people have come forward with a fiber needle which does away entirely with record wear, and at the same time softens and sweetens the tone.

The National Co. are putting on the market their new Model O Reproducer, thereby revolutionizing the phonograph. With this reproducer applied, their machines take on the mellowness and volume of an Amberola, it is said.

The Columbia concern has a new cabinet machine that can be sold as low as \$50—think of it—and also a reproducer of which they claim great things.

Then there is a jewel needle for disc talkers, which costs but \$2 and is guaranteed for one year, besides other desirable and clever attachments which are awaiting your consideration.

Summing up we find that never before in the annals of talkerdum were there so many good things to choose from.

Now let us take up the subject of the best and most convenient way to get Dame Public interested to the extent of opening up her purse and heart to you. Of course, the solution of the problem resolves itself into one word, *Advertising*, and it remains for the writer, in his modest way, to endeavor to show the dealer along what paths to tread in order to achieve the most far-reaching results.

When you advertise, Mr. Talkerman, put sufficient snap into your publicity to create interest. Be unique, and thereby deal a solar plexus blow to the other fellow who persists in following the old and worn-out trail of bygone years. The advertising game is an intricate one, and while the player's chances were never more promising, he must be keenly alive, well schooled and alert to win out. He must make use of his own intellect and not depend entirely upon his manufacturer's publicity departments for aid along this line. Nothing pleases a talking machine company more than to find one of their jobbers or retailers branching out

into advertising ideas of his own. They hasten to congratulate him by letter, or in person, and print an account of his exploits in their house journal, thus spurring him on to still greater efforts for their mutual good.

Therefore, Mr. Dealer, let us see what we can do, you and I, to achieve success in unique advertising, taking as a subject for experiment, the new fiber needle, and try to win a reward of merit from the powers that be by lauding it somewhat in this wise:

Hear Victor Record 16,113b. Battleship Connecticut March. Played by Pryor's Band in a Style Never Dreamed of Before! Why? Because of the Fiber Needle!

So sweet and natural is the reproduction, so stirring the martial melody, brought out by the new needle, that while listening, your mind's eye will glimpse the stars and stripes flying jauntily from the peak of Uncle Sam's gallant dog of war as she plows her triumphant way up New York harbor. You will see the smiling salute outflung from the lofty torch bearer on Bedloe's Island, and over all, you will hear the inspiring refrain, nobly rendered, from a multitude of golden horns.

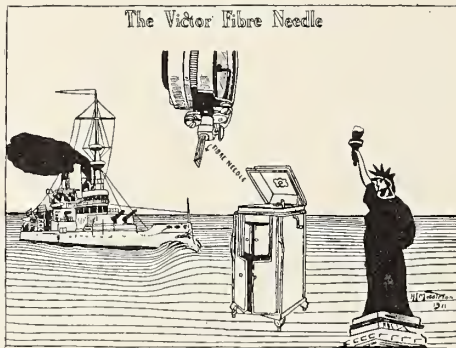
Victors on land and sea perform at your pleasure in our talker shop, through the marvelous fiber needle which does not wear the records and can be used over and over again.

Call! See Demonstration!! Hear Battleship Connecticut March!!! Be Convinced!!!!

John Jones,
No. 1 Broad Street,
City.

The Home of Elite Talking Machines and Supplies.

To add an additional force to this advertisement it might be illustrated thus:



and below the sketch, the following jingle could be used to advantage:

1866

1910

NYOIL

FOR

Talking Machines' Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE NEW BEDFORD, MASS.



(Air, "When Love Is Young.")

The ship steamed up the harbor;

Its band played loud and clear.

We deemed it so alluring,

*We've canned it for you here.

The horns, the drums, the bugles;

They've caught the wond'rous tune.

There's music in the very air;

Come hear it soon.

*The band, not the ship.

You see by this form of publicity, Mr. Dealer, you are stringing your business bow with three strings, all capable of flying an advertising arrow straight and true to the heart of Dame Public. One dart represents the fiber needle, the second the machine upon which it is played, while the third will mean a great many sales of that beautiful march, "Battleship Connecticut," or whatever other selection you may deem worthy of such elaborate specialization.

The other subjects I have mentioned above, and of which lack of space prohibits further details, can all be treated in much the same manner, always making the word *unique* your battle cry.

HOWARD TAYLOR MIDDLETON.

A GREAT VICTOR CATALOG.

The New Publication Alphabetically Arranged, a Remarkable Compilation.

One of the largest, best arranged and most satisfactory record catalogs has just been sent the trade by the Victor Talking Machine Co., Camden, N. J. It is the alphabetical list, with thumb index in margin, so that any selection may be turned to instantly and without confusion. In connection therewith the company address a circular letter to Victor dealers, in which they say:

"These catalogs, although dated November and marked to include the November supplement, really include the December supplement. We were unavoidably delayed in the printing of the pages for this catalog after the covers had been printed and decided to add the December supplement.

"We believe that you will find this catalog to be as complete and convenient as possible. The pages have been slightly enlarged to allow a better margin and the alphabetical thumb indexes are a feature that greatly facilitates the finding of any selection. These catalogs are not for general distribution to the public, but are for the exclusive use of Victor dealers. Only a limited supply has been printed and we caution our dealers to be careful of the copy enclosed as we cannot furnish additional copies."

The records in foreign languages contained in the Victor's foreign booklets will be found in the second section of the "Alphabetical Catalog," to be issued this week.

Salesmanship is the ability to sell goods. It ought to be the ability to sell goods so that they will give satisfaction to the buyer.

A Suggestion for 1911

What it means NOT to have a Cabinet for your records } **LOST
BROKEN
DUSTY**

Any owner of a machine will admit that he ought to have a cabinet.

He knows how exasperating it is to want a certain record (know that he bought and paid for it) and have to paw around in a pile of Disc or Cylinder Records and find the record missing, or that the baby broke it or find it covered with dust. What a pleasure to have a nice cabinet (a fine piece of furniture itself) and be called on for a certain record, refer to the index card and in a jiffy have it on the machine.

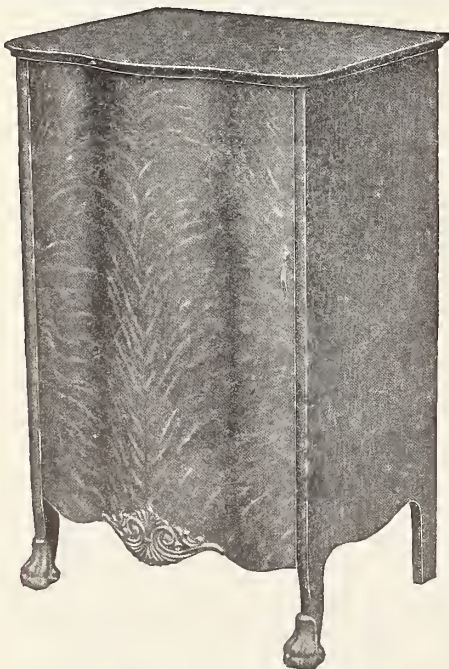
It's fine to have a Cabinet, and you, Mr. Dealer, must talk machine and cabinet simultaneously. A firm in Indianapolis, Ind, The Udell Works, to be explicit, have been making Cabinets for years. Thoroughly dependable and absolutely guaranteed are Udell Cabinets. Patterns and Prices that will care for all demands.

Write these people for illustrations and quotations. To-day is better than to-morrow.

Address them

**THE UDELL WORKS
Indianapolis, Indiana**

We make Mahogany and Oak Cabinets for the New Victrolas No. 10 and No. 11



NO. 435 DISC RECORD CABINET. Height, 34 inches; width, 21 inches; depth, 17 inches. Mahogany top, front and back. Golden Quartered Oak top and front. Will hold 170 12-inch Disc Records.

NO. 435 1/2. Same as above, with horizontal shelves. Will hold 126 12-inch Disc Records in envelopes.

"BY A MAIL ORDER MAN."

Under That Head T. K. Babson, of Babson Bros., Chicago Makes an Interesting Contribution to a Series of Letters from Successful Men Published in System.

Among a recent series of letters appearing in the magazine System, under the head of "How I Started in Business for Myself," and contributed by a number of successful men, was one by T. K. Babson, of Babson Bros., the prominent Chicago mail order house, who do a large business in talking machines, which they sell through the mail in all parts of the country. Mr. Babson's story reads as follows:

"It was the suggestion of an advertising agent that led us brothers to establish a business of our own. We were working on a salary but were in positions which brought us in contact with an advertising man. One day when we were talking together he asked us why we didn't start a mail order business. The idea, although not new, was put up to us in such a way that it set us thinking.

"Although we knew nothing about the mail order game, we were desirous of getting in business for ourselves and decided we would resign and start on the lines suggested by our advertising friend. We first put in only \$5,000 as a basis for a tryout. When we say that there was no definite plan at the beginning except to advertise judiciously, we are naming what we consider the chief element leading to what success we have attained. That element is advertising.

"Our first move was to place with the advertising agency whose representative had suggested the proposition some advertising that we thought was within our means and rightly distributed. This proved a wise move, as later results showed the wisdom and experience of the advertising agent in the campaigns he mapped out. Then we opened a very small office down town in Chicago to await the first returns from our publicity. As soon as the orders began to come in as a result of our advertising, we went out in the open market and bought the goods, which consisted of phonographs, clothing, watches and cream separators, in such quantities as we needed them. With the money we had we were able to pay cash and secure the customary discounts which afforded us the maximum profit from our sales. These discounts we have always continued to take.

"Just as fast as orders came in we filled them. At the same time we increased our office force just in proportion as it was necessary to take care of the expanding business.

"As soon as we were assured that the first advertising was pulling successfully we placed more—as much as we felt able from the showing in returns as a result of the first try-out. This step by step process we kept up, and it was not long before we were on what we considered a solid basis.

"That was just five years ago. We then placed our advertising as we do now, entirely with the magazines and farm journals. Our strong selling point was the guarantee of satisfaction to each customer. We offered a free trial of our goods, and gave a choice of cash or instalment payments. The instalment method proved especially popular and helped materially in bringing orders. On this basis we built up a patronage that now runs into the millions annually.

"When we began we had a force of four people. Now we employ over 400 and are housed in a large building of our own.

"One thing that gave us great opportunities to broaden our selling field was the fact that we required no especial recommendation from a customer before sending him goods on approval. Any Tom, Dick or Harry could send in a request for a watch or a phonograph and we would assume that he was honest and intended to pay. Although we have lost many hundreds of dollars by this policy, yet the general percentage of profits is high enough to make this a powerful and paying lever for business.

"We have built this big business, not through any extraordinary ability of our own, but largely

through advertising that pulled, backed by satisfactory goods. Of course, we could not have started had we not saved when on a salary, but on top of that, attention to business and keeping the advertising in paying channels have won us success. Of the advertising we keep close track. We keep a record of what every advertisement produces in inquiries and orders every month. Any publication too expensive in point of returns we cut off the list for the time being, though we may try it out again some other time. In this way we keep our percentage of profits on an even basis."

COLLEGE PRESIDENT USES "TALKER."

Henry C. King of Oberlin College Sends Message Thousands of Miles to Alumni Associations in the West.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 13, 1911.

The talking machine record has been used many times in the past in voicing messages, but it is not recorded that the president of a college has heretofore made use of it. The president of Oberlin College visited the demonstration rooms of McMillin's, December 30, and dictated the following message to the Oberlin Alumni Association, of Spokane, Wash., at the annual banquet on January 21. After its use at Spokane it will be sent to the Seattle Association for their delectation. The record is fine, giving a distinct, natural enunciation, and will prove an enjoyable treat to those far-away friends of the college. The president's mention of the mode of communication is interesting, illustrating as it does the lofty purposes to which the talking machine may be put:

Fellow Alumni and Friends of Oberlin—One who has made as much of the personal element in education ought not to object, I suppose, to the attempt on the part of distant friends to get into this semi-personal touch with the college—the attempt to get at least within the sound of the voice of its president. I am submitting, therefore, with reluctant cheerfulness, to this first endeavor to 'can' my voice, with the understanding that you are acting on the well-known principle of the western fisheries—that you consume direct what you can, and what you can't you 'can.' And after all, the transportable phonograph record is only one illustration of the marvelous way in which the world of our time has become unified. The unity has been made tangible, visible, audible, to an extent of which an older generation would not have dreamed, and it only thereby partially expresses that brotherhood—that membership one of another—that sense of the inestimable worth of every son of man—to which Oberlin, from the first, has been dedicated. No thoughtful survey of the world's life to-day can leave one in doubt that the world is moving steadily forward toward a completer, more consistent and more reverent democracy, and the college man who has allowed himself to fall out of that forward movement has forgotten his primary obligation to return to his fellows a service commensurate with the special privileges that have been his. The college itself cannot forget this primary obligation, and the doubling of its resources in the last ten years doubles its obligation, not only to do work of the highest educational efficiency, but to be still more sure that that efficiency cannot possibly be reached where the spirit of a genuine democracy does not permeate all its life. Because the college is committed to this goal it asks your confidence, your love and your loyal support in the years to come as in those that are past."

DICTAPHONES FOR HARRIMAN RAILROADS

(Special to The Talking Machine World.)

Salt Lake City, Utah, Jan. 2, 1911.

Last week forty-two Dictaphones were placed in the offices of the Oregon Short Line, in this city, by George D. Smith, in charge of the railroad and navigation business of the Dictaphone Co., of New York. This last sale makes a total of 333 machines used in the various offices of the Harriman lines. The Southern Pacific recently bought 210 machines.

RETAIL ADVERTISING.

What One Successful Dealer Considers as the Proper Method for Reaching the Local Public—What and What Not to Say.

"To me, the ideal way of advertising a retail business," said a successful dealer, "is to use the home newspapers, changing the advertisement each week, and calling the attention of the public to seasonable goods in their season.

"But one must guard against saying anything that is not true. Business that endures must have confidence as its basis. If you lose the confidence of the public to which you are appealing, you might as well sell out and leave the neighborhood.

"The one problem in business is to get the buyer and the seller together; for the one to show what he has, for the other to make known his wants.

"I write out my advertisement in such manner as will appeal to the readers and set them to thinking about my goods. When the farmer sits down to his evening paper, when his wife picks it up to look over after the children are in bed, then it is that I hope to get in my talk.

"I have these two in mind, and the things that they are most likely to read. I try to imagine myself in their places, and to tell them the things I would then have the greatest desire to know. I see the direct effects of this system in my sales."

ENLARGE TALKER DEPARTMENT

The Robert D. Sharp Music Co., Denver, Col., have enlarged their talking machine department and have removed it from the basement to the main floor of the store, where generous show window space is available. The department, in charge of W. H. Davis, has met with great success.

HYMAN LANDAU MARRIED

Hyman Landau, assistant manager of the talking machine department of Samuel Landau, the music dealer of Wilkesbarre, Pa., who handles the Edison and Victor lines of machines and records, was married on January 1 to Miss Mollie Michlosky, sister of Harry Michlosky, general manager of Landau's talking machine department.

An employer who never disagrees with you adds nothing to the brains of the business.

64% Discount On Cabinets

We purchased the entire stock of the Herzog Art Furniture Co., who have built 90% of all the Phonograph Cabinets now in use.

We have Cabinets for the

**EDISON
VICTOR
COLUMBIA**

records. They hold from 100 to 300 records.
Write today for Closing Out Prices.



NEAL, CLARK & NEAL CO.
643-645 MAIN ST., BUFFALO, N. Y.

Victor and Edison Jobbers: Try our improved service. It will please you

Put the Columbia line in your store,
back yourself up with Columbia exclu-
sive selling rights and make your com-
petitors compete with *each other*.



Columbia Phonograph Co., Genl., Tribune Building, New York.

TWO FAMOUS ORGANIZATIONS.

New Records by the Johann Strauss Orchestra and the Garde Republicaine Band Issued by the National Phonograph Co.

The National Phonograph Co. have just issued forty-seven records made by the Johann Strauss Orchestra of Berlin, and twenty made by the Garde Republicaine Band of Paris, concededly organizations of high rank. Of Johann Strauss it is hardly necessary to speak, as Strauss and music are inseparable. Johann is the third of his family to



JOHANN STRAUSS.

bear that illustrious name, and he ranks among the foremost composer-conductors of Europe. It is interesting to note that Mr. Strauss acts as critic and adviser of the National Phonograph Co.'s recording laboratory in Berlin, and the records made by his orchestra are of high artistic quality.

Space prevents us from reprinting the list of the records of these two organizations, but we are sure that the mention herewith will interest dealers sufficiently to write and secure these records if they have not already done so. In addition to the records before referred to, thirty-four additional records by Strauss are to be found in the German catalog and more than two hundred by the Garde Republicaine Band in the French catalog.

IS IT THE LANGUAGE AFTER ALL?

Some Pertinent Remarks by T. H. Bauer on the Question of Opera in English—It Would Seem That to Make the Latter Popular People Must Speak English so That They Must Be Understood.

(Special to the Talking Machine World.)

Boston, Mass., Jan. 7, 1911.

Theodore H. Bauer, press representative of the Boston Opera House, gives The World an inter-

esting remark when he says that it is all nonsense when people say they would go to the opera if they could only understand the words. "Most all opera is given in a foreign tongue, but even admit that one is the most fluent Italian speaker, he cannot understand opera productions in Italian unless he knows the words," continued Mr. Bauer, "and this applies to English opera. I heard the rehearsal of an English opera the other day, and I could only catch two words. Opera should be listened to like the strains of a violin; both are music of the very highest character. More enjoyment can be secured by operagoers if they will become familiar with the words, but if people really like music as music, not knowing the words will not prevent their appearance at the opera. So when you hear persons saying, 'I would go to the opera only I do not understand the words,' it is more of an excuse than a reason for their not attending."

QUEER PHONOGRAPH RECORDS

Owned by the Academy of Sciences in Vienna—Rapidly Increasing the Collection of Idioms and Dialects—Means for Studying Human Speech.

As is well known, the Academy of Sciences of Vienna possesses a very generous collection of phonograms. Those in charge of these archives are now working zealously to increase the series of idioms and variations of dialects; and for this purpose is preparing delegations to all countries. The first of these will be for Sweden and Nubia. The proposed records, however, will not be made merely for purposes of culture, and of the history of language. The authorities have greatly enlarged the field of work of the phonograph, and have made of the instrument an indispensable inventory of the science of sounds. In this respect the phonograph serves as an "acoustic microscope," so to speak, for small sections of the records on the plate are magnified a thousandfold, and so form an invaluable comparative material for the theory of the formation of sound and speech and noises.

One of the latest results of investigation in accordance with this method may be mentioned as an instructive instance of the importance of this kind of microscopical study. Who that has the finest aural perception is able to decide whether the "a" of human speech concurs acoustically with the "a" sound, with its astonishing similarity, which is uttered by the frog in its croaking tone? Here the observer, says Science Siftings, in the absence of the aid of the phonograph, is restricted to his sensibility, and is exposed to subjective errors, and for this reason such investigation must lack an exact basis.

But such tonal emission magnified a thousandfold shows promptly that the "a" sound of a frog is intermitted at brief intervals, a fact which the human ear cannot grasp under ordinary circumstances, and that unlike the "A" of human speech it is a tone of interruption. From this point of view may be recognized also the keen importance this method has for examination of pathological disturbances of speech, for instance, and for the differentiation of dialects even to their smallest details.

THOUGHT THEY HEARD EDISON SPEAK

Members of the Fifty Club of Philadelphia Hoaxed by a Fellow Member Who Impersonated the "Wizard" and Delivered an Address.

At a meeting of the Fifty Club, in Philadelphia, Pa., Christmas night, a joke was perpetrated on the members by Herman Logue, made up to impersonate Thomas A. Edison. As everyone knows Mr. Edison never speaks in public, but the alleged address was accepted as genuine until the "fake" was subsequently exposed. The so-called "speech" follows:

"I am here to-night at the earnest request of your president and vice-president. I was on my way to Washington to personally present to the patent office my latest invention. I dropped off here that I might say a few words to you, see the airship flights and continue on my way. But while I am here it is no more than fitting that I should here and now make the first public announcement of my very latest, and to my mind, the greatest invention ever offered to suffering mankind. It has everything wiped off the map and this is what it is. I have called it my Radium Rejuvenator, and it works wonders. Given to a man of 60 it will make him as mischievous and as full of life as a boy of 10. Given to a lady of 80, it will make her as kittenish as a schoolgirl, and given to a man of 100, it will cause him to at once change into a man youth of 21. And the greatest part of it all, it can be worked backward, to bring about the opposite result. Isn't it a wonder? Think of the great boon to poor humanity, think—"

At this point of the "remarks" the cat was let out of the bag, a good laugh went around, but a rousing toast was given Mr. Edison by all present. The Fifty Club is made up of members of the Manufacturers' Club, composed of leading business men of the city.

EDISON ATTACHMENT PROPOSITION IN CANADA.

The National Phonograph Co., Orange, N. J., have extended their combination attachment proposition to Canada, and the trade across the line are now given the opportunity of cleaning up the "un-amberolized" machines in the Dominion. The provisions and restrictions of the Canadian arrangement are identical with those which govern the plan in the United States, with the exception that the prohibitive Canadian custom duty prevents the delivery of the special packages of ten records, for attachments already in the hands of the trade, at special net prices, as was done in the United States. The company say this is unfortunate, of course, but as it is irremediable, there is little doubt that the Canadian trade will waste no time in vain regrets over the matter, but with customary aggressiveness will apply themselves to the task of making all Edison owners in the Dominion steady, profitable customers for the Amberol records.

Enthusiasm is an explanation of what happens when the brain and heart meet and explode at white heat.

TIMELY TALKS ON TIMELY TOPICS

The manufacturing companies have from time to time proceeded against both licensed and unlicensed dealers for selling their product at less than list price. In every case the Federal courts throughout the country have sustained the contention as to the manufacturer's right to formulate a selling price and maintain it legally under the judicial interpretation of the scope of their patents. Now, the National Phonograph Co., Orange, N. J., have obtained an injunction against a second-hand dealer in Philadelphia, Pa., restraining him from selling new or old Edison records at less than the agreement price. In last month's issue of *The World* this case was referred to briefly, and since then the full decision of Judge Holland, handed down November 9, has been received. It is unnecessary to quote in extenso from this lengthy opinion, as he cites liberally from other decisions of this same nature in support of his own holdings.

A few facts, however, may be noted, namely: Weinberg was a second-hand dealer, and admitted that he had bought second-hand records from users and sold them at reduced prices; and it was proved that he had also been buying new records from licensed jobbers or dealers of the National Phonograph Co. or from other parties, and selling the new records as well as the second-hand records at cut rates. By this decision an injunction is granted restraining the defendant from cutting prices on new and on second-hand Edison records as well. This is the first decision of this kind at final hearing, although similar decisions have been made on motions for preliminary injunctions against the defendants, Charles Frederick and J. J. Dixon, of Brooklyn, N. Y. As stated, this is the first time that this precise question as to second-hand records has been before the courts on final hearing. There was no defense set up that he was not familiar with the conditions of the notice printed on the Edison record cartons; but even if he had, observed the court, "he would nevertheless be conclusively presumed to have knowledge thereof." And again: "The complainants here may entirely suppress the use of their records, or their patent monopoly may be parceled out or divided up in any convenient way they may conclude is for their benefit in the manufacture, use or sale of the article, and the right of the patentee to control his patented article by contract entered into, both with respect to price to be charged and to the person to whom it may be sold, has been determined in a number of cases. The courts have uniformly restrained jobbers and licensed dealers from selling the patented article in violation of their agreement, and have held that a violation of license agreement does not restrict the patentee to his right upon the contract, but that he may bring suit for infringement, notwithstanding the fact there may also be involved an interpretation of a contract." The petition of complainants for an accounting and an injunction restraining Weinberg from dealing in new or second-hand records was granted. Dealers and others should not overlook the importance and pertinence of Judge Holland's decision.

From January to March is the best part of the year for the sale of records, with the present month leading. New customers were created during the holidays by the sale of machines; and now while the spirit of enthusiasm is still at fever heat is the time for keeping the record end of the business up to the highest pitch. One of the best and most effective methods for attracting new customers and developing trade is the employment of concerts or recitals, depending upon the size and impressiveness of the dealer's premises. Those who have given the question of concerts special attention and handled them from an artistic standpoint have never regretted the innovation; they pay and pay handsomely.

As much as has appeared in print as coming from Thomas A. Edison, unless duly authenticated, it is safe to say nine-tenths is pure fiction; fragments of the writers' fanciful imaginations. Recently, however, articles have commenced to ap-

pear in a Chicago paper devoted to electric affairs, and which were credited as interviews with Mr. Edison. Knowing the distinguished gentleman's well known aversion to talking for publication on questions with which his name is indissolubly connected as one of the world's authorities, unless, as above stated, proper introductions precede the meeting, inquiry was made of people in a position to know if those "stories" had any foundation in fact.

It was then learned that Mr. Edison gave out these "talks" to the paper in point because Samuel Insull is financially interested in the publication; in fact, president of the publishing company. To those who know, Mr. Insull is not only president of the Edison Consolidated Co. of Chicago, and many times a millionaire, but was also one of Mr. Edison's earliest friends and supporters in the young days of electric lighting. Unless the writer is in error, Mr. Insull was one of five men who had every faith in Mr. Edison's discoveries in the practical application of electricity and its commercial possibilities, and provided the capital for its development. Of course, this fortunate and far-seeing group was richly rewarded for their confidence, and it is understood the friendliest relations were always maintained between the famous inventor and his friends.

As the informant of *The World* said: "You can now understand why the 'old man,' as T. A. E. is affectionately termed by his factory assistants and intimate business associates, furnishes interviews to Sam Insull's paper. In short, he will grant any favor within reason which Insull should ask." Whether the latter was ever interested in the phonograph has never been made public, though Mr. Insull has invested some money in a plant for the manufacture of perforated music rolls—is president of the company.

The President of the United States has issued a proclamation extending the right of copyright to German citizens under section 1, paragraph c, relating to the reproduction of music in talking machine record form. This is in compliance with the statute adopted by the German empire, which confers the same privilege on our citizens. The law, succinctly related, is to the effect that when any foreign government enacts legislation in conformity with the American copyright statute the same privileges will be extended. As the President is required to make this formal announcement when such action is taken, the proclamation above referred to carries out the provisions of the law.

Among the unique requests that float into the offices of *The World* one of the latest pertains to the personality of Ada Jones, whose name is familiar to every dealer throughout the country as an artist whose records are always in demand. A woman has written *The World* stating she would become a subscriber providing the private life name of the popular record singer would be furnished together with the information as to how many times she has been married. Perhaps the lady herself will answer these queer inquiries, because *The World* does not pretend to know anything whatever about the personal affairs of the record artists for publication. Just why our female correspondent should want this information is also beyond us. But it is likely the reader will recall the old story of a famous lawyer who once upon a time said: "There are two things in this world I never could fathom and they are, what will be the verdict of a petit jury? and what a woman will do next?"

The merchant who is continually fretting about the cost of his advertising had better throw up the sponge and retire from the ranks of business and competition to drag out an unmolested, rural existence as a tiller of the soil, in which vocation prevailing custom and energetic enterprise will not be forever hounding him with that factful warning, "Advertise or Rust."

HOW ADVERTISERS ARE HELPED.

An Unsolicited Letter from the S. B. Davega Co., Which Tells How Advertising in *The World* Brings Results.

Many evidences of *The World's* extraordinary efficiency as an advertising medium have been received from time to time. The general high character of *The World* has also been acknowledged by firms, companies, individual dealers and jobbers in every section of the globe where English is used or spoken, and even from countries where foreign languages are used exclusively. It has been a source of pleasure to thank its many friends. The appended letter, from the S. B. Davega Co., 126 University place, New York, one of the oldest Edison and Victor jobbers, is a fair sample of what is referred to above, but its tone of candor is also very gratifying, to say the least. It follows:

"New York, January 11, 1911.

"*The Talking Machine World*, 1 Madison avenue, New York:

"Gentlemen—It gives us great pleasure to inform you that we have received more replies to our last month's 'ad' and had greater results therefrom than any 'ad' we ever had in your paper.

"Almost two carloads of cabinets were disposed of in one month's time; in fact, one complete carload of our No. 100 cabinets alone were sold.

"The results obtained from our Simplex Needle Box 'ads' in previous issues were also very gratifying, and we do not hesitate to say that *The Talking Machine World* has been our best medium for advertising all of our specialties. Respectfully,
"S. B. DAVEGA Co."

JOIN JOBBERS' ASSOCIATION.

The R. S. Williams Co., Toronto, Can., and R. L. Penick, of Montgomery, Ala., are recent accessions to membership of the National Talking Machine Jobbers' Association.

Booths For Sale

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap. For particulars address "G. T. L.," care *Talking Machine World*, 1 Madison avenue, New York City.

Salesman Wanted

Wanted—Salesman, retail Victor business. Experience necessary. Prefer man who has done both inside and outside work. Good opportunity for anyone who can show results. Location, New York State, large city. State age, present employment and give references. Address "C. A. M.," care *Talking Machine World*, 1 Madison Ave., New York City.

Manager Wanted

For branch office of graphophone department, at Meridian, Miss. Reference required. Experienced man and a live wire, with executive ability. Good salary and commission to the right party. Position must be filled immediately. Apply Graphophone Dept., A. E. MORLAN, Gulfport, Miss.

Edison Repair Man Wanted

An experienced Edison repair man wanted. Steady work, short hours, good pay. Every incentive for promotion with one of the biggest houses in the country. BOSTON CYCLE & SUNDRY CO., J. M. Linscott, Mgr., 48 Hanover St., Boston, Mass.

Disk Records Wanted

A couple of thousand single side disks wanted. Must be in English and cheap for cash. Could use any kind of phonograph stock at job prices. Address C. HURLING, 65 Arthur St., Toronto, Ontario, Canada.

For Sale or Trade

3,000 Edison records, new stock. Will trade for Zonophone records or Columbia records or machines. A. J. DENINGER, 335 North St., Rochester, N. Y.

THE TRAVELING MAN.

How He Measures Up in the Esteem of Those Who Really Know Him—Some of His Trials and Tribulations.

"A commercial traveler," says one who has traveled, "was once supposed to be a man who told stories of dubious morality, and of even worse taste; a man of bibulous habits, a man who hardly ever went to bed, a man whose private life would not bear close investigation. When I remember the many illustrations that have been borne in upon me of the men I know, I do not see these evidences that were once thought to be universal. I do not see noses blushing for the sins of the mouth. I do not see in eye or in feature, or in general air and bearing the unmistakable symptoms of a life of dissipation. To me the moral progress of mankind for which we fervently hope, that means to all generous spirits, practical religion, that means optimism, that means the improvement of the race, indeed that means to the trust in men, I take it that our system of credit to-day powerfully and logically increases our belief in the progress of morality in the commercial world of to-day. And when I face men who are not the heads largely of commercial houses, but who are its hands and its feet, its bone and sinew, the very marrow of its strength—I realize that the morals of trade are the morals of the traders, and if that be true I have no fears for the ethical future of the commercial interests of our nation and of those in whose hands they rest.

"A word to the salesmen: You are salesmen. You are not largely employed at home, where round about every man are thrown the safe-guards of public opinion, of friends who know you, who look upon you with a certain watchful interest. You are not in a little neighborhood as you would be in your home city, when your every act is transparent to the daylight. You are away from home. You are traveling. You have many lonely evenings. You are tempted sorely. And yet if I know anything of our common humanity by dint of my little experience I look upon these men in vain for the signs of coarse dissipation that in the past were wont to be considered characteristics of your vocation.

"I honor these tireless men who endure surliness, the boorishness of customers, who smile when they feel very far from smiling, who talk to deaf ears, who move the reluctant, who melt the stony hearts of unwilling buyers."

COLUMBIA CO. IN SAN FRANCISCO.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 31, 1910.

Another lease for two years has been taken on their store in this city by the Columbia Phonograph Co.

SATYABALA DEVI



Restful
Vina Music
Cures
Headaches,
Sleeplessness,
Nervous
Exhaustion,
Mental
Depressions,
Hysteria,
Vertigo.

Vina Music as played before Emperor Alexander the Great, and the Great Mogul Emperor Akbar of India, reproduced on disc. Price \$2.50. For sale at

FULLER, BAGLEY & BEERS

(Victor Talking Machines)

2106 Broadway at 73d Street :: New York City
Phone, Columbus 99

graph Co., which is located at 334 Sutter street. The business, under the management of W. S. Gray, has increased at a rapid rate, of which the best evidence is the renewal of this lease.

IMPORTANT VICTOR LETTER

Bearing on the Expiration of the Berliner Patent Recently Issued by the Victor Co., Camden, N. J., Is of General Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 3, 1911.

The Victor Talking Machine Co. have issued a letter in which, after calling the attention of the trade to the scope of the Berliner patent, they say in part:

"There has never been a time in our history when we were in as strong a position from a patentable standpoint as we are to-day, and our legal department advises us that our chances for sustaining sufficient of our patents to protect the splendid business that our inventions have created is as sure as anything can be before the final decisions are given in the matter.

"There is a common impression, which has been industriously circulated by parties having motives to which such a report is in harmony, that our basic Berliner patent expires in February, 1911. The term of this patent does not expire in February, 1911, but has a considerably longer time to run. It cannot be held as having expired, or as invalid, save by process of law. We have defeated every effort of numerous infringers to invalidate or evade this Berliner patent in the past; and we certainly feel that we will be able to continue to successfully maintain our rights up to the regular date of expiration.

"The Victor Co. is protected, and fully protected, by many patents based on the improvements which have made the disc talking machine what it is, and the time is far off when disc talking machine records, or machines, of a quality equal to ours commercially, or of a quality that warrants serious consideration by the trade, can be manufactured or marketed without licenses under our existing United States patents."

WHAT REAL SERVICE MEANS.

Some Methods and Policies Worth Studying of Retail Houses That Have Met with Success.

"Service to customers," says an eminent student and teacher of business ethics, "is the keynote of modern merchandising." The stores that are achieving notable success and making rapid gains are those that not only furnish honest values at reasonable prices, but which also strive to render an efficient personal service to their patrons. The one-price system has come to stay, together with a liberal policy as to exchanges and the making good of deficiencies of any kind."

All this has changed the spirit and character of the selling organization. The day is rapidly passing when the salesman endowed with a strong higgling and bargaining propensity and nothing else can succeed. Intelligence, courtesy, thorough knowledge of the stock and ability to adapt that stock to the customer's need—these are the qualifications one must have who would make good under the new order of things.

The result of this tendency in the retail field is a growing demand by the stores for properly equipped salesmen. Equipment here might be taken to mean (1) a good elementary education, (2) the right kind of personal qualities and habits, and (3) technical training for the work of the store. For the person possessed of the right combination of qualities and training—and these are not difficult to develop—the opportunities for agreeable work and substantial returns in the retail houses are numerous and attractive. Good business demands fair and courteous dealing and efficient service, and these in turn demand well-trained employees.

The next time you feel grouchy start a conversation with a "smiling fellow"—you'll catch his smile and be the better man.

THE COST OF CREDIT.

How Indiscriminate Credit Encourages Dishonest and Careless Customers and Helps to Increase Cost of Living.

Indiscriminate credit helps to raise the cost of living.

The abuse of credit encourages careless persons to order beyond their needs. It assesses upon prudent and honest customers the cheatings of the dishonest who will not pay, and of the foolishly extravagant who cannot.

The dead-beat and the harassed improvident are far more frequent among people of comfortable income than among those of narrower means. This is one reason why prices are higher in stores surrounded by pretentious houses and apartments than in tenement regions, where plain working people dwell.

Some of the causes of the high cost of living are beyond the power of individual thrift to remedy, but a general return to the use of the old-fashioned method of "pay as you go" would help.

RAILROADS LOSE APPEAL.

Initial Carrier Liable for Losses to Shipper on Other Lines—Will Interest the Trade.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 3, 1911.

The so-called "Carmack amendment" to the Hepburn law, making the initial carrier liable for loss of interstate shipments during transportation, not only on its lines, but also on those of connecting lines, was declared constitutional to-day by the Supreme Court of the United States in a decision handed down by Justice Lurton.

The constitutionality of this provision was attacked by several railroads on two broad grounds. One was that it interfered with the liberty of contract not only of carriers, but of shippers. The other was that it imposed liability upon the initial carrier for loss on connecting lines when it had no part in the management of the latter.

NEW INCORPORATIONS IN 1910.

Some Facts and Figures Regarding New Corporate Enterprises Launched During the Year Just Ended.

New companies organized in the Eastern States during 1910, of \$1,000,000 capital or more, as well as increases in capital, have involved \$1,967,617,450. This sum is much larger than the total of any previous year since 1906, when the amount was \$2,297,970,000. The largest year on record was 1901, when the United States Steel Corporation was formed, and the charters taken out in different States reached a total of \$3,714,105,000.

Incorporations outside of the Eastern States increased the 1910 total to \$2,222,757,850. Adding companies in all States of a capital of \$100,000 and over but under \$1,000,000, the grand total is brought up to \$2,869,073,742.

A SOUTH AMERICAN VISITOR.

Ernesto Tosi, with Jose Cagini, one of the largest talking machine houses in South America, of Buenos Ayres, Argentina, arrived in New York on Dec. 24 direct. He brought with him a number of native artists, who will make recordings at the Columbia laboratory while here for the export department of the Columbia Phonograph Co., General, whom Senor Cagini represents in that part of the world.

The R. Wurlitzer Co., Cincinnati, say the month of December was the best month they ever experienced in the talking machine line. Both the wholesale and retail departments did an excellent business, notwithstanding the fact that there was a great shortage of Victrolas. The increased demand for high-grade records was far in excess of any month previous and makes the future outlook for Purple Label and Red Seal records very promising.

CURING DISEASES WITH MUSIC.

Ancient Vina Used Extensively in India to Produce Quieting Melodies in Curing Certain Ailments—Vina Music Now Obtainable in Talking Machine Records.

The Vina is the oldest musical instrument known to humanity. Vina in Sanskrit means larynx, and the instrument is so called because it was constructed with the idea of imitating human voice and expressions, which the instrument actually does.

A Vina 600 years old which was played before the Great Mogul Emperor Akbar of India is now in the possession of Satyabala Devi, of New York.



She knows from memory 288 different melodies and several pieces of Vina music in each melody. The music played on this instrument is the oldest music known to humanity.

It has hitherto been transmitted simply from memory, and is not yet put to notation.

In ancient India music was extensively used for the treatment of such diseases as are now called hysteria, neurasthenia, sleeplessness, mania hypochondriasis and mental and spiritual depressions. The Great Mogul Emperor Akbar of India never took medicines, but was always cured by Vina music. His Highness the present Nawab of Rampur in India, only takes musical treatment when he is ill. The attention of the medical profession in this country is being lately drawn to music as a therapeutic and curative agent. Numerous Sanskrit books have frequent references to the treatment of diseases by music.

The talking machine records of this wonderful, charming and restful Vina music are now on sale at Messrs. Fuller, Bagley & Beers (Victor Talking Machines and Records), 2106 Broadway, New York City, the price of each disc being \$2.50.

The music on the records is very restful and is a specimen of the oldest music known to humanity. This piece was played before Emperor Alexander the Great of Greece by a Punjaub musician of India, when Alexander the Great invaded India and conquered Punjaub. The record in question has lately appeared in India and is being extensively used by the nobility and ruling chiefs of India for the treatment of numerous ailments, including those before mentioned.

PHONOGRAPH TOLD IT ALL.

Letters Between Sweethearts Barred, They Adopt Substitute in Form of Phonograph Record—Father Overheard, However, and Proposed Elopement Is Off for Good.

When Cupid slipped up on the job in this case—which has for its chief figures Miss Minnie Evans, James Stone Smith and a phonograph—one of the prettiest of romances there, like many another well-laid plan, "agley."

There won't be any elopement from the Elizabeth, N. J., home of Miss Minnie, who is seventeen and mighty good looking. James Stone Smith won't be able to chuckle at the irate parents of the youthful innamorata.

This is the story from the beginning. The young man, who is a Philadelphian, aged twenty-five, was forbidden last summer either to call upon the girl or to write to her. She was too young, her folks said. The situation looked hopeless for a time;

but young Mr. Smith's brain evolved a brilliant scheme. He sent a mutual friend over to Elizabeth, and the friend explained the plan thus:

"Your parents know that you're awfully fond of your phonographs, don't they? Well, Jim has one, too, and he suggests that he'll speak a whole record full of talk to you each week and then send the record to your local phonograph shop. You get some blank records and talk on them to him. Then every time you go to the phonograph shop you can get one which he'll send, and the people in the shop will send yours to him."

The scheme worked splendidly. Every night in the Evans homestead the ordinary phonograph records caroled merrily about "Kelly" and such subjects, while the elders listened approvingly, and then later, in Miss Minnie's room, behind closed doors, the special records breathed the tenderest of love monologues.

At last, in September, came a record bearing just one sentence: "Will you be my wife?" In return there journeyed to Philadelphia a record of only one word: "Yes."

Yesterday Miss Minnie received a record and hurried to her room. She did not notice her father behind her. The phonograph started:

"Let me hear your new song, Minnie," asked Mr. Evans genially.

Miss Minnie looked the two records over, gambled on which was which, and then put one on. After a few preliminary whirs this emerged from the funnel:

"Ever since we have been engaged, Minnie dearest, I have been trying to get a chance!"

"What's that?" demanded Papa Evans. Minnie switched off the machine and tried to get the record out. "Oh—it's a little love sketch or something," she stammered.

"Go on with it!" ordered Papa.

"—for us to elope," continued the machine. "Now everything's ready. Next Tuesday night at 10:30 I'll have an auto a block down the street. We'll run to Rahway and take a train, and in a couple of hours you'll be Mrs. James Stone Smith!"

There were all kinds of Evans fireworks and Evans tears, then a complete confession, the production of all the other records, and lastly a scorching letter to James Stone Smith saying that everything was over.

GRAFONOLA REPLACES ORGAN

In the Chapel Attached to a Prominent Undertaker's Establishment in Richmond, Va.

The appended letter was sent by James Cowan, of the Talking Machine Co., Richmond, Va., to H. C. Grove, manager of the Columbia Phonograph Co., Washington, D. C.: "I see in the December 15 issue of the Talking Machine World an article under the heading 'Undertakers' Attention,' wherein the possibility of using the graphophone in an undertaking establishment is referred to. It may be of interest to know that I sold a Grafonola Elite to A. W. Bennett, the leading undertaker of this city, for just the purpose outlined in the above mentioned article. This was bought to be used instead of the organ in the chapel and is giving entire satisfaction."

CROMELIN ON COPYRIGHT IN ENGLAND.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, who went to Europe last October, getting back just before Christmas, said he soon ascertained there would be a dissolution of Parliament and that no copyright bill would be introduced. Of course, the present Parliament may reach the question, but a new bill would be prepared, of which he could not now tell what would be the provisions. Possibly it may be more favorable to the talking machine trade.

Don't stock up on styles of records which are likely to become shelf warmers. To do so gives you about as good chances of making a profit as you would have if you made an outside display of stick candy in July.

Finding Money!

Here is money coming your way!

Every business man knows the enormous demand to-day for electric suction sweepers.

But the right sweeper—We have it!

The Sanitary Suction Sweeper

has advantages which will be plain to every business man over any similar creation on the market.

It is light and easily handled; weighing only 14½ pounds as against other sweepers of from 50 to 100 pounds.

It is all aluminum—bright and beautiful to look at. Equipped with double fans, and the price is less than one-half other machines on the market of similar efficiency.

We will give exclusive territorial rights to jobbers and dealers.

Machine retails for \$40 as against \$75 and \$100 for other makes.

Talking machine men can develop a big trade with the agency for this sweeper.

It is like finding dollars. Take the word of an expert talking machine man for that.

Do not put off investigation, but write now to

The Sanitary Specialty Co.

Manufacturers

618 Fourth Avenue Louisville, Ky.

C. A. RAY, General Manager

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Comments on the Passing of the Old and the Opening of the New Year—Reunion of Edison Travelers—Aeolian Co.'s Handsome Quarters—Talking Machine Co.'s Greatest Year—Press Committee of Jobbers' Association—Energetic Members of the Talking Machine Co. Force—Lyon & Healy Progress—Other Items of General Trade Interest Worthy of Special Mention in This Section.

(Special to the Talking Machine World.)

Chicago, Ill., Jan. 7, 1911.

The story of the year from the Chicago viewpoint can be told in brief paragraphs.

Nineteen ten made a satisfactory showing. The increase of business done by the jobbers, as compared with the previous year, was somewhere between 15 and 20 per cent.

The smaller country towns came up well, and showed a fair increase, but the largest gains occurred in cities of from 50,000 upwards.

Generally speaking, the increase was in dollars, rather than in number of machines, except, perhaps, in the central districts of the large cities. Concealed horn machines, and especially the more expensive types, have been in the ascendancy.

A rough estimate of sales of talking machines of all types and makes, in and from Chicago, for the past year, puts the figure at about \$3,000,000.

Interviews with leading men in the trade would indicate that the developments of the present year will be in all likelihood along the same lines of 1910. There may be a replacing to a great extent of horn machines, with the lower-priced hornless types, but it is not believed that these sales will greatly interfere with the \$200 instruments.

One hunts in vain for pessimists, as to the general business outlook. People do not believe that the business year will be without its cloudy days, but that the sun of prosperity will be found doing business pretty steadily at the old stand during 1911 seems to be the general belief.

Edison Travelers Meet.

On December 20 and 21 there was a conference of the Western travelers of the National Phonograph Co. with General Sales Manager E. K. Dolbeer and C. E. Goodwin, manager of traveling salesmen. These conferences are of semi-annual occurrence and furnish occasion for a general going over of matters of mutual interest, the planning of a six months' campaign, and incidentally for some delightful socializing of a legitimate nature. This time the sessions were held at the Chicago Athletic Club. There was also a good dinner and a theater party afterwards.

Walter E. Kipp, president of the Kipp-Link Phonograph Co., Indianapolis, and B. G. Caldwell, of the Quincy Phonograph Co., Quincy, Ill., came to the city to meet Mr. Dolbeer. Both are exclusive Edison jobbers and report conditions as excellent.

The Western salesmen present at the conference, together with their territories, were as follows: George H. Renner, Colorado, Nebraska and southern Wyoming; C. A. Briggs, Kansas; W. H. Hugg, Ohio; E. A. Neff, Michigan; W. A. Voltz, California and Arizona; G. H. Allgier, Missouri and southern Illinois; M. G. Kreusch, Indiana; H. G. Hinckley, Iowa; W. P. Hope, Wisconsin and northern peninsula of Michigan; Jay D'Angelis, Canada, and last, but no wise least, A. V. Chandler, Chicago and northern Illinois. Messrs. Dolbeer and Goodwin both express themselves as highly pleased with present business and the outlook.

Prior to coming to Chicago Mr. Dolbeer visited the Edison jobbers in Detroit, Toledo, Milwaukee, Minneapolis, St. Paul, Omaha, Lincoln, Neb.; Des Moines, Kansas City and St. Louis. Of course, he wanted to look over conditions in a general way, but he also had a special mission in placing before the jobbers a proposed plan for a permanent record exchange between dealer, jobber and manufacturer, the details of which will be revealed in due time. Generally speaking, Mr. Dolbeer found conditions of a very satisfactory nature.

Booming Edison Phonograph Co. Trade.

The company's wagon proposition is being taken hold of eagerly by numerous dealers. It is one of the pet hobbies of Mr. Edison, and "The Wizard" is following its progress with great eagerness. The very restrictions with which it has been found necessary to surround the wagon proposition, form one of its merits in Mr. Dolbeer's opinion, as they furnish great incentives to the dealers to push sales. Although the number of Edison phonographs sold reaches an immense figure, it is a fact that only a small proportion of the 18,000,000 families in the United States own talking machines of any kind. Consequently, the field has been little more than scratched. Mr. Dolbeer believes that every dealer who makes an unprejudiced investigation of the situation in his immediate vicinity will be surprised at the sales opportunities awaiting him.

Mr. Goodwin's only regret was that he was unable to stay in the city long enough to greet all his old friends here. He is a very enthusiastic Edison man, and looks forward to a big year. All of the travelers attending this conference are fine fellows, and they constitute a most interesting bunch of personalities. They not only got good points from Messrs. Dolbeer and Goodwin, but were able to offer many suggestions born of practical experience in the field, which were carried back to Orange.

Jay De Angelis is a cousin of Jeff De Angelis. He covers Canadian territory, and recently made a good jobber at Calgary in the R. S. Williams & Sons Co. Temporarily he is covering Minnesota territory.

Aeolian Co.'s Artistic Warerooms.

Thoroughly artistic, and thoroughly unostentatious are the remodeled talking machine warerooms of the Aeolian Co.'s Chicago branch. They occupy the mazzanine floor of the company's building at 202 Michigan avenue, and constitute as conveniently arranged an apartment as can be found anywhere. T. H. Fletcher, the general manager of the Aeolian business in Chicago, and O. M. Searles, manager of the Victor department, deserve a great deal of credit for the manner in which the department has been fitted up. It is true that Mr. Fletcher received valuable suggestions from New York, as the general design of the booklets, etc., follows somewhat the plan of the Victor department at the New York Aeolian Hall, but the manner in which the idea is worked out in Chicago, adapting itself to the size of the space available, etc., is very admirable.

The woodwork throughout is of white enamel; the upper wall panels are of artistic Japanese brass cloth and gold, the whole scheme corresponding with the ornamental ironwork on the elevator doors, which is in white picked out in gold. The lighting fixtures are of colonial design with glass lustres. The booths, four in number, are of pleasing architectural design, and are mainly of glass. The white enameled woodwork, with the exception of the coping, constitutes little more than a frame. The immense plate glass panels, in fact, extend down to the floor with the exception of a shallow footboard. Partitions between the booths are also of glass. The big plate glass panels, however, are set into the framework in felt, and the booths are as near sound-proof as any which your correspondent has inspected.

The record shelving extends along the entire side of the room, back of the booths, and is of the horizontal type, thus preventing warping of records and dogearing of the envelopes in which they are enclosed. Cupboards in the base of this shelving provide space for supplies, literature, etc.

The general reception room is handsomely rugged and furnished with library tables, chairs and divans in mahogany. The big windows overlooking Michigan avenue and the lake are equipped with French puffed shades and a reflector lighting system, which sheds an indescribable radiance over the beautiful cabinets of the Victrolas there exhibited.

Is It a Benefit?

This is an actual fact. A west side mother, of whom the World knows personally, went to hear

"Carmen" at the Auditorium a few weeks ago and, very naturally, went around the house the next day singing or tra-la-la-ing, or humming, or doing something or other, to the Toreador song. Her two boys, aged eleven and thirteen, respectively, were attracted by the hypnotizing strains and asked their mother what it was all about. She sat down and told them. The same afternoon she heard sounds as of mighty carnage from an adjoining room. She hurried to the scene, and after disentangling the kids from a mass of furniture, portieres, shattered vases, etc., proceeded to appraise the damage. It included one broken nose and one broken arm. An investigation revealed the fact that the youthful hero lovers had been giving a vivid and, as it proved, a realistic sanguinary impersonation of a bull fight.

The incident raises a serious point. We prate of the educational advantages of the talking machine, but is there not a reverse side of the shield? Is it not possible that in listening, for instance, to the Morte de Otello some immature or overmature individual might not be incited to self-slaughter? Possibly a total abstainer might be sent pirouetting down the primrose by listening to a "Brindisi." Promising voices may be ruined by trying to imitate the vocal chord disintegrating, chest-bursting tones of a Caruso, or the resounding thunders of Aramondi.

Nevertheless, we opine that in spite of these possible catastrophes that the talking machine will proceed in its educational, new life giving, morality promoting and very joyous mission.

Schumann-Heink Recital.

Mme. Ernestine Schumann-Heink gave a recital at Orchestra Hall yesterday (Sunday) afternoon. It was a distinct artistic triumph, and the famous contralto seemed to be in better voice than ever. She sang the Handel "My Tears Shall Flow" from Rinaldo, and the "Ach, Ich Habe Sie Verloren" aria from Orpheus, the renditions of which have been immortalized through red seal records. She also sang a number of German lieder, some of which, it is sincerely to be hoped, will some day be sung for the Victor by this wonderful artist.

Talking Machine Co.'s Year.

The Talking Machine Co. of this city report that 1910 was one of the largest years of their history. December was the largest December and the largest month they have ever had. On the 23d of the month they had shipped more goods than during all of December of the previous year. As an indication of the immense demand for Victrolas, the company carried over unfilled orders for no less than 724 of these fine instruments, and yet the Talking Machine Co. made a magnificent record so far as filling orders was concerned, as a careful canvass of conditions will show.

Manager Geissler's Trip.

Mr. Geissler recently made a little trip to Michigan. He visited Mr. Ashton, of the American Phonograph Co., of Detroit, and was particularly pleased with the company's beautiful store. He also found Mr. Smith, of the Flint Music Co., of Flint, doing an excellent business. At Ann Arbor he called on his new dealer there, Mrs. M. M. Root, who recently opened a fine music store and is having a prosperous trade. Mr. Geissler was accompanied on his trip by his wife. They both hail from California, and during their visit to Ann Arbor enjoyed their first sleigh ride. Arthur D. says that he would be perfectly willing to travel the rest of his life's journey via the jingle bell route.

They certainly had a merry-merry around the Talking Machine Co.'s warerooms. Mr. Geissler was agreeably surprised by receiving a handsome imported steamer rug from his employes. It will

(Continued on page 40.)



We didn't fill all our orders during the Holidays—

We couldn't—physical impossibility.

Hope you got your share—we didn't get ours, but every Victrola we did get went to our dealers.

We went into 1911 with 724 unfilled orders for Victrolas on hand.

In spite of our inability to fill orders 1910 was the biggest year we ever had by 22 per cent.

You made that increase—stick with us and we will beat 1910 by a bigger margin.

We know we make mistakes—made some bad ones during the rush, but we're TRYING. TRYING all the time in an

**EXCLUSIVELY
WHOLESALE
MANNER.**

We are getting Victrolas now—a few—try us on them.



**The Talking
Machine Company**

“Exclusively Wholesale”

72-74 Wabash Avenue · Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 38.)

come in very handy when he benzenes it down to the office this zero weather. Furthermore, be it mentioned that the famous impersonator of Annette Kellerman is somewhat tinged with socialism, that is he believes in equality of reciprocity at Xmas time at least. Everybody in the employ of the company, irrespective of position, color or length of servitude, received a box of fine handkerchiefs and a five-dollar bill. All are using the handkerchiefs, and none misused the V.

Back Up Their Employes.

There are finer things in life, Horatio, than may be found in mere self-boasting. Wookey & Co., of Peoria, have found this out. As related in The World recently, they secured the services of O. M. Kiess as manager of the talking machine department. The Chicago World office has received a handsomely gotten up folder, announcing Mr. Kiess' assumption of office, printing his picture and referring to him as one of the ablest and best informed talking machine men of the country. Of course, he who boosteth others boosteth himself, and this is particularly true when the boostee is an employe. Not all firms take this broad minded view, however, and Wookey & Co. are to be congratulated on their enterprise and foresight.

Two Progressive Talking Machine Men.

We take pleasure in presenting herewith photographs of two energetic hustlers for the Talking Machine Co. of Chicago.

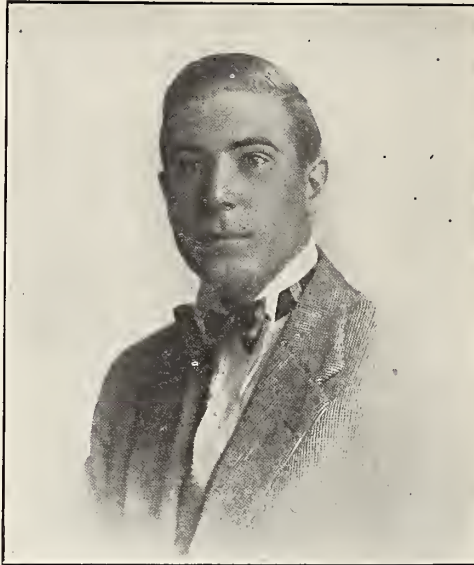
H. S. Conover went through grammar school and high school like a house afire, picking up all sorts of honors on the way, took a whirl at business college, absorbed everything that the Great Armour Institute had to offer and then went into business with his father under the firm style of George Conover & Son, dealers in telephone supplies. For three years he was western representative of the Equipose Arm Co. Now the Equipose telephone arm, as everyone knows, has a mighty good reach, and Conover's three years association with it imparted to him the genuine business reach. When H. S. puts forth his arm for an order, the latter has to do a whole lot of expert dodging if it wants to get out of the way, and it usually does not. Mr. Conover spent a year traveling in Europe and on his return joined the Talking Machine Co.'s force, covering Illinois, Wisconsin and Indiana for them. He is a member of the Chicago Yacht Club, and has sailed in the Lipton cup races. He resides in Roger's Park and is good to his family.

George Cheatle is a graduate of Cambridge College, England. They say of him that he only dreads one thing and that is finding himself at loss for want of a word. If that ever happens he will probably die of the shock. For five years after he came to America he was engaged in the insurance business and made a distinct success



H. S. CONOVER.

thereof. Like every man connected with the Talking Machine Co., he is a living exemplification of the fact that a college education helps a man in business, providing he is the right sort of a man. Mr. Cheatle resides in Evanston, is a member of



GEORGE CHEATLE.

the Country Club and is a fine, companionable gentleman, in every sense of the word.

It may be said that these men do not simply go after orders from the dealers, but they spend time with the latter not only in closing deals, but actually in creating business. This is the policy established by General Manager Arthur D. Geissler and Sales Manager Roy J. Keith, and in the carrying out of which Messrs. Conover and Cheatle co-operate most thoroughly.

Press Committee Send Greetings.

L. C. Wiswell, chairman of the press committee of the National Association of Talking Machine Jobbers, has sent the following greeting to the trade:

"As the normal function of the press committee is to act as the mouthpiece of the officers and directors of the National Association of Talking Machine Jobbers, we feel without formally consulting with them, that we voice their sentiments in wishing the members of this association and, in deed, the entire talking machine trade of the United States, a most happy and prosperous New Year.

"In so doing, we believe that our wish will come true. While 1910 may not have been one constant pean of joy in a trade sense, it was certainly a good year, and business as a whole showed a marked increase over last year. We believe that the jobbers of the United States will agree with

us in saying that the excellent business done during December showed that the purchasing power of the people, at least of that contingent desiring high grade goods, is greater than ever. Consequently, we enter the new year with lively hopes of good things to come.

"True, there are still unsolved problems, some of them of quite a serious nature. On the other hand, our association is larger and stronger than ever and its solidarity is assured. We are prone to believe that all of the things that now vex us can be disposed of by concerted action. What our association has accomplished in the past an earnest of still greater accomplishment in the future. We trust that every member of this organization will impress these undoubted facts upon those who are not now within the fold, and urge them speedily to join the ranks of the faithful.

"Before the January issue of The World appears we hope to be able to place before you the details of the arrangement for the next annual convention to be held in Milwaukee in July. At any rate these particulars will certainly be forthcoming for the February issue.

"In the meantime we want to assure our members that provisions are being made which should insure not only a most delightful time, but a convention of unusual interest and value. However, it is a matter of tradition that a production of Hamlet, the play, is not worth three whoops in Avernus without Hamlet, the Dane, and the most herculean efforts of the officers and of the various committees on arrangements will go for naught if the attendance is not forthcoming. Consequently we say, 'Come ye all and be blest,' and don't forget to say to the non-member with whom you may come in contact 'Come with us and we will do thee good.'

"Again wishing you a happy New Year and that you may put many of them behind you, we remain, sincerely,

THE PRESS COMMITTEE.
Per L. C. Wiswell

Columbia Items.

The Columbia Phonograph Co. are now pretty well settled in their handsome new Chicago headquarters at the corner of Wabash avenue and Washington street. The advanced description of the arrangement and equipment of the new store, printed in The World, was not a bit exaggerated. In fact, it failed to do full justice. The company, as previously stated, retain the old store at 210 Wabash avenue as branch retail warerooms until May 1, when their lease on that location expires. The retail business transacted during December was excellent and showed a marked increase over that of last year. The wholesale business for the month also scored a material gain; in fact, Manager C. F. Baer states that the Chicago office showed a good increase for each month of 1910 as compared with the corresponding month of the previous year.

C. W. Smith, formerly manager of the Kansas City office of the Columbia Co., has come to Chicago to accept a responsible position at the company's headquarters here.

An unusual number of new Columbia dealers were established in this territory during December.

(Continued on page 42.)

THIS IS THE FAMOUS
"TIZ-IT"



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.

If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers Manufactured by

KREILING & COMPANY
1504 North 40th Avenue

Cragin Station Chicago, Ill.

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. **HANDBOOK on Patents** sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



STOP THROWING AWAY MONEY

There isn't a bit of use of your throwing one penny away. Every extra cent that you spend for postage, every extra dollar that you pay for cartage and incidentals mean just that much less profit for you.

Please stop and think of how much you could save in a year's time if you ordered your Victor and Edison Machines from a concern that can furnish in one shipment everything needed by a live music store. It means both a time and a money saving for you. When you are ordering, one letter will fill your entire needs.

We are America's foremost distributors of Victor Talking Machines and Edison Phonographs, the two great acknowledged leaders in the Talking Machine field as well as musical instruments of all kinds. We have, through years of experience, built up an organization without a peer.

Our stock of machines, records, cabinets and other equipment is complete in every detail. Our experienced working force has been picked with the central idea of utmost efficiency. No order is so small but that it merits our best attention; an order can hardly be too large to tax our ability to fill it satisfactorily and complete on day of receipt.

Every time that you order goods where you will not be accorded the same service obtainable at our hands you are throwing away money.

Make your orders read LYON & HEALY and you are bound to please your customers and yourself.

Write to-day for our special Six Months' Offer to reliable dealers.
We furnish your capital. It is the greatest offer ever made to the trade.

America's
Foremost
Distributors of
Talking Machines,
Musical Instruments
and Sheet Music.

The World's Largest Music House

Lyon & Healy

Wabash Avenue and Adams Street
CHICAGO

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 40.)

W. C. Fuhri, district manager for the Columbia, is on a trip through a portion of the extensive territory under his supervision. He arrived in Little Rock, Ark., a couple of days after the disastrous fire which destroyed the buildings covering an entire block in the heart of the city, including that of the Hollenberg Music Co. Col. F. B. T. Hollenberg and his associates have the Columbia jobbing agency for the entire State of Arkansas and also have a branch at Memphis, covering the western part of Tennessee. The stock of graphophones at Little Rock, it is understood, is a total loss, but was well covered by insurance. Business will be resumed at the earliest possible moment and Col. Hollenberg states that he expects that they will rebuild in the very near future.

Big Lyon & Healy Business.

The talking machine business of Lyon & Healy during December was something terrific. It showed a strong increase, both for the wholesale and retail, as compared with December, 1909. The year as a whole was a most satisfactory one, and the percentage of gain exceeded the expectation of the officers. Manager L. C. Wiswell, of the talking machine department, left this week for a short trip to St. Louis and other points.

Visitors.

Geo. Ornstein, manager of travelers for the Victor Co., was in Chicago prior to the holidays on his way to Milwaukee, his home. He was joined at the city of beer and beauty by the various Western Victor missionaries and they talked about how they did it and how they are going to do it next year.

Sam Goldsmith, manager of Victor travelers for this district, will, it is understood, make his headquarters in Chicago in the future.

Lawrence McGreal, the well-known Victor and Edison jobber of Milwaukee, was a Chicago visitor this week.

Lyon & Healy's Special Travelers.

The special travelers for the talking department of Lyon & Healy were in during the holidays, ate their Xmas and New Year's birds in Chicago, and consulted with the manager, L. C. Wiswell, of Dept. H, and the powers that be, concerning the campaign for the new year. They constitute a scintillant trio

of genuine selling excellence and have every reason to be proud of the result of their year's work. They are Lawrence Ridgway, who covers Illinois; J. Meagher, who covers Wisconsin, and P. Van de Roovart, Indiana and Michigan. These three put up a petition for something unique in "expect me" cards and the accompanying cuts show what they got.

RECORD SALES SHOULD BE PUSHED.

Dealers Should Follow up Purchases of Machines and Build up Trade in Records—Some Timely Words in Letter from A. D. Geissler, Talking Machine Co., Chicago.

A letter recently sent out by A. D. Geissler, president of the Talking Machine Co., Chicago, Ill., to his dealers has come under our notice, and we deem it worthy of publication, because it is full of vital suggestions regarding the sale of records which many dealers do not follow up as persistently and intelligently as they should.

Dealers should never forget that the sale of a talking machine means a lot of subsequent business provided they are alive to the situation. The record end of the talking machine business should be given especial consideration by dealers and a resolution adopted, now at the opening of the new year, that they will interest people to whom they have sold machines either by personal calls or by letters in the record question. If they do so it will be found, after a fair trial, that the record end of their business will pay them as large a profit as do the machines.

This letter of the Talking Machine Co. of Chicago strikes us as a good business getting communication and one that might be taken as a model by other jobbers desirous of developing the record business.

"Dear Sir: Are you one of those dealers who exerts much time, energy and money consummating a Victor sale and then deliberately abandons all thought of this customer's future purchases?"

"It is not right. That new customer incessantly plays the half dozen or two dozen records you originally sold him and must tire of his selections and his machine.

"That initial enthusiasm of the Victor owner must be conserved. Your most important work, and the work that will pay you the biggest dividends, is to see that your customer has a proper

assortment of records—not all popular stuff and not all grand opera. Enclosed is the advance list of February records.

"If you are not doing it conscientiously, start now to follow up every known owner of a Victor machine every month. If you can get that customer to buy only a few of the new monthly records—even one—you have accomplished a good deal. You have re-enthused him—you have kept alive the prospect for the sale of a better machine—you have forced him to play that new record to his neighbor who has "dropped in" and does not own a Victor.

"This record game, if worked properly, is the biggest end of the talking machine business. The Victor company sells more in dollars and cents in records by far than they do in machines.

"With best wishes for a happy and prosperous new year and hoping that it will bring you greatly increased record sales, we beg to remain, etc."

One of the most important objects of doing business is not only to make sales, but to make continuous sales, and in order to do this customers must be kept in touch with continually. Dealers will find that there is no better means of holding their customers than by developing an interest in the new issues of records each month. It will pay to send out nicely worded letters inviting customers to call at the showrooms when new records will be played for them, or if necessary take the records to the customer's house, and it will be found that before leaving a good order will be secured.

There is not enough attention given to the record business by dealers at the present time. They are too content with making sales of talking machines, and letting it end there. Why not institute an endless chain by keeping the party to whom you sell machines on the books for a long period? This can be done if the record question is studied. It is up to the dealers to act.

Walter Stevens, of the National Co., who has been in Mexico since last October, has returned to headquarters.

The National Phonograph Co., complying with the demands of the trade, have now adopted the model "O" reproducer, which is giving such splendid results as part of the equipment of the other types, for use on their concert type of phonograph.



Just Leaving!
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

Joseph Meagher

Representing

LYON & HEALY



Just Leaving!
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

P. Van de Roovart

Representing

LYON & HEALY



L. V. B. Ridgway
is on the way!
Will be with you about

Please leave the latch string hanging out.

With best wishes, I am, Yours truly,

L. V. B. Ridgway

Representing

LYON & HEALY

THREE HUSTLING MEMBERS OF LYON & HEALY'S TRAVELING FORCE.

TRADE IN THE OAKER CITY.

December Business Proves Very Satisfactory to the Talking Machine Men—1910 a Record Year and the Prospects for This Year Are Excellent—New Edison Exchange Pleases Dealers—Waiting for Opening of the Opera Season—Banquet of Columbia Men.

(Special to the Talking Machine World.)

Philadelphia, Pa., Jan. 10, 1911.

The talking machine business in Philadelphia during the month of December was extremely good. Business kept up from the very first of the month. There was no cessation, and it continued good until the very end, there being much buying, especially in records, during the week between Christmas and New Year's. The first week of January started in such a way as to give the dealers assurance that there was going to be exceptional business right along, unless something unforeseen were to happen.

All the Philadelphia dealers agree in saying that 1910 was the best year the talking machine trade ever had. It was the best year by from one-third to one-half that any of the dealers ever before enjoyed, and consequently the best of spirit prevails among the dealers. They are starting in the new year with great hopes for the future, and they are especially well satisfied with the present arrangements with the manufacturers. Manufacturers, jobbers and retailers have never before gone so hand in hand as at present, and the Philadelphia jobbers have only the kindest words for the manufacturer, not only with the way they took care of them during the busy holiday season, but with the agreements they have made whereby the jobbers feel that they will be receiving their full share of profits, and that the manufacturers are willing to share with them the losses through exchange of records.

Louis Buehn & Bro. report that their December business was a record-breaker. It was the largest they ever had.

Frank Madison and Frank Stanton, from the National Co., were Philadelphia visitors this week.

The new Edison exchange scheme, which went into effect the first of January, is well thought of by the local jobbers. By this scheme the jobber and dealer can return to the National Co., at fixed periods, records of any character to the amount of 10 per cent. of his purchase. "The advantages," one of the jobbers says, "are primarily in the fact that if your purchases are large your returns are large, and if purchases are small, naturally returns are small. It takes care of the situation automatically, and will never bring about such conditions as we had last year."

The Penn Phonograph Co. also report that their last year was fine. With the rearrangement and enlargement of their warerooms they have been able more satisfactorily to handle their business, and 1910 was quite the most profitable year the firm ever had. December was the largest month they had since they were in business. It also marked the greatest sales of Victor machines.

The Philadelphia dealers are looking forward to the opening of the regular opera season in this city on the 20th of January to bring a largely increased business in the higher-priced records. Up to this time much of the music that has been sold has been of the more popular sort, but they are expecting a largely increased sale on the classics as soon as the opera starts four performances a week. The Victor, National and Columbia companies are all increasing their opera record lists, and as there are to be many novelties heard in America this season, they are expecting a big increase in sales on these records as soon as they are ready for the market.

There is no doubt that the retail business in talking machines is going to be considerably increased in a short time. There were no new firms to start with the new year, but there are several large piano houses who are contemplating the adding of talking machines to their stock in a very short time. The large profits that have come to the few firms in Piano Row who handle the instruments seem to be an incentive for others to enter the business.

The past week one of these men said to me that they would like to go into the talking machine

business, but they knew nothing about it. That would seem like a natural way to feel, but, on the other hand, a jobber said to me, when I told him this, "well I will be very glad to go to such a dealer and volunteer to put in such a department, with a man in charge and help share expenses and profits with such a dealer." This seems fair enough.

The Hepe Co. have had an unusually large Christmas business on talking machines, and it was as profitable and satisfactory a part of their business last year as was any other of their lines.

The Columbia Phonograph Co. had a letter from a party up the State the past week asking them to send them a selection of phonograph records suitable for a wedding. Some wag in the store made out the following list: "Bridal March from 'Lohengrin';" "Oft in the Stilly Night," "Every Little Movement," "Three Twins" and "On the Way to Reno." What records were sent remains to be ascertained.

The Columbia Phonograph Co. report that during December they had the biggest month, the biggest week and the biggest day they ever had in the history of the house. They are 100 per cent. ahead of last year on sales. The new "Favorite" has been making a big hit at the Columbia. It has been a remarkable seller. They have been receiving some new Alice Neilsen records, which have been very well received. Manager Henderson was in New York all of last week doing special work, and will spend next week in Boston. Mr. Henderson expects to be away a great part of the time during the next few months. Robert B. Robinson and Mr. Cope go out this week to cover their respective territories.

The first annual banquet of the Philadelphia store of the Columbia Phonograph Co. was held at Boothby's on January 4. There were about forty present, and previous to the banquet the entire party went to see the "The Girl in the Train" at the Forrest. The following was the menu served at the banquet:

Oyster cocktail Elite
Blue label Olives Gherkins with Orchestra Accompaniment
Consomme Grafonola
Double-Faced fried oysters Columbia
Pepper sauce A La Lina Cavallieri
Filet Mignon of tenderloin Boninsegna
Indestructible peas Potatoes (one side Copyrighted)
Ice cream De Luxe A. Twelve-inch fancy cakes.
Coffee Regent

H. A. Yerkes, the wholesale manager, was present at the dinner, and made a few encouraging remarks in his usual interesting style. Edward D. Easton sent the diners a very nice letter of congratulation, which was read at the banquet. Thomas K. Henderson, the Philadelphia manager, presided. Mrs. Cope has just presented her indulgent husband with twins, and members of the Columbia office foree say that ever since Cope has been connected with the company he has been seeing everything double. The fellows wrote an appropriate stanza by way of congratulations:

There is a young papa named Cope,
Who has surely been mixing his dope,
They are coming so fast, that sometimes he's aghast,
But as long as there is life there is hope.

The Columbia Co. have planned a Grafonola recital for the Travelers' Protective Association on Friday, January 13, at 1122 Girard street; at the Tioga Baptist Church on the 17th, and at the West Side Presbyterian Church, Germantown, on the 20th.

Norbert Whitely and Mr. Doerr, of the talking machine department of the H. A. Weymann firm, have both just returned from the road, having taken trips through Pennsylvania and New Jersey in order to fill up gaps made by the holiday rush. They report that business on the road looks very good. The Weymanns have had a splendid 1910, and had the best holiday business the firm ever had. They have been selling a great many of the new cabinet disc filing cabinets—Brown system—and say that they are making a great hit with everybody.

Ability in nine-tenths of the cases is developed, not born. Some men are developed beyond the stage of others because they have had the application to make themselves do it. Men who possess ability are those who have studied to get where they are.

RESOLVED

That hereafter I will not disappoint my customers



"Stand pat" on your new year resolution

You won't find it hard to live up to if you have the right kind of a jobber—if you can depend upon him to fill your orders promptly.

All of our customers know they can swear by us, for we ship every order the same day it is received, and they can figure out just when the goods will arrive at their stores.

Wouldn't you like to enjoy this service? Wouldn't it be a good thing for your store, and tend to draw your customers closer to you?

We're ready for you at any time. We always have a complete line of Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and accessories of every sort, and never keep you waiting.

Write to-day for our catalog and our booklet, "The Cabinet That Matches," and when you get them send us a trial order, and see if we don't "make good."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



ELEVATING THE PUBLIC TASTE.

What the Introduction of the New Grand Opera Record by the Columbia Phonograph Co. Means from a Musical Standpoint—The Lifelike Qualities of Nielsen Records Appeal to the Artiste Herself and Puzzle Her Friends.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 7, 1911.

When one considers that probably sixty million people of the United States must rely upon talking machines for a "taste" of grand opera as sung by artists like Alice Nielsen, the widely known star soprano of the Boston Opera House, the announcement that a number of her new Columbia records are ready for distribution must be welcomed, not only by the people away from the operatic centers, but those in the cities of Boston, New York and Chicago.



ALICE NIELSEN.

Miss Nielsen is an artist of international fame—an artist who has sculptured her career on a solid block of highest excellence, and she considers the records that she recently made her best efforts. The writer was with Arthur C. Erisman, the Boston Columbia man, while on an "operatic tour" to-day, and our last but not least call was on Alice Nielsen, who greeted us with a cordiality on par with her ability sopranoic.

Occupying a conspicuous spot in her apartment was a Grafonola "Regent," and Miss Nielsen delights in playing over and over again those of her records which she has received. While pouring tea Miss Nielsen remarked that she thought the Grafonola a most wonderful musical instrument, and that the members of the Columbia Co. were most kind.

"Can you list any of your new records as 'preferred?'" asked The World representative, to which Miss Nielsen answered: "I like them all. I consider that every way in which you read the list the best is first, as I have studied most carefully the science of making records. The reproduction of my voice is perfect, as far as I can hear. I am glad to learn that the first purchaser of my records in Boston was Lucius Tuttle, ex-president of the Boston & Maine Railroad, a most devoted opera lover."

A little evidence showing how "lifelike" the new Nielsen records are can be cited in the fact that Miss Nielsen was playing one the other evening and another opera singer living in the same apartment hotel came in and asked her if she was not doing an unwise thing to be singing so near the performance time. You can imagine the astonishment of the singer when she was shown the Columbia Grafonola and the same record was re-played. If a

record can "fool" an opera singer, her new records must certainly reflect her wonderful singing and personality to an extraordinary degree.

Here are Miss Nielsen's first six records, which are creating such a tremendous hit: A-5,245, "Annie Laurie," in English, with orchestra; "Kathleen Mavourneen," in English, with orchestra. A-5,246, "La Boheme" (Mimi's Farewell), in Italian with orchestra; "Il Bacio" ("The Kiss"—Waltz), (Arditi), in Italian, with orchestra. A-5,247, "Faust" ("The King of Thule"), in French, with orchestra; "Carmen," Michaela's Aria—"I say that no fears shall deter me"), in French, with orchestra; A-5,248, "Mefistofele" (Boito), ("The other night into the deep sea"), in Italian, with orchestra; "Tosca" (Puccini), Preghiera, (Prayer—"For love and art I've lived"), in Italian, with orchestra. A-5,249, "Don Giovanni" ("Chide me, chide me"), in Italian, with orchestra; "Le Nozze Di Figaro" ("Oh, why so long delaying?"), in Italian, with orchestra. A-5,250, "Madama Butterfly" ("There is one step more"), in Italian, with orchestra; "Madame Butterfly" ("One fine day"), in Italian, with orchestra.

TRADE NEWS FROM BALTIMORE.

Year of 1910 Ends with Rush for Talking Machine Men—December a Banner Month—What the Various Houses Have to Report Regarding the Present Situation and the Outlook—I. Son Cohen Banquets Employees.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 10, 1911.

The year 1910 ended in a blaze of glory in so far as the talking machine dealers of this city are concerned. "It was undoubtedly one of the greatest years we have ever had," said a well-known dealer in commenting on the trade conditions. "While there were several periods during the year, particularly during the late summer, when things were not quite as lively as we would have liked them to be, each month, as a whole, showed improvement over the corresponding periods of the year before. But December was the banner month of the year. Things started to bustle right from the first day and they have not ended yet. The week before the holidays was one of the heaviest I have ever experienced. What makes us feel so good is the fact that there has been no abatement in business conditions, nor are there any signs of such a thing taking place for some time to come."

Summing up the statements by the dealers as a whole it would seem that the expensive machines were the most sought after during the holidays. Of all the large sales the Victrolas of the \$200 type and the various styles of Columbia Grafonolas made the best showing.

Cohen & Hughes, who handle the Victor and Edison machines, did things up in fine shape during

the holidays. Besides having a big rush of buyers, Manager Morris Silverstein had one of the prettiest window displays in the shopping district. The best description of the affair that could be given is that it represented Victrolaland at Christmas time. Just 1,000 vari-colored incandescent lights were used to make the display a handsome one. Then there were a number of the Victor Victrolas and other Victor machines arranged artistically about the window, while beneath and on the floor of the window was an elaborate layer of snow and greens that blended handsomely with the other displays. Then, best of all, in so far as the children were concerned, Santa Claus was there and he wore a happy smile while playing one of the Victrolas, which demonstrated how well he thought of the music played by these machines.

I. Son Cohen was so pleased with the splendid work and co-operation of his employes during the holidays that he gave a substantial, old-time banquet in their honor at Niederhofer's Hotel. The entire second floor was given over to the banqueters. A Hardman piano was sent over from the store and Frank Feldmann, Jr., who has charge of the piano department, presided at the keyboard after all of the eatables were disposed of. Mr. Cohen made an address in which he expressed his appreciation of the work accomplished by his employes. Others made appropriate responses. Among those present from the store were I. Son Cohen, Frank Feldmann, Jr., Morris Silverstein, head of the talking machine department; N. C. Holmes, R. Ansell, John W. Lohrfinck, Warfield Dorsey, Robert Price, Frank Moss and Abe Berlin. The invited guests were Prof. Frank Feldmann, Sr., John C. Wilhelm, Dr. Raymond Hughes, William F. Emrich, E. T. Lumpkin, J. H. Walker, Albert Boden, Hugh Trader and George Claridge.

Manager W. C. Roberts, of E. F. Droop & Son Co., like all the others, declares that December was a record breaker and that the Victor Victrolas made a great showing. In order to facilitate matters and make it more easy to handle the Christmas rush, and a multitude of customers in the future, Manager Roberts has had the first floor arranged as two parlors, so that there will not be so much confusion when several customers are being waited on at one time. While the Victrolas took the lead, Manager Roberts did a good business in \$75, \$100 and \$150 machines. Edisons also were in good demand.

The Columbia products were greatly in demand, according to Manager Laurie, of the local branch of the Columbia Phonograph Co. While the big machines were more sought after the latest production of the Columbia plant, the \$50 Grafonola Favorite, really upheld its name, for it certainly was a favorite with most of those to whom it was demonstrated. The only trouble was that he could not get enough of them.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

Have you "demonstrated" with the only record that speaks for itself—the Columbia Demonstration Double-Disc Record? You put in ten cents per owner and have the fairest possible opportunity to get 100 per cent. per owner record business. And you get back your ten cents, too, if you prefer to charge the record at cost.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE TRADE SITUATION REVIEWED.

Results for the Past and Outlook for 1911 as Viewed by Louis F. Geissler, Geo. W. Lyle and F. K. Dolbeer—Views That Carry Weight—What Prominent New York Jobbers Have to Report Anent General Conditions—The Business, Past, Present and Future Discussed at Some Length.

Without any question the business outlook for the talking machine trade in the year just opened is excellent. The supply of high price goods from the factories was inadequate for holiday trade and for certain lines even the distributors are unable to state when the shipments will be equal to the demand. Of the opinions sought regarding the prospects of 1911 the following may be quoted:

Louis F. Geissler's Interesting Review.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., writes: "Regarding business results for 1910 and prospects for 1911, I would say that 1910 has been a most prosperous year. We are simply inundated with business, and are carrying over into the year 1911 enough orders (20,830 in Victrolas alone, we understand.—Ed. World) to consume our present factory capacity for several months to come, and orders continue to arrive in almost unabated volume. I believe that the entire country has done a greater business, even outside of the talking machine line, than they are willing to admit. I recently read that the entire volume of the business of the world was 9 per cent. greater in 1910 than in any other year of the world's history; and, notwithstanding the clouds in the sky, such as railroad legislation, Sherman anti-trust law legislation, the tariff and politics, which same clouds have been hovering over us now for several years past (the results of which, I believe, have already been discounted in the trade), I think that 1911 will be an excellent business year, and that we will all go out of it being compelled to admit that we have enjoyed a full portion of American prosperity; and I believe that all merchants should simply go ahead doing things just the same as they always have been—pushing for trade and believing in prosperity."

G. W. Lyle on Columbia Co.'s Business.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General: "Briefly the Columbia business has been very satisfactory in all parts of the country. Our December sales are over 30 per cent. ahead of last year, and while this may be doubted, it is absolutely true. We have every reason to believe that 1911 will make a new high record. The policy of the company as far as exclusive territory is concerned is so far in advance of any other concern that the dealers appreciate its liberality and success. We will not permit one dealer to interfere or cut in on another's territory. Our advertising policy, as you know, has created a large volume of new business; and the character of our product supports the excellent work done in that direction.

"Of course, as you may understand, the engagement of Henry Russell, director of the Boston Grand Opera Co., means not only a great deal for

the Columbia Co., but is indisputable evidence of what this means in an educational way. This step on our part we consider the most important that has been accomplished by any company in the world."

Dolbeer on Prospects for 1911.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., writes: "The year just closing has been a remarkable one in many respects, the results exceeding our expectations, particularly when you come to consider the very unusual conditions existing, the volume of trade very materially surpassing that of the previous year, and compelling us at certain times to work extra shifts in order to supply the demand. Of course some of the demand has been created by novel selling plans, which have been inaugurated and are now being more fully developed, and the improved quality of the product as now produced. The outlook for the coming year was never brighter, and the indications are (if we can judge by reports being received from all sections of the country) that the jobber and dealer alike are anticipating a heavy trade in our line. If quality, up-to-date goods and fair business dealing are a factor in merchandising, the results for the coming year are fully assured."

What Some Leading Jobbers Report.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, said: "Judging from what we have been doing and so far as it is possible for us to say, business for 1911 will be fine. As you know, it has not been possible for the factory to meet the actual needs of the trade. The demand for Victrolas has been and is beyond ours or anybody's calculations. Just how soon the Victor Co. will be in a position to fill every order for their goods and the new lines is up to the factory. We are in no position to say, more than other Victor distributors, when the company can turn the trick; although we are satisfied they will leave no stone unturned to meet every demand as soon as they can."

J. Newcomb Blackman, president of the Blackman Talking Machine Co., stated that their business for the calendar year of 1910 showed a substantial gain over that for the preceding year and that the efforts of the sales staff had resulted in the signing up of a large number of new dealers, all of whom were well taken care of during even the height of the holiday rush. He offered it as his belief that the product of the factories had made a real and distinct advance during the past year and the prospects were that the future would be marked by still further advances in the quality of the products.

As to the prospects for 1911 from the jobbers' viewpoint, Mr. Blackman said that he believed that the indications were for another year of conservatism and carefulness in business. "The business of the country is now on a solid foundation," said Mr. Blackman, "and there is no possibility of a sudden and disastrous slump though, on the other hand, general conditions, affected as they are by the political situation, will not permit of any sudden exhilaration of business. Of course,

it is a trifle early to make any definite prophecy as to business in 1911, but as for this company, we are going ahead just the same, observing the same policy and working just as hard to play fair with the factories and the dealers and to increase our own business."

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 10, 1911.

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:

DECEMBER 12.

Berlin, 96 pkgs., \$1,986; Bombay, 33 pkgs., \$346; Callao, 7 pkgs., \$616; 2 pkgs., \$107; Cartagena, 32 pkgs., \$892; Chemulpo, 3 pkgs., \$130; Genoa, 4 pkgs., \$650; Guayaquil, 3 pkgs., \$199; Havana, 31 pkgs., \$1,162; Hong Kong, 265 pkgs., \$11,438; London, 9 pkgs., \$3,845; 108 pkgs., \$2,695; 40 pkgs., \$4,795; Montevideo, 4 pkgs., \$129; Naples, 3 pkgs., \$100; Rio de Janeiro, 70 pkgs., \$2,735; Stuttgart, 3 pkgs., \$100; Trinidad, 8 pkgs., \$425; Vera Cruz, 131 pkgs., \$7,387; Vienna, 24 pkgs., \$873; Yokohama, 5 pkgs., \$309.

DECEMBER 19.

Barcelona, 2 pkgs., \$100; Berlin, 100 pkgs., \$3,583; Callao, 6 pkgs., \$110; Cartagena, 64 pkgs., \$4,477; Gothenberg, 6 pkgs., \$1,348; Havana, 18 pkgs., \$592; Havre, 128 pkgs., \$2,079; 4 pkgs., \$388; London, 10 pkgs., \$203; 310 pkgs., \$6,308; 8 pkgs., \$619; 30 pkgs., \$2,065; Nassau, 6 pkgs., \$123; Para, 12 pkgs., \$791; Port Limon, 7 pkgs., \$171; Progreso, 51 pkgs., \$1,821; Rio de Janeiro, 36 pkgs., \$1,201; Sydney, 10 pkgs., \$328; 1,131 pkgs., \$16,120; Tampico, 16 pkgs., \$500; 9 pkgs., \$563.

DECEMBER 26.

Bahia, 58 pkgs., \$6,318; Bilbao, 4 pkgs., \$273; Cartagena, 20 pkgs., \$535; Ceara, 14 pkgs., \$602; Corinto, 3 pkgs., \$169; Curacao, 4 pkgs., \$197; Guayaquil, 6 pkgs., \$284; Hamburg, 3 pkgs., \$334; Kingston, 11 pkgs., \$463; Liverpool, 4 pkgs., \$129; 10 pkgs., \$678; London, 64 pkgs., \$2,783; 236 pkgs., \$5,202; Macoris, 4 pkgs., \$323; Manila, 114 pkgs., \$11,114; Maracaibo, 1 pkg., \$235; Para, 32 pkgs., \$2,497; Puerto Mexico, 9 pkgs., \$275; Rega, 4 pkgs., \$1,000; Singapore, 10 pkgs., \$351; Trinidad, 7 pkgs., \$445; Vera Cruz, 42 pkgs., \$1,320.

JANUARY 3.

Acajutla, 10 pkgs., \$180; Barbados, 11 pkgs., \$192; Berlin, 208 pkgs., \$1,450; Buenos Ayres, 75 pkgs., \$311; 205 pkgs., \$13,022; Callao, 4 pkgs., \$302; Havana, 10 pkgs., \$302; Limon, 101 pkgs., \$411; Rio de Janeiro, 14 pkgs., \$1,128; 6 pkgs., \$165; Valparaiso, 4 pkgs., \$115.

M. Boras, who is well known on the road for his connection with several talking machine manufacturers and also in the export trade, recently returned from a trip to Europe. He visited London, Berlin and places in Switzerland noted for specialties in the line. Mr. Boras brought back several interesting things.

COLUMBIA ADVANCE DURING 1910.

Some Interesting Achievements That Have Made for Progress with the Columbia Phonograph Co. Gen'l—Best Record for Several Years—Development the Rule in Every Branch of This Establishment.

While in some lines of business the volume of trade for 1910 was not as good as the preceding year, the Columbia Phonograph Co., General, of New York, as a striking exception, report that the past year was the best the company has experienced in four years or more. During that period they have succeeded in establishing their business on a firmer and more profitable basis than ever before. They have added to the excellence and prestige of their products, and increased their representatives and agencies by some 1,800 new accounts. This has been brought about largely by the company's consistent and progressive policy of doing business, the prominent features of which they have so well set forth as: "The offering of product of quality backed up by an intelligent advertising campaign—aiming to serve the best interests of the dealer—providing distributing points equipped and suited to the dealer's requirements—the granting of exclusive selling rights and aggressive selling methods."

Added to this, specially vigorous efforts have been made in establishing responsible dealers throughout the United States, where previously the company had not been properly represented; and the results have been extremely gratifying. The large number of piano dealers included in the new accounts—piano dealers in all parts of the country—is a sure sign of the awakening of the conservative, high-class dealer to the possibilities of the talking machine trade.

The Columbia Co.'s policy of exclusive selling rights has been greatly appreciated by the trade, and since its incorporation as a vital part of the general policy the Columbia position has been plainly strengthened.

No unimportant part of the year's work has been the action of the Columbia Co. in proceeding against irresponsible dealers who have indulged in price-cutting. No less than fifteen instances of this kind during the past six months alone have been taken up by the company, with a view to restraining the sale of their goods under list price.

The Columbia Co. have also taken vigorous action in protecting their patents, a summary of which is as follows: "During the year the American Graphophone Co. (Columbia Phonograph Co.) won many legal victories. In June, 1910, an injunction was sought against the Columbia Co. charging them with infringing an Edison reissue patent for a particular construction of reproducing stylus. Judge Lacombe refused the order. In three other suits decrees were sought on the assertion that the American Graphophone Co. had been making molded cylinder records by certain processes of the Joyce and the Miller and Aylsworth patents. In December last Judge Keller, in the

Federal Court in West Virginia, dismissed all three suits with costs on the complainants. In a third suit proceedings against the American Graphophone Co. had been brought by the Victor Talking Machine Co. because the former had acquired certain Leeds & Catlin disc records and had subsequently disposed of them, claiming this was an infringement of their Berliner patent. The lower court accepted this view as correct. In December, however, the United States Circuit Court of Appeals reversed this holding with costs. The Circuit Court of the United States, sitting in New York, in a fourth suit, after proofs and an accounting, awarded the American Graphophone Co. a judgment for \$80,000 against the Leeds & Catlin Co. for infringing the Jones patent process now universally used for making disc records. Besides, the American Graphophone Co. in 1910 has won a number of important decisions in interferences in the Patent Office relating to talking machine and disc record features."

The improvements in the Columbia product ranks in the achievements of the past year and have an important influence on the business for 1911. The possibilities of the hornless type of graphophone, as demonstrated by the Grafonola de Luxe and the Grafonola Regent, appealed to many dealers. Each succeeding model, such as the Grafonola Mignon, Grafonola Elite, and the very latest, namely, the Grafonola Favorite, have more firmly entrenched the hornless machine in the favor of the dealer and the public alike. During the holidays the orders for the "Favorite" alone came in by the hundred from the various distributing branches of the Columbia Co., taxing the resources of the factories to the utmost.

The growing tendency toward the hornless machine finds its parallel in the increasing appreciation of high-class recorded music. The almost sensational development of recording as demonstrated in the double-disc record has in no small measure contributed to the now extensive business in Columbia grand opera records. The issuing during the past year of the Columbia "New Celebrities Series," the recordings of famous artists, has been the other great factor in creating and satisfying an increased and much desired business.

A significant recognition of the excellence of Columbia recording is the association of Dr. Henry Russell, director of the Boston Opera Co., as consulting director of opera to the Columbia Phonograph Co., the details of which have already appeared in *The World*. This is supplemented with the recent announcement of exclusive contracts with famous artists, namely, Lillian Nordica, Mary Garden, Alice Nielsen, Olive Fremstad, Lydia Lipkowska, and others yet to be announced.

The making of a double-disc record for demonstration purposes on the part of the dealer is also another notable achievement of the Columbia Co. during the past year. The company affirm that as an advertising feature it has not been approached in any other line of business, and is only one of the advertising features of this progressive organization, which at all times stands ready to co-operate

with the dealers in promoting publicity. The outlook for the new year is reported by the Columbia Co. as most favorable, viewed from every standpoint.

HELPING THE BUSINESS GROW.

How the Clerk, by Studying the Details of the Business He Is in, Can Help His House to Succeed and Consequently Succeed Himself.

This is a big subject, but one which every clerk who wishes to succeed should study. Think it over not once, but lots of times. "How can I make myself of more value to my employers?" The more you consider this subject the more ways you will find whereby you can make money for him by increased business, and in the end more money for yourself. There are not many merchants who will not give you more money soon as you earn it, but the question is—how, says Wm. J. Illsey in the *Hardware Dealer's Magazine*.

First get it into your whole fiber that you are hired by your employer to attend to his business, and not your own. If any friends wish to visit with you during business hours, cut their visit politely short. The time belongs to someone else.

Second, make it your business to know the business you are in. Keep posted on all lines of old and new hardware which you are selling. Always keep in your mind the lines of goods which are moving slowly. Push them and keep your stock clean and fresh. If a customer asks you why this or that article is made as it is or where it is manufactured, be able to tell him. Such knowledge can be had by either talking to the traveling representative of the manufacturers or by reading up-to-date trade journals. Never neglect the latter's perusal each week or month. There is knowledge to be gained from them and you need the knowledge.

Third, consider yourself a part of the firm for which you are working and act as such. Work hard and all the time to please your customer and make him come again. He will do so if properly treated. Humanity the world over is fond of attention, and by giving it properly to your patrons you will make fast friends for your house and for yourself also.

Fourth, be courteous always. By this I mean "put yourself in the place of the person outside the counter and use his as you would be used." You are not favoring anyone by serving them. Rather are they favoring you and the man for whom you are working by coming to your store to trade. Make every customer feel that you are glad to serve him. Get to know him and what he enjoys most in life. Maybe he is a keen sportsman, and if you can talk intelligently about sports, there is at once a bond of fellowship formed. If he prefers machinery or mechanical work, let him know that you are interested and get him to talk of it. This need not interfere with the doing of business and makes him feel more genial toward you. Know your customers.

WE ARE HEADQUARTERS

It is "going some" in making this statement, but we have the facts to prove that the

Talking Machine Supply Co., 400 Fifth Avenue, New York
are in a position as manufacturers to furnish the **Jobbing Trade Only**—

Repair parts for all kinds of Talking Machines.

Also high-grade English **Steel Needles**, put up in lithographed envelopes and tin boxes in cartons.

Further, our specialties—and we stand at the head of the list so far as these goods are concerned—include **Feed Nuts, Sapphires, Belts**, etc. In fact, all the essential supplies needful in any branch of the business. Our new catalog for the asking.

TALKING MACHINE SUPPLY CO., 400 FIFTH AVENUE, NEW YORK

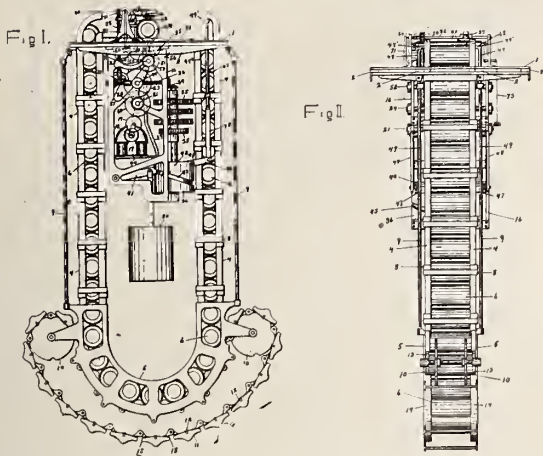
LATEST PATENTS RELATING TO TALKING MACHINES AND RECOEDS

(Specially Prepared for The Talking Machine World.) Washington, D. C., Jan. 8, 1911.

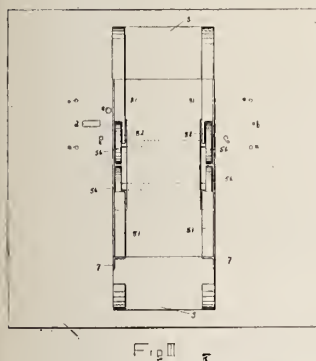
AUTOMATIC PHONOGRAPH OF THE WAX CYLINDER TYPE. James Irwin Gemmill, Cleveland, O. Patent No. 978,014.

This invention relates to automatically operated mechanisms, and particularly to a multiple cylinder record phonograph.

The object of said invention is to produce a talking machine of the character described, which shall be continuous in its action and shall operate

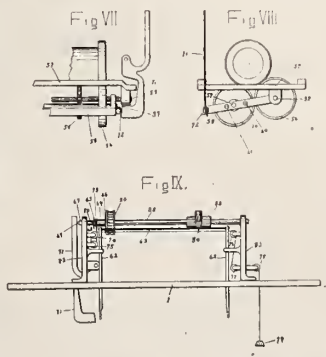


for the purpose of reproducing a continuous discourse of music or speech of an indefinite length, as impressed on a series of tablets or phonographic records, which are operated automatically by the machine without any attention or attendance in any way by the operator, and in so operating these tablets or records to do so with the least possible

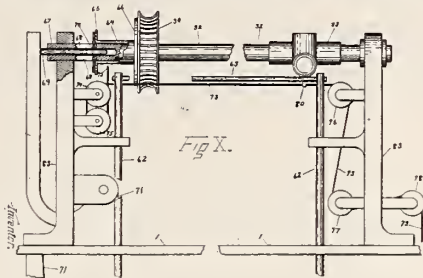


expenditure of time during the silent period of the said mechanism, which occurs between the finishing of one record and the commencement of the next adjacent one.

Reference being had at this juncture to the drawings, Figure 1 is a vertical view of the machine as seen from the front. Fig. 2, a vertical view of the machine as seen from the right hand side of the aforementioned view, Fig. 1. Fig. 3 is a plan view of the top of the mechanism, the bottom of which represents the side of the machine as seen in the front of Fig. 2, and serves to disclose the arrangement of the inclined planes or ways, serving to conduct records from one side of a magazine to a playing position, and thence to the other side of said magazine. Fig. 4 serves to show the preferred form of record or tablet supporting means. Fig. 5 discloses a portion of Fig. 4, being an elevation of the section shown at the right hand side of said Fig. 4. Fig. 6 is a



view of a drum cam which will appear obvious in Fig. 1. Fig. 7 is diagrammatic, and serves to show a broken portion of a record supporting means in position on means for revolving same, the whole being supported by a movable platform, and in connection with a lever; the whole forming a part of the mechanism in connection with the upper part of the machine, as seen in Figs.



1 and 2. Fig. 8 is an end view or plan of Fig. 7, further disclosing relative positions of the several parts. Fig. 9 is a view of the top plate of the machine together with the mechanism necessary for actuating the sound box to and fro over the record tablet being played. Fig. 10 serves to show in detail some of the parts that are disclosed in Fig. 9.

RECORD. Otto J. Fajen, Stover, Mo. Patent No. 978,722.

This invention relates to records for sound reproducing machines and particularly that type of records which are tubular in form.

The object of the invention is to provide a sound record of this type with a pair of sound grooves starting respectively at opposite ends of the record; and in further providing said record with a bore tapering from each end toward its center whereby same may be reversibly mounted upon a holder in order to seat a stylus in the starting end of either groove.

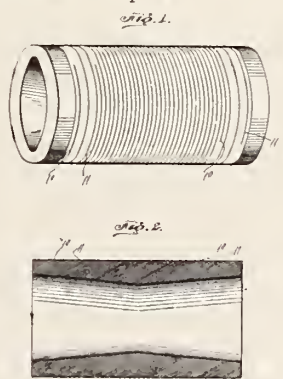
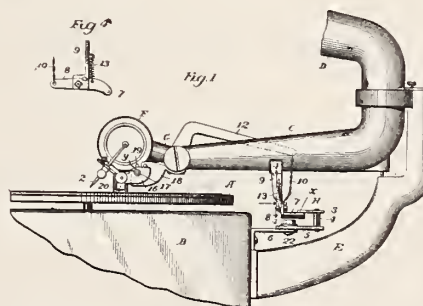


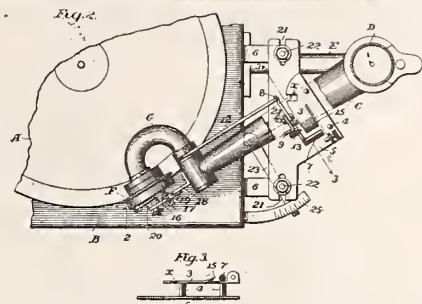
Figure 1 is a perspective view of a tubular record constructed in accordance with the invention; and Fig. 2, a longitudinal section of same.

TALKING MACHINE. Ami Jaccard, New York, assignor to T. Ephrem, La Montague, same place. Patent No. 978,891.



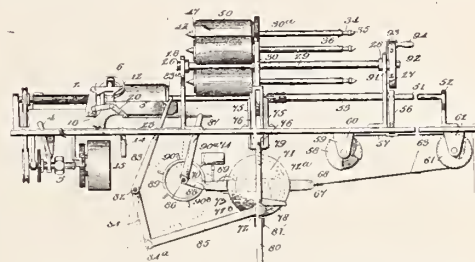
This invention relates more particularly to that class of talking machines in which the record is upon a flat circular disc, and consists in means whereby to prevent those portions of the disc which do not have any record upon them from being brought in contact with the needle, and also in means whereby to prevent the needle from being carried radially across the record or from being improperly brought against the disc, which improved features may be used together or separately and in some cases in connection with talking machines of a different character, illustrated in the accompanying drawing, in which:

Figure 1 is a side elevation showing sufficient of a talking machine to illustrate the improve-



ments, the parts being in the position which they occupy when the needle support is held in place by a detent adapted to be automatically shifted by the disc; Fig. 2 a plan view; Fig. 3 an edge view of the stationary portion of the shifting device; Fig. 4 a transverse section on the line 4-4 Fig. 1.

MULTIPLE-RECORD GRAMOPHONE. Alphonse J. K. Genella, New Orleans, La., assignor by mesne assignments to George H. Underhill, Boston, Mass. Patent No. 979,466.



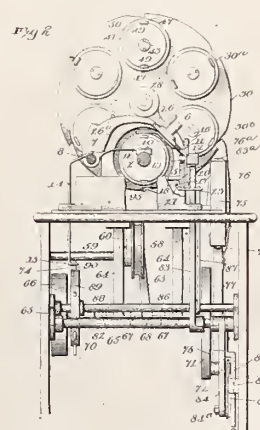
This invention relates to improvements in talking machines, particularly to that class of the multiple record type.

It is obvious that it may be desirable to run off several records successively without interruption and without assistance of an operator, and this may be especially true in slot machines, and more particularly in cases where the machine is used for purposes of dictation wherein the subject-matter to be dictated would cover a number of record members.

The principal object of this invention is to provide mechanism, automatic in its operation, which will subserve this end.

While in the following specification, for the purpose of simplicity, the invention is described more particularly with reference to graphophones of the ordinary type employing the usual reproducer and cylindrical record, it will be understood that the invention is not limited to this particular

type of a reproducing machine, and the term "stylus" is employed to cover a recorder or a reproducer as the case may be, while the term "record member" or "record" is used to cover any kind of a record member before or after the record has been produced thereon, or whether the record member be used in connection with a machine of the graphophone or gramophone type, it being quite immaterial whether or not the undulatory grooves of the record are of varying depth or width, respectively.



A Columbia Grafonola sale opens the door to a regular business in Columbia Grand Opera Double-Disc Records. Size up the new Columbia *exclusive* artists and the extraordinary quality of the new series of Columbia Records, and get an idea of what that business means.



Columbia Phonograph Co., Genl., Tribune Building, New York

Figure 1 is a side elevation of the operating mechanism of the improved machine, certain minor parts being broken away. Fig. 2 is an end elevation looking to the right in Fig. 1, parts being broken away. Fig. 3 is a sectional view in detail of the rotary disc and one of the record members thereon, the disc, the record spindle and the supporting axis being broken away. Fig. 4 is a transverse section on the line 4-4 of Fig. 3. Fig. 5 is a fragmentary detail partly in section and an end view of the inner end of the stylus feed screw. Fig. 6 is a view in elevation, showing the operating members for returning the stylus to its initial position and holding the same

raised until a new record has been placed in position, certain positions of the parts in this view being shown in dotted lines. Fig. 7 is a detail perspective view of the pawl member for automatically operating the revoluble disc. Fig. 8 is a plan view of the crank shaft and parts connected therewith, the hanger bars being shown in cross section. Fig. 9 is a detail view of an end of the plunger rod, and Fig. 10 is a detail view of means for rotating the rotary disc independently of the automatic means, and indicating the position of the records thereon.

SOUND-BOX FOR TALKING MACHINES. Johann Veit, Hanau, Germany. Patent No. 979,231.

This invention has for its object to provide a sound-box for a talking machine which shall in shape resemble, as closely as possible, that of the human mouth. This end is attained by shutting off from the membrane the hollow portion of the sound-box (that is to say, the portion which is connected with the horn) by a thin apertured wooden diaphragm and providing the hollow cavity with three thin strips of wood whereof a pair are fixed to the diaphragm as well as to the walls of the cavity, while the third, which occupies a position between the other two, is in the form of a tongue

and being attached to the diaphragm only and not to the walls of the cavity. In this construction the two fixed strips correspond to the human cheeks, the flexible strip corresponds to the tongue, and the remaining hollow space at either side corresponds to the gums. It has been ascertained by experiment that surprising results, in respect of fullness and purity of tone, can be obtained by an arrangement of this kind and that the usual objectionable jarring noise emitted by talking machines is entirely done away with.

In the accompanying drawing, which serves to illustrate the invention, Figure 1 is a front elevation of the improved sound-box of the invention, and Figs. 2 and 3, sections on the lines 2-2 and 3-3 of Fig. 1, respectively.

METHOD OF MAKING TALKING MACHINE DIAPHRAGMS. William W. Young, Springfield, Mass. Patent No. 980,470.

This invention relates to improvements in methods of manufacturing reproducing diaphragms for talking machines.

Broadly, the new method consists in perforating thin sheet material, and when deemed necessary in producing burrs thereon by punching instead of cutting out the perforations, and if desired in upsetting such burrs.

More specifically the new method may consist in perforating imporous material, in filling the perforations in the imporous material and in coating the latter with a material or materials, while in a liquid state or plastic condition, which possess the necessary characteristics and qualifications or qualities, in partially drying the imporous material thus treated, and in subjecting the same to pressure. The coating, drying and pressing operations in the order named are usually repeated one or more times and a thorough and complete drying by subjection to heat is given after pressing.

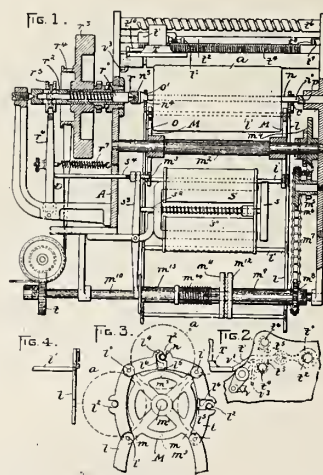
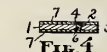
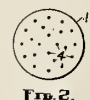
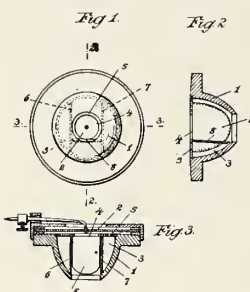
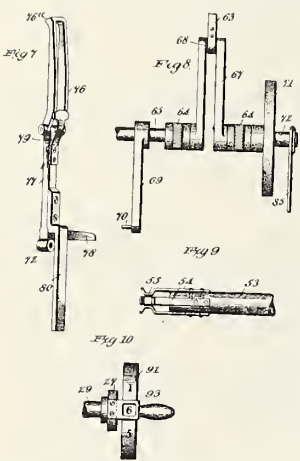
In the accompanying drawings, which form a part of this application and in which like characters of reference indicate like parts through the several views—Figure 1 is a side view of a sheet

metal disc perforated and represents the unfilled diaphragm; Fig. 2, a view of a diaphragm as it appears when the burrs left by the perforating punch have been upset or pressed into small bosses, and when seen from the side upon which such bosses

are located, the appearance being practically the same whether said diaphragm be filled and coated or not, provided that, in the former instance, the coating be transparent; Fig. 3, an enlarged fragment in section of the disc or diaphragm shown in the first view, and, Fig. 4, an enlarged fragment in section of a diaphragm which has been filled and coated and pressed.

PHONOGRAPH. George H. Underhill, Boston, Mass. Patent No. 980,459.

This invention relates to sound-reproducing or sound-recording machines. While many features thereof have useful application to other types of such machines, and to those employing but a single record, this invention is particularly applicable and is here illustrated with reference to one type of multiple record machine employing a plurality of cylindrical records adapted automatically and successively to be brought into reproducing or re-



ording relation with reference to suitable reproducing or recording mechanism, the latter being caused automatically to traverse the face of each record as the same is presented.

In the drawings—Figure 1 is a central, vertical section, partially broken away, showing the principal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a partially broken away end elevation showing the support and traversing mechanism for the sound box; Fig. 3 is a side elevation showing the flexible linked record carrier and its relation to the driving sprockets of the machine, and Fig. 4 is an end view of the same linked carrier.

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RECORD BULLETINS FOR FEBRUARY, 1911.

NATIONAL PHONOGRAPH CO.

EDISON AMBEROL RECORDS.

- 600 Zampa Overture.....Edison Concert Band
- *601 Alma—"Alma, Where Do You Live?".....Miss Spencer and Mr. Ormsby
- 602 Asthore.....Reinold Werrenrath
- 603 Barbara Frietchie.....Edgar L. Davenport
- 604 Cradle Song Medley.....J. Scott Skinner
- 605 I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl.....Ada Jones and Chorus
- 606 The Fishermen.....Anthony and Harrison
- 607 Military Life Two-Step.....New York Military Band
- 608 When a Boy from Old New Hampshire Loves a Girl from Tennessee.....B. G. Harlan and Chorus
- 609 Doctor's Testimonials.....Golden and Hughes
- 610 The Gateway City March.....Charles Daab
- 611 Somebody Else.....Billy Murray and Chorus
- 612 The Lord is My Light.....Berrick von Norden
- 613 Girls of Baden Waltz.....New York Military Band
- 614 Listen to That Jungle Band.....Edward Mecker
- 615 Drink to Me Only with Thine Eyes.....Stanley and Gillette
- 616 Apple Blossoms.....American Standard Orchestra
- 617 Kiss Me, My Honey, Kiss Me.....Ada Jones and Billy Murray
- 618 We're Tenting To-Night.....Knickerbocker Quartet
- 619 Porcupine Rag.....New York Military Band

EDISON STANDARD RECORDS.

- 10466 The Corcoran Cadets March.....Sousa's Band
 - 10467 In Dear Old Tennessee.....Elizabeth Spencer
 - 10468 Saviour, More Than Life.....Anthony and Harrison
 - 10469 A Rose Fable.....Frank Ormsby
 - 10470 Spanish from "The Nations".....Victor Herbert and His Orchestra
 - 10471 That's the Fellow I Want to Get.....Billy Murray
 - 10472 Oh, You Dream.....Ada Jones and Billy Murray
 - 10473 There's a Light in the Window.....Will Oakland
 - 10474 In Absence.....Weber Male Quartet
 - 10475 Alpine Rose.....Charles Daab
- EDISON GRAND OPERA AMBEROL RECORDS.
- 40038 Die Meistersinger—Prelude (Wagner). Sung in German.....Leo Slezak, Tenor
 - 40039 Amico Fritz—Son pochi fiori (Mascagni). Sung in Italian.....Carmen Melis, Soprano
 - 30035 Pagliacci—Vesni la giubba (Leoncavallo). Sung in Italian.....Florence Constantino, Tenor
 - 30036 Lohengrin—Elsa's Traum (Wagner). Sung in German.....Marie Rappold, Soprano
 - 40040 Manon—Ah fuyez, douce image (Massenet). Sung in French.....Karl Jörn, Tenor
 - 35014 Barbere di Siviglia—Una voce poco fa (Rossini). Sung in Italian.....Selma Kurz, Soprano
 - 35015 Grand Mogul—Valse des serpents (Audron). Sung in French.....Blanche Arral, Soprano
 - 30037 Elisir d'Amore—Una furtiva lagrima (Donizetti). Sung in Italian.....Aristodemo Giorgini, Tenor

COLUMBIA PHONOGRAPH CO.

10-INCH DOUBLE DISC RECORDS.

- A947 Lilly Dale (H. S. Thompson). Baritone Solo, orch. accomp.....Carroll Clark
- Trabbling Back to Georgia (Chas. D. Blake). Baritone Solo, orch. accomp.....Carroll Clark
- A948 Medley of Jigs and Reels—Part I. (Arr. by C. A. Prince.) Violin Solo, orch. accomp. George Stehl
- Medley of Jigs and Reels—Part II. (Arr. by C. A. Prince.) Violin Solo, orch. accomp. George Stehl
- A949 Love's Sorrow (Harry Rowe Shelley). Soprano Solo, orch. accomp.....Miss Inez Barbour
- Afterwards (John W. Mullen). Soprano Solo, orch. accomp.....Miss Inez Barbour
- A950 The Mikado—Fit-Willow (Sullivan). Baritone Solo, orch. accomp.....Robert Lett
- The Mikado—Katisha's Song—May not a Cheated Maiden Die? (Sullivan). Contralto

- Solo, orch. accomp.....Miss Merle Tillotson
 - A951 Medley of Ted Snyder Hits—"Ogalalla," "Kiss Me," "Dear Mayme, I Love You," "Grizzly Bear," "Call Me Up Some Rainy Afternoon," "That Beautiful Rag".....Prince's Orchestra
 - Medley of Ted Snyder Hits—"That Beautiful Rag," "Sweet Italian Love," "Dreams, Just Dreams," "That Mesmerizing Mendelssohn Tune," "Stop, Stop, Stop," "Koslovsky Dance".....Prince's Orchestra
 - A952 When a Boy from Old New Hampshire Loves a Girl from Tennessee (J. Helf). Tenor Solo, orch. accomp.....Harvey Hindermeyer
 - The Vale of Dreams (Johann C. Schmid). Tenor Solo, orch. accomp.....Arthur Clough
 - A953 Stop, Stop, Stop (Come Over and Love Me Some More). (Irving Berlin) Contralto Solo, orch. accomp.....Miss Elida Morris
 - Lovlie Joe (Joe Jordan). Baritone Solo, orch. accomp.....Arthur Collins
 - A954 Whoop 'Er Up (With a Whoop, la la) (Will Marion Cook). Soprano solo, orch. accomp. Miss Ada Jones
 - Moonlight Glide (A. Von Tilzer). Baritone and Tenor Duet, orch. accomp.....Arthur Collins and Byron G. Harlan
 - A955 You Are the Ideal of My Dreams (Herbert Ingraham). Baritone, Solo, orch. accomp.....William H. Thompson
 - All That I Ask of You Is Love (Herbert Ingraham). Baritone Solo, orch. accomp.....William H. Thompson
 - A956 That's the Fellow I Want to Get (Geo. W. Meyer). Baritone Solo, orch. accomp.....Ed. Morton
 - Don't Make Me Laugh, Bill (Will H. Dixon). Baritone Solo, orch. accomp.....Ed. Morton
- 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A946 Ciribiribin (A. Pestalozza). Tenor and Soprano Duet in Neapolitan, orch. accomp.....Francesco Daddi and Teresa de Matienzo
 - 'O Sentimento (P. E. Fonzo). Tenor and Soprano Duet in Neapolitan, orch. accomp.....Francesco Daddi and Teresa de Matienzo
 - A957 Cutey, Who Tied Your Tie? (Ed. Edwards). Soprano and Tenor Duet, orch. accomp.....Miss Ada Jones and Walter Van Brunt
 - Honey, I Will Long for You (Ed. Edwards). Baritone and Tenor Duet, orch. accomp.....Frank C. Stanley and Henry Burr
 - A958 Winter Song (F. F. Bullard). Vocal Quartette, Male voices, orch. accomp.....Columbia Quartette
 - Medley of Plantation Songs. Vocal Quartette, Male voices, orch. accomp.....Columbia Quartette
 - A959 Carmela—Gavotte Schottische (Diaz). Mandolin and Guitar Trio.....Trio Arriaga
 - Lovely Maiden (Deleite Amoroso). Schottische (Diaz). Mandolin and Guitar Trio.....Trio Arriaga
- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A5239 Hans the Fine Player—Selections (Louis Ganne).....Prince's Orchestra
 - Die Geschiedenefrau—Waltzes (Leo Fall). Prince's Orchestra
 - A5240 The Bohemian Girl—The Heart Bowed Down—(Balfe). Baritone Solo, orch. accomp.....Vernon Archibald
 - Maritana—In Happy Moments (Wallace). Baritone Solo, orch. accomp.....Vernon Archibald
 - A5241 Won't You Tell Me Why, Robin? (Claribel). Contralto Solo, violin and piano accomp.....Mrs. A. Stewart Holt
 - Bendemeer's Stream (Alfred Scott Gatty). Contralto Solo, violin and piano accomp.....Mrs. A. Stewart Holt
 - A5242 Our Miss Gibbs—Come Tiny Gold Fish to Me. (Harry Marlow). Mezzo-Soprano and Tenor Duet, orch. accomp.....Miss M. Mayew and Henry Burr
 - Our Miss Gibbs—I Love MacIntosh (Harold Lonsdale). Soprano Solo, orch. accomp. Miss Ada Jones
 - A5243 Erminie—Selections (Jakobowski).....Prince's Orchestra

- Erminie—Vocal Gems (Jakobowski). Orch. accomp.....Columbia Light Opera Co.
 - A5244 Angels' Serenade (G. Braga). Contralto Solo, orch. accomp.....Miss Margaret Keyes
 - Ever of Thee (Foley Hall). Contralto Solo, orch. accomp.....Miss Margaret Keyes
- TWO-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 1456 The Free Lance—March (J. Philip Sousa).....Band
- 1457 Stop, Stop, Stop (Irving Berlin). Contralto Solo, orch. accomp.....Elida Morris
- 1458 Think It Over, Mary (Gray and Piantadosi). Tenor Solo, orch. accomp.....Byron G. Harlan
- 1459 Grizzly Bear (Berlin and Botsford). Baritone Solo, orch. accomp.....Arthur Collins
- 1460—Just Before the Battle, Mother (G. F. Root). Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
- 1461 Dr. Eisenbart. German Yodle Song. Geo. P. Watson
- 1462 Moonlight—A Serenade (Neil Moret).....Orchestra
- 1463 Whea, Bill (Harry Von Tilzer). Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
- 1464 Jasper's Diplomacy (E. Boone). Vaudeville.....Jones and Sibley

FOUR-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

- 3190 A Georgia Barn Dance and Kerry Mills Barn Dance (Kerry Mills).....Band
- 3191 I've Got Your Number (Bryan and Meyer). Mezzo-Soprano and Tenor Duet, orch. accomp.....Morris and Van Brunt
- 3192 An Evening Song (Butler and Blumenthal).....Philip Ritte
- 3193 The Preacher and the Bear (Joe Arzonia). Baritone Solo.....Arthur Collins
- 3194 Pop Goes the Weasel (Arranged by Chas. D'Almaine). Violin Solo.....Chas. D'Almaine
- 3195 The Old Oaken Bucket (Samuel Woodworth). Vocal Quartette, male voices.....Peerless Quartette
- 3196 Sally in Our Alley (Carey). Counter Tenor and Baritone Duet, orch. accomp.....Combs and Thompson
- 3197 Hearts and Flowers (Theo. M. Tobani).....Orchestra
- 3198 Grand Baby or Baby Grand (Lee and Durand). Soprano Solo, orch. accomp.....Ada Jones
- 3199 When You and I Were Young, Maggie (Johnson and Butterfield). Counter Tenor Solo. Frank Combs
- 2200 Herd Girl's Dream—Labitzky.....Instrumental Trio
- 3201 Estudiantina (Leigh and Laeome).....Ethel and Mary Williams
- 3202 My Wild Irish Rose (Chauncey Olcott). Tenor Solo.....Walter Van Brunt
- 3203 Billy Whitlock's Wedding (Original). Vaudeville.....Billy Whitlock
- 3204 Dixie Medley (Arranged by Conterno).....Band

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SINGLE-FACE RECORDS.

- | | | |
|--------------------|--|-------------------------|
| No. | Arthur Pryor's Band. | Size. |
| 5816 | Universal Peace March..... | Lampe 10 |
| | Victor Light Opera Co. (with orch.)..... | |
| 31808 | Gems from "The Pirates of Penzance"..... | Gilbert-Sullivan 12 |
| 31809 | Gems from "The Three Twins"..... | Hauerbach-Hoschna 12 |
| Marguerite Dunlap. | Contralto, accomp. by Victor Orch. | |
| 31810 | Song of the Soul ("The Climax")..... | Locke-Breil 12 |
| | George Carré. Tenor (with orch.)..... | |
| 5813 | My Dreams..... | Tosti 10 |
| | Ada Jones and American Quartet (with orch.)..... | |
| 5811 | I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl. Brannen-Henry Peerless Quartet (with orch.)..... | 10 |
| 5817 | Sweetness..... | Craemer-Lemonier 10 |
| | Haydn Quartet (with orch.)..... | |
| 5814 | Winter Lyric Quartet (with orch.)..... | Bryan-Gumble 10 |
| 5815 | Merry Wedding Bells (From "He Came from Milwaukee")..... | Madden-Jerome-Hirsch 10 |

DOUBLE-FACED RECORDS.

- 16697 Cheer up, My Honey (From "Bright Eyes") (Hauerbach-Hoschna) Ada Jones Billy Murray
- I'd Rather Be a Minstrel Man Than a Millionaire (Mack-Orth) Eddie Morton..... 10
- 16698 That's the Fellow I Want to Get (Bryan-Meyer) Billy Murray 10
- The Colored Doctors.....Golden and Hughes 10
- 16699 New Mown Hay—Barn Dance (Rollinson). Victor Dance Orchestra 10
- American Rhapsody (Burlesque on Celebrated Rhapsodies (Luscomb).....Victor Orchestra 10
- 16700 Beautiful Isle of Somewhere (Pounds-Fearis) John Barnes Wells 10
- Dear Lord and Father (Whittier-Maker).....Mr. and Mrs. Wheeler 10
- 16701 Dream Faces (Sweet Dreamland Faces) (Hutchinson).....Inez Barhour 10
- Fileen Allanna (Marble-Thomas).....Will Oakland 10
- 16702 The Moonlight, the Rose and You (Schmid) Stanley and Burr 10
- Afar from Thee, My Love (Linne).....Joseph Phillips 10
- 16703 Slip on Your Gingham Gown (Burr-Smith) Collins and Harlan 10
- Honeymooning, Honey, in Bombay (Dave Reed) "That Girl" Quartet 10
- 16704 The Rest of the Week She's Mine (From "Jumping Jupiter") (Taylor-Bratton).....Billy Murray 10
- McCarty's Old Trombone (Lincoln).....Henry Allan Price 10
- 16706 I Won't Be Back Till August (Bryan-Gumble) Eddie Morton 10
- The Avenger March (Braham).....Arthur Pryor's Band 10
- 16707 Somebody Else (Drislane-Meyer).....American Quartet 10
- Watermelon Morals.....Henry Allan Price 10
- 35144 La Fiancée Waltz (Waldteufel).....Victor Dance Orchestra 12
- Dream on the Ocean Waltz (Gungl).....Victor Dance Orchestra 12

PURPLE LABEL RECORDS.

- 60031 Italian Street Song (From "Naughty Marietta") Victor Herbert 10
- Lucy Isabelle Marsh (with Victor Light Opera Co. and orch.).....Zabel 12
- 70031 Am Springbrunnen (The Fountain).....Ada Sassoli, Harpist, 12
- 70029 Concerto for Harp and Flute—First Movement Mozart 12
- Ada Sassoli—John Lemmoné, piano accomp. by Maurice Lafarge.
- 70028 Gunga Din.....Kipling 12
- Clifton Crawford, Comedian.

NEW RED SEAL RECORDS.

- Ricardo Martin, tenor. 12-inch, with orch.
- 88276 Die Walküre—Sigmund's Liebeslied (Sigmund's Love Song) (In German).....Wagner

(Continued on page 50.)

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(Continued from page 49.)

- 88277 Cavalleria Rusticana—Addio alla madre (Turid-du's Farewell to His Mother) (Italian). Mascagni Marcel Journet, Bass.
12-inch, with orch.—In Italian.
- 74210 Mefistofele—Ballata del fischio, "Son lo spirito" (I am the Spirit).....Boito
Emilio de Gogorza, Baritone.
10-inch, with orch.
- 64160 La Mandolinata (Mandolin Serenade) (In Italian).....Paladilhe
12-inch, with orch.—In Spanish.
- 74209 A Granda (To Granada!).....Alvarez
Fritz Kreisler, Violinist.
12-inch, with orch.
- 74202 Moment Musicale.....Schubert
Tambourin.....Rameau-Kreisler
Evan Williams, Tenor.
10-inch, with orch.—In English.
- 64158 A May Morning.....Weatherly-Denza
12-inch, with orch.—In English.
- 74205 Answer.....Robyn
John McCormack, Tenor.
12-inch, with orch.—In English.
- 74204 Drink to Me Only With Thine Eyes.....Jonson-Mozart
Herbert Witherspoon, Bass.
12-inch, with orch.—In French.
- 74206 Le Caid—Air du Tambour Major (Drum Major's Air).....Thomas
Charles Gilbert, Bass.
- 74208 La Jolie Fille de Perth—Quand la Flamme de l'amour (Fair Maid of Perth—The Flame of Love).....Bizet
12-inch, with orch.—In French.

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His vocation was the grinding, repairing and making of knives used by the tobacco manufacturers of the locality, says a writer in *System*. With a piece of chalk he wrote the names of his regular customers on the blackboard and opposite the dates when their knives were last sharpened. At just the right time he would send his wagon to each customer and collect the cutlery for grinding and repairing. He expended no unnecessary energy of man or beast, and yet he did not neglect any opportunities. Indeed, he made his opportunities, largely. For this German kept another record—an up-to-date report on the condition of every knife in use by his customers. Before any of these knives had worn out, he made new sets

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The **TALKING** *AND*
MACHINE
WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1911



The best-known trademark in the world

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Universal Talking Machine Mfg. Co.
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Detroit..... J. E. Schmidt, 336 Gratiot Ave.

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Springfield..... Morton Lines, 325 Boonville St.
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Hoboken..... Eclipse Phono. Co., 203 Washington St.

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Brooklyn..... B. G. Warner, 1213 Bedford Ave.
New York..... Greater New York Phonograph Co.,
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Akron..... Geo. S. Dales Co., 123 S. Main St.
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Allegheny..... H. A. Becker, 601 Ohio St.
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Market Sq.
Philadelphia..... Harmonia Talking Machine Co., 1331
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Philadelphia..... S. Nittinger, 1202 N. 5th St.
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Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
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Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 2.

New York, February 15, 1911.

Price Ten Cents

ARE DEALERS DEVELOPING TRADE PROPERLY?

An Analysis of the Situation in New York Demonstrates That a Great Number of Them Are Not Taking Full Advantage of Their Opportunities for Developing Trade in the Greatest Market of the World—This Statement Based Upon Practical Experience—Only Few Talking Machine Dealers Alive to the Necessity of Attractive Stores, Recitals and Advertising.

In any line of business, whether it be the selling of shoe-strings or the selling of locomotives, the main factor in ensuring success is the manner in which the seller can win the confidence of the public, and impress them with the fact that he is in a regular business and has the faith in the undertaking to stick to it.

How does that doctrine apply to the talking machine trade in the large cities, for instance in New York?

Take a score of dealers at random, who are located off Fifth avenue, and out of that number it is safe to say there are five who are taking full advantage of their opportunities for making and keeping their stores attractive.

The small confectioner or stationer, the butcher, the baker, the haberdasher and even the saloon keeper all realize the fact that the general appearance of their stores must be attractive if they are to win and hold trade, but the talking machine man in all too many instances feels that a few cheap signs over the door and a few dust-covered machines and records in the window, on rickety counters, or on shelves is all he need offer to capture the business.

The writer was greatly impressed by an experience of his in a talking machine store on the upper west side recently. He had passed along the street in which the store is located every day for perhaps three or four months before he was aware of the fact that a talking machine store was in the vicinity at all.

Close study of the exterior of the store and of the section of the interior visible from the street failed to offer any proof of great business ability of the owners and the writer thereupon took the opportunity of following a couple of casual customers into the store that he might get a line on the business methods of the concern.

One of the customers wanted a machine, and the excitement was intense. A \$17.50 model was taken down from the shelf, dusted off and started playing one of the more popular records of the day. The lady wanted something better and practically had to insist in seeing and hearing one of the more expensive styles selling at \$50.00. The effort of taking the machine from the window, removing two or three ounces of dirt and coaxing the mechanism, that had so long been idle, to work, actually seemed to pain the salesman, who in this instance happened to be a member of the company.

The lady seemed pleased with the machine, but discovered that it was badly scratched and appeared shopworn generally. There was no duplicate in stock and the dealer stated that it would be a week at least before he could get a new machine from the jobber.

The whole affair, including the lack of enthusiasm of the salesman finally got on the nerves of the customer, even though she was of the easily suited kind, and she left without buying or leaving an order for the machine.

Had that dealer been half awake and catered to the better class of trade, as urged by the factories and the successful members of the trade at large, he would have had several of that particular style of machine in stock, or, if he had sold out the balance suddenly would have seen to it that the remaining one was in salable condition. Admitting, however, that accidents will happen and that the machine was out of order, how many hours would it have taken for him to have ordered a duplicate from his jobber, located downtown as it happened, sent a messenger for it and delivered it to the customer's house? A little expense and trouble at this time would have meant the gaining of a customer.

The second customer brought in a list of seven

grand opera records, records that have proven popular since they were first introduced and which are considered in the light of staples by the wise ones. By accident more than intention two of the records were found in stock, though one of them looked as though it had been massaged with a hammer and sounded a great deal like it when played. The customer left with the two records and one other which she had picked at random from the catalog. Three records sold where at least six should have been disposed of without any trouble, and where half way decent salesmanship, coupled with a fair stock, would have meant the sale of a dozen or more; the woman was interested and had the money.

The writer took a chance on asking for a Tetravini record, feeling sure it wasn't in stock. He wasn't disappointed and consequently had a good excuse for walking out.

Sounds like the dream of a rarebit fiend, doesn't it?

And yet it all really happened in Little Old New York, the metropolis of the New World, among the men who claim that to live five miles away from Broadway and Forty-second street is simply camping out.

This particular type of dealer, we believe and know, is decidedly in the minority, but there are too many others who are close to the same stamp in the larger cities, not men who handle talking machines as a side line, and who consider a sale in that line as just so much velvet, but men who are supposed to devote all their attention to that business and depend for their living upon the profits it gives them.

If the dealer is disgusted with the business, why not get out of it altogether? If he is in the boat of business let him row or sit still, be a worker or a passenger; it's the fellow who leaves his oar in the water idle in order to complain who hinders progress. If one is only the "smell" in the game of automobile, it's a credit if he can be a good "smell."

It has been proven that recognized business methods are as necessary in the talking machine business as in any other line of retailing. A representative stock must be carried in the first instance and must be displayed and handled in the proper manner with a regard for general appearances and the convenience and accommodation of the customer. There is no real honest business from which one can gather profits without making a proportionate investment. A minimum amount of stock naturally means a minimum profit.

To carry a representative stock does not necessarily mean a large amount of money tied up in dead goods, it simply means that the live dealer drawing upon his knowledge of the business and the conditions which are to be met (and he should possess this knowledge if he is to succeed), must carry a stock which will be most likely to meet ordinary demands.

Customers who get the proper service in ordinary matters are willing to show forbearance when they desire some special machine or record and allow the dealer time to procure it for them from the manufacturer or jobber.

Being prepared at all times is a mighty big factor in any business, and what if a hundred dollars or so is tied up in stock for which there is little or no demand, if the business as a result of the preparedness which that stock proves shows a substantial increase during the year? The writer knows of one of the prominent druggists of the city who between his two stores destroys from \$5,000 to \$10,000 of drugs each year, drugs which must be renewed frequently to ensure their quality and

which, though expensive and little called for, must be carried in order to maintain the reputation of the stores for keeping everything in the line of drugs. The policy that has meant the keeping of this dead stock and the consequent loss each year has been the means of building up an immense business, wherein the value of the goods destroyed is only an insignificant item. So much for being prepared.

Another thing is advertising. Take any of the big New York papers and hunt for talking machine advertisements. Once each week or maybe twice, the big manufacturers take a liberal space for the general exploitation of their lines, and they have suggested that the local dealers profit by the big announcements by having their own cards inserted in the same issue of the papers so that the public may learn where the goods may be obtained in their own vicinity.

With this opportunity of making their inch or two card have the effect of a half page ad. perhaps three dealers take advantage of it. What about the rest?

The Sunday papers when delivered in the residential sections contain many advertisements of concerns in the neighborhood who do not feel that they can endeavor to reach all the readers in the city at heavy cost, but who through a little "money talk" with the newsdealer prevail upon him to slip a generous sized advertising sheet in each of his papers. The cost of the printing is insignificant, as is the newsdealer's tip, and the results are direct. We see small department stores, laundries, liquor stores and cigar stores advertised in this manner, but never a talking machine store.

What's the matter with the talking machine dealer?

We hear of dealers who get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the manufacturers and jobbers, etc. It's a good thing to get together and discuss these things. Admitted that the manufacturers and jobbers are not always right. They're only human. Grant there are bad features in the trade—there are in all lines of business. But why dwell upon the subject continually?

A grouch is a bad partner in business. Make it a silent partner during business hours and exercise it at odd times if you must. When the dealer is doing all he can to get more business and keep what he already has, studying the talking machine business as a business and acting accordingly, then he'll be too busy to spare time to kick.

TALKING MACHINE EXPORTS.

The Figures for October Presented—Reports Show Strong Gain in All Departments of the Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., Feb. 3, 1911.

In the summary of exports and imports of the commerce of the United States for the month of October (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 appear:

The total exports of talking machines, records and supplies for December, 1910, amounted to \$254,058, as compared with \$210,629 for the same month of the previous year. The twelve months' exportations of talking machines, records and supplies amounted to \$2,709,959, as against \$1,195,828 for the same period in 1909.

He who lifts his life successfully into his work must be a good business carpenter and joiner. His thought-tools must be sharp and to the point, and his tool-chest contain all modern thought-tools. His brain must be filled with constructive ideas. Then he who buys will be attracted to him who sells.

TRADE IN SOUTHERN CALIFORNIA.

The Busiest Holiday Season Ever Experienced by Talking Machine Men—High Priced Machines and Records of All Makes Have the Call—Working for Exposition—Prominent Record Artists on the Coast—Talking Machines for Los Angeles Schools.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 30, 1911.

Southern California has just passed the busiest holiday season yet experienced in these parts. The talking machine trade shows a great increase over all preceding times, and all dealers, notwithstanding the many newly established, have had far greater returns than were contemplated.

The popular demand was most entirely for high-priced goods, such as Victrolas, Amberolas and Grafonolas. This point seems to mark the passing of the horn machines, which are losing popularity very rapidly. The question of price seems a later consideration, for since the proposition of installment plan selling has become so well known there seems to be little demand for low-priced machines. Several of the larger dealers are conducting the talking machine business on the same principle as is applied to the piano trade, which shows very plainly that more dignity and interest is added to the line.

Sherman, Clay & Co. have had a great demand for the new Victrolas, which played an important part in the holiday trade. Edison Amberolas were shipped in large numbers from the Southern California Music Co.; the new Triumph, with Music Master horn equipment, also showed great popularity. The \$50 Favorite Grafonolas, although too late to arrive for the holiday trade, were an attraction to the Columbia dealers.

The proposition of an exposition for the celebration of the completion of the Panama Canal in 1915 is keeping most of California busy trying to pull it to the coast. San Francisco and San Diego are both working like Trojans, while Los Angeles is working like a beaver. Only a few days remain before Congress will decide on either New Orleans or San Francisco. Our northern sister has sent out great quantities of well-written literature, which set forth her many advantages, and spent much time and money in efforts to bring about co-operation on the part of all western cities. The music trade in general is deeply interested.

(Since this was written Congress has favored San Francisco in the exposition matter.)

Several famous record-making artists have appeared in concert in Los Angeles and Southern California towns during the last season, among whom are Sig. Antonio Scotti, Liza Lehmann, Jaroslav Kocian, Emilio de Gogorza, Mme. Germaine Réache and Mme. Luisa Tetrizzini. Their records have been in demand. Sig. de Gogorza made an extended visit, spending several days at the aviation field during the recent meet.

The School Board of Los Angeles have adopted plans to install talking machines in the public schools for educational purposes. Miss Katherine Stone, who is in charge of music in schools, is a hearty enthusiast and has given the proposition her earnest support. Several months ago a Victrola and a splendid collection of records were presented to the Covina High School by F. S. Allen, the architect who designed and built the new building. Several other rural districts have been using the talking machine for educational purposes and great success has resulted. A Victrola is used in the music department of the new Polytechnic High School in this city.

A very important trade item is the removal of the Geo. J. Birkel Music Co. to their new building on Broadway, which is expected to take place within a few days. The new store will be, when complete, one of the finest in the West, having been very carefully planned. Many setbacks have been encountered in the completion of the building, which was to have been ready for occupancy early last November. The Birkel Co. had a holiday business unrivaled by any previous season.

The Wiley B. Allen Co. report their best holiday season, and find, as do most of the dealers, a popular demand for high-priced goods.

The Fitzgerald Music Co. are very much satisfied with the splendid holiday trade experienced. A great many Grafonolas were reported sold.

Irving Andrews, of Andrews & Son, wears a satisfied smile and says he is selling all the Tetrizzini records he can get hold of.

Los Angeles jobbers are having a hard fight for trade in the San Joaquin valley. A recent decision of the State Railroad Commission granted Los Angeles and San Francisco equal freight rates. This decision has been appealed by the northern jobbers, and a hearing will be given late in March. Steps are being taken to have Los Angeles adequately represented at the next hearing and to have the equal rates put in force immediately. The San Joaquin valley is one of the best fields in the State, is growing rapidly, and has many small towns. The new oil fields are situated in this section. The trade in general from these parts is worth \$15,000,000 to Los Angeles.

Mr. Pfafe, of the Angelus Talking Machine Co., was the busy man delivering Amberolas during Christmas week. Many splendid sales were made by the J. B. Brown Music Co., including Victrolas and table Grafonolas.

The Barker Bros. Furniture Co. was recently added to the list of Columbia dealers. They will handle a complete line of disc goods.

Hamberger's Department Store have discontinued their talking machine department.

The Los Angeles Music Co. is the name of a new concern located at Eighth and Hill streets. They are exclusive Victor dealers.

The Kennedy Talking Machine Co., on West Fourth street, have had a splendid Edison business.

There is much activity in the business phonograph trade at present, as several large deals are in view. W. W. Quantrell, of the Edison Business Phonograph Co., is in this city in the interest of his concern.

Mr. Volz, of the National Phonograph Co., is traveling in Southern California. His reports of trade conditions are very good.

W. J. Stidham, of the Columbia Phonograph Co. local wholesale branch, is now visiting the factory at Bridgeport. Mr. Farquason is in charge of affairs during his absence.

Mr. Purser, proprietor of the Brown Music Co.'s talking machine department, is one of the last year's debutantes who has done a surprising holiday business.

W. J. Reynard, of the Southern California Music Co., is making a very successful journey among the country dealers. Mr. Reynard is an Amberola

specialist and well deserves the name, after his splendid success with that instrument.

R. B. Johnstone, of Yuma, Arizona, is in this city investigating various lines of talkers. He expects soon to install a full catalog in his furniture store.

TO MAKE RECORDS AND MACHINES.

The Sapphire Record and Talking Machine Co. to Come Into the Market with a New Line—D. Tauber Becomes General Manager.

D. Tauber, who recently resigned as manager of and buyer for the talking machine department of R. H. Macy & Co., the well known department store of New York, has taken the general managership of the Sapphire Record & Talking Machine Co., of this city. The latter concern are getting ready to come into the market with a vertical cut disc record and machines and other supplies. Their laboratory, just established, is in charge of Fred. W. Matthews, formerly of the Indestructible Record Co.

OPPORTUNITY NOT A KNOCKER.

Has to Be Trailed and Run Down, as is the Case with Any Game Worth the Hunting.

The man who waits for Opportunity to come knocking at his door will wake up some morning, discover that he has outlived his usefulness and grown gray doing it. He will discover that he has made nothing of himself and that the other fellows who started in life with him at the same time and who were not misled with the old libel about Opportunity being a knocker are flying around in the air ships and getting their pictures on the front page of the afternoon papers.

The man who wants success in any line to-day is the one who rolls up his sleeves, starts out with a club, a gun, a steel trap or whatever is most likely to catch the game, and himself lays in wait for Opportunity. He will be following Opportunity every minute he has. He will be striving and working, pushing and hustling. Sometimes he may lose sight of the game, but he will keep on and on.

When a man goes hunting in the woods, he tramps where game ought to be until he finds tracks. Then he follows the tracks. Maybe he gets a glimpse at the game occasionally, but he keeps on and on. Probably not more than once or twice in a while will he see what he seeks, but finally he comes upon it in the open and it is his. Just so with Opportunity.

Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready
SHOWS AN ENTIRELY NEW LINE

Be Sure and Get a Copy

Cylinder Cabinets with Clamps instead of Pegs

Disk Cabinets Equipped With

BROWN'S PATENT FILING SYSTEM

Attractive Prices to the Trade

If You Do Not Handle Our

"GRAND OPERA" NEEDLE

You Are Not Supplying Your Customers With The Best

Send For Samples and Prices

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.
DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES.



“Grand Opera” pays Victor dealers

The Victor has been a tremendous force in creating the popular demand for grand opera.

It has made grand opera a permanent institution in every city, town and village in every part of the land.

It has created in the hearts of the people a greater love for music and educated them to a proper appreciation of the world's best music—especially grand opera.

Victor dealers everywhere are pushing “grand opera” and selling an ever increasing number of Victor Red Seal Records.

Are you getting your share of the rich profits by satisfying this great and growing demand for Victor Red Seal Records in your locality?

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

| | | | | | |
|--------------------------|---------------------------------|----------------------------|---------------------------------------|-----------------------------|------------------------------|
| Albany, N. Y. | Finch & Hahn. | Elmira, N. Y. | Elmira Arms Co. | Oklahoma City, Okla. | Schmelzer Arms Co. |
| Atlanta, Ga. | Elyea-Austell Co. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | A. Hospe Co. |
| | Phillips & Crew Co. | Galveston, Tex. | Thos. Goggan & Bros. | | Nebraska Cycle Co. |
| Austin, Tex. | The Petmecky Supply Co. | Grand Rapids, Mich. | J. A. J. Friedrich. | Peoria, Ill. | Putnam-Page Co., Inc. |
| Baltimore, Md. | Cohen & Hughes, Inc. | Honolulu, T. H. | Bergstrom Music Co., Ltd. | Philadelphia, Pa. | Sol Bloom, Inc. |
| | E. F. Droop & Sons Co. | Indianapolis, Ind. | Musical Echo Co. | | Louis Buehn & Brothel. |
| | H. R. Eisenbrandt Sons. | | Wulschner-Stewart Music Co. | | J. E. Ditson & Co. |
| Bangor, Me. | Andrews Music House Co. | Jacksonville, Fla. | Carter & Logan Brothers. | | C. J. Heppel & Son. |
| Birmingham, Ala. | E. E. Forbes Piano Co. | Kansas City, Mo. | J. W. Jenkins Sons Music Co. | | Penn. Phonograph Co., Inc. |
| | Talking Machine Co. | | Schmelzer Arms Co. | | H. A. Weymann & Son, Inc. |
| Boston, Mass. | Oliver Ditson Co. | Knoxville, Tenn. | Knoxville Typewriter & Phonograph Co. | Pittsburg, Pa. | C. C. Mellor Co., Ltd. |
| | The Eastern Talking Machine Co. | Lincoln, Neb. | Ross P. Curtice Co. | | Standard Talking Machine Co. |
| | M. Steinert & Sons Co. | Little Rock, Ark. | O. K. Houck Piano Co. | Portland, Me. | Cressey & Allen. |
| Brooklyn, N. Y. | American Talking Machine Co. | Los Angeles, Cal. | Sherman, Clay & Co. | Portland, Ore. | Sherman, Clay & Co. |
| Buffalo, N. Y. | W. D. Andrews. | Louisville, Ky. | Montenegro-Riehm Music Co. | Richmond, Va. | Cable Piano Co., Inc. |
| | Neal, Clark & Neal Co. | Memphis, Tenn. | E. E. Forbes Piano Co. | | W. D. Moses & Co. |
| Burlington, Vt. | American Phonograph Co. | Milwaukee, Wis. | O. K. Houck Piano Co. | Rochester, N. Y. | E. J. Chapman. |
| Butte, Mont. | Orton Brothers. | Minneapolis, Minn. | Laurence H. Luckel. | | The Talking Machine Co. |
| Chicago, Ill. | Lyon & Healy. | Mobile, Ala. | Wm. H. Reynolds. | Salt Lake City, Utah | Carstensen & Anson Co. |
| | The Rudolph Wurlitzer Co. | Montreal, Can. | Berliner Gramophone Co., Ltd. | | Consolidated Music Co. |
| | The Rudolph Wurlitzer Co. | Nashville, Tenn. | O. K. Houck Piano Co. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Newark, N. J. | Price Talking Machine Co. | San Francisco, Cal. | Sherman, Clay & Co. |
| Cleveland, O. | W. H. Buescher & Son. | Newark, O. | The Ball-Fintze Co. | Savannah, Ga. | Phillips & Crew Co. |
| | Collister & Sayle. | New Haven, Conn. | Henry Horton. | Seattle, Wash. | Sherman, Clay & Co. |
| | The Eclipse Musical Co. | New Orleans, La. | Nat'l Auto. Fire Alarm Co. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Columbus, O. | Perry B. Whitsett Co. | | Philip Weirlein, Ltd. | Spokane, Wash. | Eilers Music House. |
| Denver, Colo. | The Hext Music Co. | New York, N. Y. | Blackman Talking Machine Co. | | Sherman, Clay & Co. |
| | The Knight-Campbell Music Co. | | Sol. Bloom, Inc. | St. Louis, Mo. | Koerber-Brenner Music Co. |
| Des Moines, Ia. | Chase & West. | | C. Bruno & Son, Inc. | | The Aeolian Company of Mo. |
| | Harger & Blish, Inc. | | I. Davega, Jr., Inc. | St. Paul, Minn. | W. I. Dyer & Bro. |
| Detroit, Mich. | Grinnell Bros. | | S. B. Davega Co. | | Koehler & Hinrichs. |
| Dubuque, Iowa | Harger & Blish, Inc. | | Chas. H. Ditson & Co. | Syracuse, N. Y. | W. D. Andrews. |
| Duluth, Minn. | French & Bassett. | | Jacot Music Box Co. | Toledo, O. | The Whitney & Currier Co. |
| | | | Landay Brothers, Inc. | Washington, D. C. | E. F. Droop & Sons Co. |
| | | | New York Talking Machine Co. | | Robert C. Rogers Co. |
| | | | Silas E. Pearsall Co. | | |
| | | | Benj. Switky. | | |

The Columbia Demonstration Double-Disc Record is the answer to every "show me"; as a 10-cent investment for every possible record customer it is a sure "lead" to increased record sales and new customers.



Columbia Phonograph Co., Genl., Tribune Building, New York

ABOUT THAT FOREIGN CATALOG.

And a Few Other Things of Interest to the Talker Fraternity.

I found my old friend, the jobber, perusing the pages of a trade publication as I entered his sanctum, and motioning me to a seat, with a suggestive nod toward the cigar box, he remarked:

"Mighty glad to see you; you're just in time for the lecture."

"Pleased to hear it," I replied heartily; "I adore lectures."

"All right, son, unlimber your note book, for this is sure going to be a pippin."

When I was ready for the fray with fountain pen poised and cigar lighted, he began:

"I've just been looking at 'A Page of Good Resolutions With Which to Start the New Year,' on the cover of The Edison Phonograph Monthly, and there is one bit of logic there that reads like this: 'I shall explore the possibilities of the foreign catalogues.'"

"Take it from me, son, that's a mighty good thing to do. I know, for I've always done it, and the results were extremely satisfactory. The average dealer does not think it worth his while to burden his shelves with a lot of unsalable stock, as he terms foreign records, and consequently refuses to consider them to any extent. Right here is where he makes the one big mistake of his life, for this reason: A patron comes into his store and congratulates him upon the one or two beautiful harp solos in the domestic catalogue, and expresses the wish that there were more of them. Does the dealer open his foreign list to Mexican records, and explain how easily his customer may obtain as many harp solos as he desires? Does he? No! Emphatically no! He may not know there are any, but if he does, he will not go to the trouble to investigate, and thereby loses a sale.

"Occasionally the manufacturers list a foreign record in their domestic catalogue as bait, and the public would bite all right if the dealer would only do his part, but in nine cases out of ten he falls down on the proposition.

"The foreign lists abound with records of the harp, 'cello, mandolin, guitar, saxophone, etc., which are rare in the domestic catalogues, and if all dealers would do as I have done and push foreign records vigorously, they would not only gratify the wishes of their best customers, but add greatly to their profits as well.

"The poor foreigner who cannot afford the high priced operatic selections, is forced to be content with records of his native songs in a cheaper setting, and if the dealer would only create a demand for them by judicious advertising and keep them in stock in sufficient quantity and variety to interest this class of trade, he would gain by so doing.

"When I desire to boost a certain class of foreign records I get up an attractive poster emphasizing their value. For instance, if I'm booming the music of our friends across the Rio Grande I use something like this:"

He laid before me a drawing showing Uncle Sam and Mexico clasping hands above a talking

machine, while over them, with folds intertwined, hung their respective flags.

"You see," he explained, tapping the sketch with his finger by way of emphasis, "it conveys to the talking machine trade the correct idea that we are on a footing of sincere friendship with these warm-blooded neighbors of ours, and that their music is appreciated here, as ours is with them. How cordially Mexican musical organizations are received in this country was proved by the great ovation tendered the Banda de Policia when it toured the United States a few years ago.

"Yes, son, you take it from me, foreign records are a mighty good proposition, and the dealer who neglects this part of his business is in wrong, and the sooner he realizes it the better.

"Another thing to stimulate trade, if the manufacturers could be induced to try it, would be to



make accompaniment records. I believe one concern has done a little along this line, but not enough to amount to anything.

"I have just read with much interest the article in the January Talking Machine World relative to accompanying songs on the talking machine with the player piano, but it would seem to me that the subject of accompaniment records is even more worthy of serious consideration.

"In the home where there is no piano, think of the satisfaction to be experienced by being able to furnish a charming orchestral accompaniment to a song. How often is an evening's enjoyment marred by the absence of a musical instrument, or, if there be an instrument at hand, by no performer being present to accompany the vocalist, who does not feel competent to sing alone? I have been in attendance upon many such occasions where there were several singers available who would have been only too glad to exercise their vocal talents but were forced to remain silent because of the lack

of a piano or other accompanying instrument, or in other cases for the lack of a musician. Talking machine concerts are interesting and entertaining, it is true, but would it not prove a welcome diversion to occasionally change from the "canned" (apologies to John Philip Sousa) to the real, especially when it could be enjoyed with all the harmonious background made possible by the music of a full orchestra at the singer's command?

"The average vocalist's repertoire includes such songs as "The Rosary," "Last Night," "Ashore," etc., and with a few accompaniment records of songs of this class on hand the owner of a talking machine could add to the enjoyment of his entertainments very materially.

"This is just a hint, son, but 'a word to the wise is sufficient,' so goes the old saying. Let us hope it may prove so in this case.

"There is just one more subject I want to take up with you before you go, and that is in regard to hornless machines.

"Do you know, son, that they are the one best bet?"

"I've just heard you say so," I replied, smiling, "and as usual I'm going to take your word for it."

"That's right, son, you're on."

The jobber selected a fat Marcello, bit off the end meditatively and after lighting it to his satisfaction, resumed:

"It doesn't matter whether your customer is De Swell or plain John Smith, sell him an —ola. He'll never regret it, for his ears will be tickled with a little more real melody than the horn talkers can furnish, and then for decorative purposes, the —olas are sure some show.

"Of course there are people who can't afford even \$50 for a 'hornless,' but they're rare. I proved that during the holidays when I sold more —olas than any machine in stock. When a man comes in here, be he retailer or consumer, I talk —ola first, and if I can't land him that high on the band wagon I gracefully descend to his level, of course, but the hornless machine is the big noise in the talker world at present, and I keep that noise booming in every way possible.

"Did you notice that poster in the window when you came in?"

"Well, that's part of the noise. The —ola Girl is very popular just now. I'm sending post cards of her to all my prospective and actual customers; I'm putting here in the columns of our local newspaper, The Blanktown Herald, while the bill boards all over town are being decorated with lithographs of her charming figure, and she reciprocates by selling —olas for me."

"Well, I guess that's about all, son, so long."

Thanking my informant for his courteous interview I closed my note book and modestly withdrew.

HOWARD TAYLOR MIDDLETON.

The little things of life count. It is the scheme of creation. The brain is made up of the tiniest cells and all other matter is composed of atoms. A little point effectively made will often make a sale. David slew Goliath with a stone, but he knew how to throw the stone.

THE STORE FRONT AS A BUSINESS ASSET

An Entirely Different Proposition from the Window Display—How the Store-Front Alone May Be Made the Means of Attracting Public Attention—Arranging the Entrance to the Best Possible Advantage An Important Factor—Some Suggestions Well Worth Considering by Talking Machine Men Who Wish to Be Progressive.

While the store front is entirely a different proposition from the window display, yet the two things are intimately connected, and may be said to go together; the combination forming what may be called the store display.

The same store front is not equally adapted for all businesses, nor even for all businesses in the same line. The brilliant front of the millinery store on the chief thoroughfare, where popular goods are sold at popular prices, would only drive custom away from the select store on the quiet side street, where Parisian importations are sold at figures that would make the ordinary customer gasp. The same principle applies elsewhere—in respect to furs, jewelry and, in some sense, sporting goods, though in a lesser degree. The fact is, the very rich, millionaires and so forth, do not care to rub shoulders with other people—or, perhaps, a better way to put the point would be to say that, the goods these are after are not such as other people can afford to pay for. As a general proposition, it may be said that the more select the business and the more limited the class it appeals to, the less important the question of the store front becomes; indeed, some of these concerns, being almost exclusively confined to known and regular customers, personally introduced, are not housed in the stores at all, but in offices and even in private buildings.

This development—or perhaps it would be more accurate to call it this lack of development—does not concern or interest the average dealer, and if recalled here it is only to get at a real comprehension of the matter. For there is only one way of understanding a thing, and that is to know it thoroughly. In order to answer a question aright, we must consider the whys and the wherefores.

The store front may be said to stand at the beginning of the window display, which, indeed, it, in a fashion, determines, says the Sporting Goods Dealer. Hence arise various questions. Should the store front have the entrance in the center with a window on either side; or would it be better to have the door on one side, leaving the balance of the frontage for a window of extra size? Again, certain windows have a relatively short front parallel with the sidewalk, and a long raking side leading directly to the door. Is this a good arrangement, and what are the arguments for and against? Let us look at the matter in further detail.

The object of the store front, like that of the show window, is to display, and that show front is clearly the best which performs this purpose most thoroughly. Putting aside, as not germane to the issue, those businesses which by reason of their wide reputation, or any other cause, are not fairly available for purposes of comparison, let us limit the inquiry to the stores that make their appeal to the general public that circulate through the streets.

As an essential preliminary, we must know the width of the store front before we can attempt to answer the question whether the entrance should be in the center or at the side. If the frontage be but 25 feet, which is the width of the average building lot in most of our big cities, then manifestly there is no great room for a good entrance in the center, with a display window of any pretensions on both sides of it. By a good entrance we mean a doorway that is not only of fair dimensions in itself, but which is approached in a way that announces its purpose, and this can only be effected by giving a return rake, or interior slope, to the display windows themselves. A narrow, square entrance does not announce itself. It is little more than a recess, and is apt to be overlooked. When detected, it has a somewhat mean and furtive appearance about it, like the approach to a pawnbroker's shop. But, be it noted, this defect is greatly modified if the show windows are of but small depth themselves, for this brings the door

forward, and in some sense makes it part of the direct frontage.

For the reasons here given it would appear that for the store with a limited frontage the better plan is to have the entrance on one side. Where the width is ample, the advantage would be always with the central entrance. It should, however, be remembered that the interior arrangement of the store should have something to say in determining the point. For some stores two counters are better than one, and for others the contrary. A thing is never seen correctly unless it is taken in as a whole; this applies as much to the store front as to other matters.

One other objection to the central entrance to the store of narrow width remains to be mentioned. The window on either side of the doorway is too small to fulfil its purpose effectively, if anything remarkable or varied is required; and if the display is divided between the two windows in a way that allows a certain amount of overlapping, a customer who desires to examine the whole has to cross, and maybe recross, the entrance. In this way he is apt, or at least fears that he is, to draw attention to himself from the inside of the store in a manner that he does not desire. The one big window, beyond its other claims to consideration, avoids this objection; for under this arrangement the sightseer can shift its position at leisure and in a way as to take in all that is presented.

The above is the general rule as applied to the average store that desires to make its display as big and effective as possible. But to this, as to all generalizations, there are numerous exceptions. There are quite a number of businesses that do not aim at making a popular impression. These busi-

nesses are what are known as select. They are inclined to specialize, and the goods they place in their windows are few, but choice. In stores of this kind the double front may present some features of special value; then their owners do not particularly care for imposing entrances and deep windows. There are many highly profitable businesses of this character, especially in the more settled and older communities.

As to that curious arrangement of glass, occasionally to be met with, that presents a minimum of direct frontage to the street, and glides off at a long angle toward the door, there is little that can be said in its favor. Possibly the man who hit upon this tenuous contrivance expected to find customers drop into the store, gradually and by degrees, but surely, led on by the sliding display to the fate reserved for them. If so, it is doubtful if he figured out human nature aright. "Come into my parlor said the spider to the fly" is not the sort of music that the average purchaser takes kindly to, and when it is presented to him he is more apt to hurry on than to linger.

DON'T STAND IDLE.

Don't stand idle in the lonesome land;
Hop on the wagon with the biggest band!
Don't stand idle till the fast train goes;
Have your ticket when the whistle blows!
And still be ready to show your hand
When it's "All aboard for the Promised Land!"

BEING ACCOMMODATING.

It pays to be accommodating, but there must be a line drawn somewhere in every store. Remember that the more you do for your customers, the more it costs you to make sales. And also remember when you are selling goods that the more quickly you can deliver the goods after getting the money, the better satisfied the customer will be. In fact, it pays to study the interests of your customers at all times.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.



Your Customers Know

that the greatest inventor of the age has spent much of his life in perfecting the greatest instrument of its kind—the Edison Phonograph.

They know that this instrument is capable of reproducing every character of entertainment with an exactness that preserves all the lifelike tone of the original, not only on the regular Edison Standard Records, but on the long playing (4 minute) Amberol Records as well—

That the remarkable Edison tone quality is produced by the rounded button shaped Sapphire reproducing point—

That this Sapphire reproducing point never needs replacing, nor does it wear out or scratch the records.

And they know that the instrument on which they can make records at home is the Edison Phonograph.

**National Phonograph
Company**

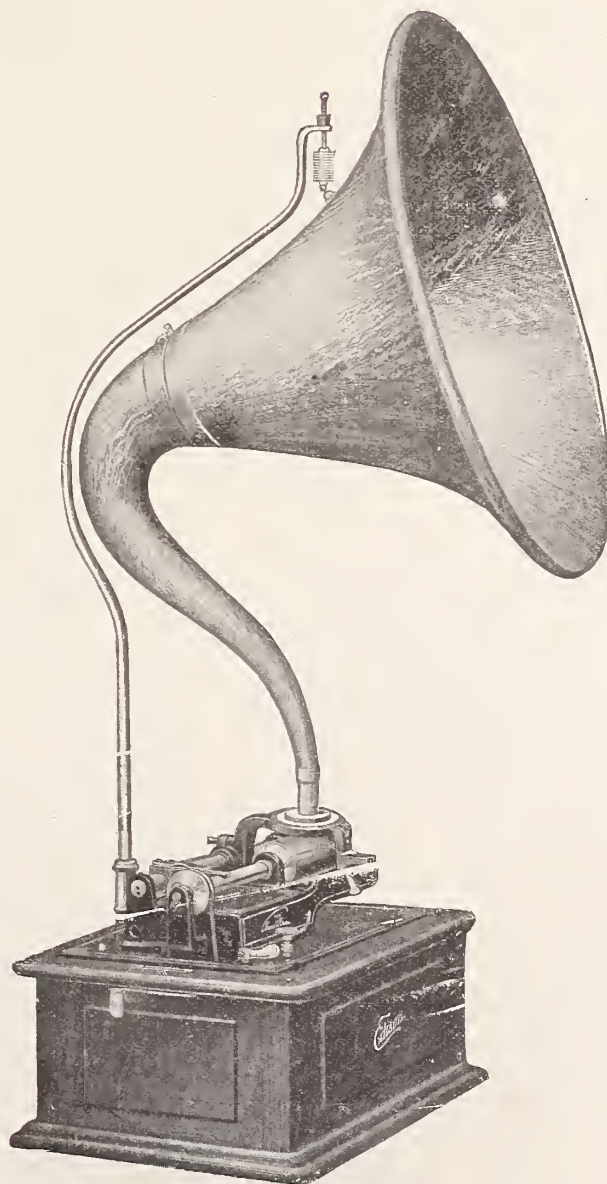
The EDISON PHONOGRAPH

Knowing that the Edison offers so much more than any other sound reproducing instrument *can* offer, will your prospective customers accept an instrument that gives them less?

Everybody knows the Edison, everybody wants it—and every Edison dealer can rake in his share of a lifesized profit if he just goes the way of least resistance and pushes the Edison line.

Write your jobber today.

59 Lakeside Avenue
Orange, N. J.





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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1911.

NEW or ill-informed talking machine dealers, and even jobbers are wont to question the utility of the agreement exacted by the manufacturing companies owning basic inventions and process patents; in fact, a large percentage do not thoroughly understand the price agreement. Many look upon it as being somewhat dictatorial or as a scheme of the strong manufacturer to coerce the dealer into doing something for the sole gain of the former.

This feeling has now almost disappeared and the reputable dealer now sees the price agreement in an entirely different light and knows by practical demonstration that it is an instrument designed primarily for the good of the dealer, and that he is the greater gainer by its protection.

As a matter of fact the manufacturer gets comparatively little benefit, except in so far as it prevents the wholesale cutting of prices which ultimately would destroy the reputation of his product that would otherwise be maintained.

WHERE is there a person who doubts that a manufacturer now selling his wares under price agreement principles could sell more goods (and get just as much for them wholesale) if he should lay aside the price agreement?

And who is the real beneficiary under such a scheme?

It must necessarily be the one who sells the article to the retail customer and gets the fair profit which the price agreement guarantees.

Where there is no price maintaining agreement covering an article, it is most often, if

not always, sold by department stores at a reduction in price that the dealer cannot meet.

History proves that the price agreement has done more good for the legitimate talking machine dealer than anything else that has ever been discovered since price cutting became popular.

Of course, the benefit derived from such a measure depends largely, if not wholly, on its rigid maintenance, and it is the wise dealer who sticks to the manufacturer whose agreement affords him the greatest protection.

IN speaking on the subject of "Business Building" at a meeting of the Sales Managers' Association of St. Louis recently, Arthur F. Sheldon, founder and head of the School of Salesmanship at Chicago, defined business as the art of securing permanent and profitable patronage. He said: "Advertising as a factor in business building may be likened to the fire under the boilers of business. The man who advertises just a little and then says advertising doesn't pay, may be likened to the man that burned a match under a ten-gallon kettle of water and then swore that fire would not heat water."

These are true words, and in the talking machine industry we find plenty of examples of the fact that it is the constant advertiser who gets the business.

Constant advertising gives to a concern the reputation of stability.

It is necessary these days to have the confidence of the public in order to get its support. The public knows that advertising costs money. It can reason that if a firm has money to keep its advertising always going, it is a reliable concern.

Having created this impression among the readers, the advertisement has performed a service that no other agency could have done so well, and at so small a cost, to say nothing of the direct benefit due to actual orders obtained from the advertising.

Having created this impression in the minds of the readers, the latter are ready to buy, which is the objective point towards which all advertising is aimed.

IN this industry, not only dealers, but many jobbers are too largely indifferent to the importance of advertising. They somehow fail to realize that the great work accomplished by manufacturers of talking machines has been helped and maintained largely by judicious publicity.

The progress of the talking machine and the development toward perfection of the record, have been brought to public attention through well considered publicity and in this way the general character of the business has been advanced. Yet while all acknowledge what manufacturers have done in this respect, there is a most extraordinary indifference on the part of dealers to utilizing local papers in bringing the merits of their wares to the attention of the buying public.

We have preached sermon after sermon on the necessity of the dealer, and jobber for that matter, acquainting the local trade with the goods they carry, and why they

should be in the home of every person loving music—of everyone who desires to keep in touch with the great artists of the world—still the percentage of dealers who really are alive to the advertising proposition is comparatively small.

It is really unfair to expect that the manufacturers should do all the work in this matter of publicity.

How much more effective would it be were they aided in an enthusiastic and sincere manner by the dealers?

IT is a matter of comment that the men in the talking machine trade who are moving ahead—who are winning new records in the volume of their business—who are increasing their list of customers—are the men who believe in and practise advertising.

Of course, a chapter might be written in itself as to how the dealer may secure the best effects from publicity. This is not difficult, however, for if he does nothing else he should invite the public to visit his establishment weekly and enjoy recitals of "the latest records" on "the new style machines" to hand from the manufacturers.

As a matter of fact there are few businesses where there are such opportunities for putting forth interesting advertising as in this industry of ours. All that is needed is a little initiative, and we promise that the results will be satisfactory.

It is a well-known fact that it is the satisfied customers that make business and every plan along these lines is sure to help. Whenever a person finds that a dealer has an ample stock of machines and records on hand and a proper way of showing them, that person may be counted on as a supporter and a friend. There is no better way to get the customers to the store than by recitals.

TRADE for the past month has been unusually satisfactory, and manufacturers, jobbers and dealers all report most favorable conditions. The prospects are excellent and it is now up to those interested to secure the results. The pessimist has been relegated to oblivion and the optimist now takes his place on the band wagon.

THE value of window publicity is an old but always a "live" topic. While all the world despises the man who lives for appearances only, while we all are agreed that the habit of judging our fellows merely by appearances is vicious, still we are agreed also that appearances go a long way, and are often an important index to character. If a man persists in coming to business day after day without a tie, and if his waistcoat front is an advertisement of what he ate for breakfast, we come to the conclusion that he is shiftless and untidy.

So it is with your store; you pride yourself on its general appearance of neatness. You have it swept daily, or perhaps twice daily, and you insist that your salesmen have a smart and clean appearance and that they welcome your customers courteously. You want as fine a display of goods as your clientage will permit—all these things are a matter of course.

BUT do you make that last extra effort to attract your customers to your store? Do you make the first impression so inviting that when they turn into your street or glance at your store from across the way they pause and feel a desire to enter; or, if they go on, feel and remember that you have the very finest display in town?

Don't forget the value of first impressions.

As the eye of man is the window through which his character may be read, so, in literal truth, your show front is the window through which the character of your store may be read.

IT takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old foggy merchant, for instance, who does not believe in the so-called up-to-date methods—up-to-date

store fixings and arrangements. He is afraid that any radical change will drive away the old-established and steady-going trade that the store has been years in building up.

Up-to-date means increased expenses to him; it is just a clever scheme to wheedle some of his cash away. He forgets that the old reliable trade will, in the process of time, if through no other cause, die off, and that unless new trade is continually added the days of his business are surely numbered.

In order to do a successful business, and keep it ever on the path of progress, the confidence of the public must be secured.

NOWADAYS people have little confidence in any business that does not make some pretensions to being up-to-date. They have an idea that the men who run it are themselves behind the times;

that they do not keep posted on styles, fashions and methods.

The appearance of the store has much to do with making a good impression, and an erroneous impression once formed is the hardest thing to overcome.

The bugbear of expense often stands between a man and success. Have you ever seriously considered what expense means?

Stocking a store with goods is an expense, and a pretty big one. Clerk hire is another large item of expense; so are rent, heating, lighting, advertising, etc.

The biggest amounts are usually dignified with the term "investment," the little fellows are simply called "expense," and every merchant cuts the latter as much as possible.

Call them all investments, treat them as such, and you will be more likely to get profitable returns.

TALKING MACHINE AND PLAYER.

An Interesting Contribution from M. A. Clark Showing How He Utilized the Talker and Player in His Educational Concerts.

Syracuse, N. Y., Feb. 4, 1911.

Editor Talking Machine World:

Dear Sir—We were very much interested to read in the last number of your excellent paper an interesting article entitled "Interesting New Field for Talking Machines," and it occurred to us that you would like to know about the work we have been doing along this line for the Board of Education of our city, as a close inspection of the enclosed program will show what has been done along this line.

We find a very simple and satisfactory way of doing this is to throw off the solo lever of the player-piano, thus leaving the accompaniment for the player and the solo or air to be carried by the talking machine. The number indicated on the program was done very artistically this way. The pitch on the talking machine can be very easily adjusted by a turn to the right or left of the transposing key device on the player, and if any cuts are made by the artist on the talking machine, the same cuts can be made on the player by omitting to pump and allowing the motor to run so as to skip the same number of measures, bars or pages done by the soloist. You will also observe another interesting feature, that of using the harp in combination with the talking machine, which was most effective.

M. A. CLARK.

* * *

The program referred to by Mr. Clark is an interesting one, and shows how cleverly the talking machine may be utilized in educational programs, as an exponent of both the singers' and instrumentalists' art, as well as in conjunction with the player-piano.

A striking number in this program along the lines of the article in last month's World was Caruso's record of "Salut Demeure" (Faust), which was accompanied on the player-piano by F. J. Hamilton, and which made a most pleasing impression. There was also featured the Emma Eames record of the Bach-Gounod "Ave Maria," which was accompanied by Mr. Clark on the Irish harp.

The combination of the talking machine and player-piano in the home is destined to be a combination of no small importance from now on, owing to the increasing use and popularity of the two instruments, and we have been in receipt of a number of letters from our subscribers commenting most favorably on the article which appeared in the January World covering this new field.

A man with the big head is generally pretty well posted. That's usually what starts the gilded addition to his cupola.

PROVED A POTENT ENTERTAINER.

At the Annual Dinner of the Chamber of Commerce, in Spokane, Wash., the Columbia Grafonola Regent Was Used and Admired.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 31, 1911.

There were several hundred business men present at the recent annual banquet of the Chamber of Commerce, held in the Masonic Temple, this city. They were entertained by the Columbia Grafonola Regent, and with the use of the new reproducer the effect was marvelous. The audience was spellbound with the wonderfully clear tones that the instrument produced. This is the first time in the history of Spokane that any talking machine has been used in such a public affair.

Goble, Pratt & Robbins, Spokane's leading furniture store and exclusive agents for the Columbia line, conducted the concert. The concert has led to a number of large sales being made.

Willis S. Storms, manager of the local store of the Columbia Phonograph Co., in discussing business said: "Although January is generally known as a bad month for talking machine business we expect that our sales this month will surpass those of December. We attribute our great success to the new Columbia sound box."

READING FOR STIMULATION.

Care Should Be Taken by the Busy Man to Read Only That Which Will Prove Helpful as Information or Stimulation.

All men should read, but the reading time at a man's disposal is so small that he should be careful to read only those things that will be helpful. A man who wants to get ahead, who wants suggestions, and who is really looking for help can afford to give the time to two or three good magazines, and though there may be nothing in them that can be directly turned to profit, there will be stimulation, which, passed on to others as "ginger," will materially add to success.

A man said the other day in a magazine something to this effect: "Read this magazine for information, and if not for information, then for stimulation." Not only is this recommended, but it is recommended that by reading you become acquainted with the great workers of the age. Read everything you can get hold of concerning the business methods of men like Judge Gary, J. J. Hill, Hugh Chalmers, John Wanamaker and many others. Learn how they work. It will do no harm. It will do good even to the wise men in this and every other industry.

TALKING MACHINE DEALERS and JOBBERS

and dealers in other specialties, who desire to increase their business during the months when trade in most lines is dull, will find in

Regina Pneumatic Cleaners

the new line they have been looking for.

THOUSANDS of vacuum cleaners are being sold daily and the business is increasing by leaps and bounds. The dealer who handles the *right machine* is certain of a constantly increasing business with liberal profits.

REGINA PNEUMATIC CLEANERS are the best sellers because they are the best cleaners. They have *double suction pumps* and should not be confused with cleaners of the ordinary type. Two pumps operating instead of one insure powerful, constant, unremitting suction. Made in our own factory by skilled workmen. Mechanically correct and fully guaranteed. Liberally advertised for the benefit of the trade, and sold at a reasonable price. We have electric and also hand operated models.

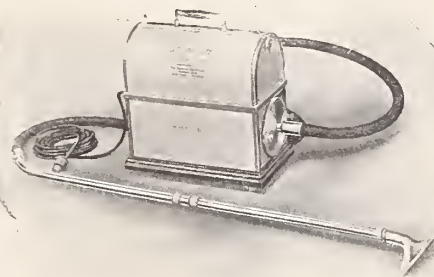
Write to us for full particulars. The proposition is an inviting one.


THE REGINA CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO





**This is this new
U-S Junior Model.
Its addition makes
the U-S Line more
attractive than ever.
Read about it.**

U-S Junior \$30



U-S Banner \$45

HERE is the new U-S Model you have been waiting for—the U-S Junior, retailing for only \$30, but possessing all the fine workmanship and unique mechanical superiority of the other machines in the great U-S line.

Perhaps the absence of a low-priced machine has caused you to defer taking on the U-S. Don't delay longer, for any dealer who is looking for a high class trade is losing money every day he does business without such a ready seller as our line **has proved itself to be.**

First we set about making the **BEST PHONOGRAPH and RECORD** the world has ever known. In the judgment of all who have tested the U-S in fair competition with all other kinds—we succeeded. We succeeded in bringing forth a perfect duplication of the human voice and all musical instruments—even to the elusive violin. We succeeded in bringing forth a matchless tone and secured freedom from hissing or scratching.

Then we set about to make the **BEST PROPOSITION** that had ever been offered to the **TRADE.** According to the many dealers everywhere who are interested in the U-S line, we have succeeded. We are able, first of all, to offer the greatest percentage of profits. We assure perfect selling co-operation, laying a foundation for ever-increasing sales. More than this, we place no unreasonable restrictions upon our dealers; we make them **one of us.**

The introduction of the Junior Model is only one more evidence of the progressiveness of the U-S organization, and its determination to give U-S dealers what they can sell.

FEB.

**U-S
Phonograph
Co.
1013 Oregon Ave.
Cleveland, Ohio**

FILL OUT THIS COUPON

Gentlemen:
Please send full particulars
concerning the U-S Line of
Phonographs and Records.

Name

Address

City

State

PHONO



U-S Grand \$85



U-S Opera \$65



U-S Peerless \$200

The idea of **COMPLETENESS** also holds in our big line of records. We are sparing no expense to give our dealers all that is best in the music world, with the result that our list of records includes all the up-to-date selections, played and sung by the greatest artists in the land. There are popular airs from the latest comic opera and musical comedy. And there are classics from the masters. This makes the U-S line a quick and ready seller.

Besides, the U-S Records are indestructible. You can bang them and knock them and kick them, but it won't harm them at all. They are made of a substance that is not affected by weather or climate, long usage or accident.

Get in line with the U-S plan, if you have not already done so. It is the most attractive proposition before the trade to-day, from every point of view.

Use the coupon NOW.

V. S. Phonograph Co.

Cleveland, Ohio, U. S. A.

GRAPHS

“Exclusive selling rights is a Columbia policy that is becoming a bigger factor in the trade every month.” Printed that last year. Proved it ever since.



Columbia Phonograph Co., Genl., Tribune Building, New York.

WITH THE INDIANAPOLIS TRADE.

First Month of Year Satisfactory to Talking Machine Trade—New Retail Stores Established—Columbia Co. News—Records Most in Demand—Improvements Made in Store—Musical Echo Co. Featuring Caruso Records—Wulschner-Stewart Co. Increases Sales Force—Good Report—Other News Gleanings of Timely Interest to Trade at Large.

(Special to the Talking Machine World.)

Indianapolis, Ind., Feb. 6, 1911.

The talking machine business in Indianapolis and Indiana has been good for the last month, considering the fact that it was the first month of the new year. Taking it all around the jobbing business out over the State showed up better than the retail business in Indianapolis. The month has been remarkable for the number of new retail agencies established out in the State, and dealers report that talking machines are growing in favor in the rural districts.

Thomas Devine, manager of the Columbia Co. store, made a business trip to Terre Haute to visit the branch house. He reported a good business there.

The Columbia Co. store has been having an unusually good run on the "Madame Sherry" records, David Bispham records and Raymond Hitchcock records. In fact, they sold out in all of these. This was largely due to the fact that David Bispham appeared here recently in a play at the Murat Theater for the Indianapolis Boys' Club. The "Madame Sherry" opera was at English's Opera House, as was Raymond Hitchcock. Some of the new Alice Neilsen records ordered by the Columbia Co. were sold out within a few days after they were received.

Marion Dorian, auditor and treasurer of the Columbia Co., recently paid his semi-annual visit to the Indianapolis store.

Extensive improvements have been made in the Columbia Co. store in North Pennsylvania street. At the suggestion of C. P. Herdman, until recently of Cincinnati, and now assistant manager of the Indianapolis store, the rear wall of the front display window was torn out and replaced with a brass railing, and the floor space of the window was greatly enlarged and readorned. It is now arranged so that the display can easily be seen from Washington street, one-half block away.

The Musical Echo Co., who handle Victor machines, have been making a special display of Caruso records, since that famous tenor is to appear in Indianapolis soon under the management of Ona B. Talbott. An imitation peacock with large tail feathers and with the pictures of prominent musicians properly distributed, formed a part of the window of the Echo Co.

W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Co., is now putting on an enlarged city force in the Indianapolis city territory and will give much attention to the city both in a retail and a jobbing way. It is the plan to establish a number of retail stores. Mr. Barringer says the new year has started off excellently and that the January business was be-

yond the expectations of the company. The Victor trade is large.

C. L. Price, of the Victor Talking Machine Co., who has been assigned to Indiana territory, reports an encouraging business.

W. E. Ludlow, of the Wulschner-Stewart Co., has gone East and planned to visit the Victor factory while he was away.

The Aeolian Co. report that the Victor business has been quiet as compared with the large holiday business, but the start of the new year has been very encouraging at that. The sale on records has been good. The Aeolian Co. are advertising the Caruso records along with the other companies that handle the Victor.

Large crowds were attracted to that part of Massachusetts avenue where the Kipp-Link Co. are located by the sales that were conducted at the beginning of the year by the large Marott department store. The Kipp-Link Co. handle Edisons.

A. M. Stewart, head of the Wulschner-Stewart Music Co., was married last week to Miss Catherine Lee, of Indianapolis. Mr. and Mrs. Stewart went East on a wedding trip, to be away about two weeks.

OH, BE JOYFUL!

Joy Puts the Indian Sign on That Worry and Beats Pepsin for Aiding Digestion.

Away with lines of thought and furrows of care and worry! The best contentment is enjoyed by a loving, cheerful, joyful soul. Joy brings health and strength to its possessor. As a pleasurable emotion, it strengthens the nervous and muscular system and increases the activity of all vital functions. It removes fatigue and quickens all the powers of body and mind.

Joy acts powerfully upon all digestive processes and works a transformation upon the jaundiced dyspeptic. It expands the lungs which have been contracted, as though by the strong grip of a giant hand, through sadness or disappointment. The sigh of melancholy is changed to a song of gladness. With the change comes the deepening and expanding of those vital organs and the oxygenating and enriching of the blood. Thus, if one would be well and keep well, be happy. Laugh, and bid defiance to dyspepsia. Smile, and drink in health with every breath.

GRACE CAMERON AND THE EDISON AMBEROLA.



The accompanying interesting photo was taken recently in the Edison parlor of the Sampson Music Co., of Boise, Idaho, while Miss Cameron, one of the country's most popular vaudeville and musical comedy "stars," and a favorite Edison artist, was playing an engagement of her latest musical comedy success, "Nancy." Which of her several entertaining contributions to the two and four-minute catalogs of the National Phonograph Co., Orange, N. J., Miss Cameron was listening to

at the time the camera clicked the reports do not reveal, but it is very evident from the pleased expression she wears that she is satisfied both with her own effort and the reproduction it received. The enterprise displayed by the Sampson Co. in taking advantage of Miss Cameron's presence in their city to get this clever bit of publicity is as commendable as is the up-to-dateness of both parlor and stock. The atmosphere of the room is unmistakably Edison.

WALTER H. MILLER, Chairman
THE NATIONAL PHONO. CO.
C. G. CHILD
THE VICTOR TALKING MACHINE CO.
VICTOR H. EMERSON
THE COLUMBIA PHONO. CO.
E. LYMAN BILL
THE TALKING MACHINE WORLD
JOHN KAISER
THE U. S. PHONO. CO.
ERNEST BALL
THE MUSIC PUBLISHERS
R. B. CALDWELL
THE TALKING MACHINE JOBBERS

The Stanley Memorial Committee

JOHN KAISER, Treasurer
662 Sixth Avenue

New York, February 1st, 1911.

Dear Mr. Dealer:—

You no doubt have heard that the talent of the Talking Machine Business have banded together and arranged to give a Testimonial Performance in New York City, on March 8th, 1911, for the benefit of the family of the late Frank C. Stanley.

Owing to the fact that you are located many miles from New York, you will probably be unable to attend. We feel that you would like to co-operate with us and help swell the fund for this worthy cause. It was suggested that a large souvenir program be arranged for the occasion in which you can place your card for the sum of \$3.00, \$5.00 or \$10.00, according to your liberality.

| | |
|---------------------------------------|---------|
| Full page—8 inches by 11½ inches..... | \$25.00 |
| Space A—4 inches by 5¾ inches..... | 10.00 |
| Space B—2¾ inches by 4 inches..... | 5.00 |
| Space C—2¾ inches by 2 inches..... | 3.00 |

We appeal to you to do your best and we assure you that the committee will gratefully receive your donation. We will ask you to fill out the form at the bottom of this page, mentioning the space you select and enclose your check or money order to John Kaiser, Treasurer, 662 Sixth Avenue, New York, N. Y.

It will be necessary, in order that the printing of the programs may not be delayed that your reply be in the hands of the committee not later than February 25th.

Thanking you in advance for your co-operation, we are,

Yours very truly,

THE COMMITTEE.

Enclosed find \$..... Please place my card in program in space.....

Name.....

Address.....

Town or City.....

State.....

**In class and quality every Columbia
monthly list of Double-Disc Records is
the best the trade is hearing. This is
a matter of common knowledge.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

TRADE ON THE PACIFIC COAST.

Falling Off in Business After Holidays Causes Retailers to Complain—Dealers Replenish Stocks—Summary of the Situation—Pacific Phonograph Co.'s Anniversary—Improving Their Quarters—New Stores Opened—Babson Bros.' New Store Complete—What Other Houses Are Doing—Strong Demand Noted for Victrolas—Interesting Items of Personal Nature.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 6, 1911.

The talking machine business has fallen off materially in all departments since the holidays, and a good many of the city retailers are complaining of dull business. Except for the first week, disagreeable weather has prevailed throughout the month, and it has been difficult to get people to come out for shopping purposes. A dull period is expected at this season, however, and little disappointment is expressed over present conditions. Stock in general is rather scarce, having been pretty well cleaned up before the first of the year, and new shipments in some lines are rather slow in arriving. Most houses, however, are well supplied with records, for which there is probably a greater demand than a year ago.

The wholesale firms received quite a lot of orders early in the month, when retailers found it necessary to fill in their stocks, but now business is coming in slowly. The rain has greatly interfered with outside business, and traveling men find it difficult to get around, owing to numerous floods and damages to railroad tracks. Country retailers feel extremely optimistic, however, as good crops seem to be assured in every section of the Coast, and it is believed that a general buying movement in the trade will start as soon as the winter rains are over. Collections, as a rule, are more satisfactory than last year, though money is still rather scarce.

Walter S. Gray, Coast manager for the Columbia Phonograph Co., will return next week from his annual visit to headquarters. He has been absent the greater part of the month, being accompanied on the trip by the Los Angeles manager, William Stidham.

The Pacific Phonograph Co., under the management of A. R. Pommer, ended its first year January 10. Mr. Pommer is highly gratified at the progress made during the year, this company having gained a strong foothold all over California, as well as in southern Oregon, and says he will be happy if this year turns out as well as 1910. Since the end of the holiday rush the company has been working on some improvements to its quarters, laying a hardwood floor and putting some new fittings in the office. The lower floor, which was added to the space just before the holidays, will be kept, giving the company a much greater capacity for stock than last year, and this floor is now being equipped with improved fixtures for convenience in handling the stock. Mr. McCracken, the outside man, is making the Southern trip, being now at Fresno. Mr. Pommer reports a fair business for this month, the principal sales being of records, though the demand for Music Master

horns is still greater than the company can supply. Mr. Pommer is enthusiastic over the outlook, especially in the southern Oregon country. While this house gives more liberal terms than most other jobbers, Mr. Pommer is well satisfied with collections, and believes the retail trade in general is in a strong position. He reports large orders from the Sacramento store, and is just leaving for a visit to that place.

A few new Edison stores which have placed initial orders with the Pacific Phonograph Co. are John R. Lester & Co., of Sonora, Cal.; the Auburn Music Co., at Auburn, and the Gate City Pharmacy, at Maricopa, in the oil fields.

Mr. Voltz, who covered the territory from San Francisco to Los Angeles and into Arizona and New Mexico last year for the National Phonograph Co., has made arrangements to continue the work in that territory for the present year.

James Black, manager of the talking machine department of the Wiley B. Allen Co., reports a very fair post-holiday season. He reports some difficulty in getting enough Victrolas to supply the local demand, and a lot of these machines have been brought in from branch stores. The company now carries quite a large stock of machines at its various stores. The talking machine department at the Oakland store is now under the management of F. R. Blodgett, and has been doing extremely well for this time of year.

Babson Bros.' new store, in San Francisco, is now complete, with a full stock of Edison goods. For the benefit of the local retail business this house has started a daily talking machine concert, the novel feature of which is that it is held during the noon hour, when large numbers of office people in the vicinity are at leisure. Mr. Babson says this feature has been quite a success, the attendance being generally good, though he finds local sales rather slow at present. This company's mail order business on the Coast, however, is making rapid progress, and so far has amply justified the trouble of opening a branch here.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of their small goods department, is now hard at work on the semi-annual inventory. He says that only two shipments of Victrolas have been received since the first of the year, the factory being apparently unable to supply them, and some sales are accordingly lost. Nevertheless, he finds the retail business at the local store far ahead of January last year. He says the new \$75 Victrola has not interfered with the sale of more expensive machines in any way, but its popularity is cutting into the demand for the old horn machines to a considerable extent. The city is now waiting, Mr. McCarthy says, for the decision on the Panama-Pacific Exposition, and if it favors San Francisco he will want ten carloads of Victrolas at once. Mr. McCarthy will leave for his regular winter tour of inspection of the northern branches about February 14, accompanied by P. T. Clay.

Peter Bacigalupi, the pioneer Edison dealer of San Francisco, announces the arrival of a new granddaughter—the daughter of W. B. Ackerman, manager of the business phonograph department. C. H. Pierce, of Eureka, Cal., has made a num-

ber of improvements in his establishment recently, moving his piano repair shop to another building to make room for talking machine parlors.

Harry Shelton, an Oakland talking machine man, formerly associated with Kohler & Chase, was killed January 9 in a collision of a local train with his automobile.

J. J. McBride, formerly with the Thomas Smith Music Co., at Vallejo, Cal., is starting in the business for himself.

Kohler & Chase have been advertising a special sale for the last week, offering a talking machine outfit at \$7.50.

MAX LANDAY ON LONG TRIP.

General Manager of Talking Machine Supply Co. Now on Annual Tour of United States and Canada—To Visit Fifty-six Cities—Will Introduce New Lines of Needles and Other Specialties.

To visit the office of Max Landay, general manager of the Talking Machine Supply Co., New York, and also a member of the house of Landay Bros., Victor distributors, early this month, was to gain the impression that a class in United States geography was in session, owing to the numerous maps of the country over which Mr. Landay was intently poring. Nothing serious, though, Mr. Landay was simply mapping out his annual business trip to the Pacific Coast, incidentally including the greater part of the United States and a big slice of Canada, in such a way as to preserve his reputation for keeping right up to schedule throughout the entire trip.

Mr. Landay left New York on February 4, and his itinerary includes fifty-six of the largest cities in the United States and Canada, where he will call on the leading jobbers for the purpose of introducing several new lines of imported talking machine needles packed in a new and original manner, and which he feels sure will appeal to the trade at large. He will also feature several specialties of value handled by his company and looks forward to some mighty big business.

Early last month the Talking Machine Supply Co. sent out a new catalog listing all their different makes and grades of imported and domestic needles as well as their other well-known specialties in order that the trade might check up their stock and fill in the open spaces. A numerical catalog covering the same line, is now in course of preparation and will be issued at an early date.

MORAL SOUNDNESS THE BASIS.

Upon the moral soundness of business relations largely depends the stability of credit and trade, the material welfare of the people, and in the final result their general moral standards. As are the morals of business, so are the morals of the nation; for the morality which reveals itself at the point of exchange is the working morality of the people. Widespread business immorality means not merely the undermining of prosperity, it means the triumph of injustice, the degradation of national ideas, and the destruction of some of the highest standards in the people's life.

ACTIVE TRADE IN PHILADELPHIA

During First Month of Year—Hard to Get Goods Fast Enough to Fill Demands—Activities of the Various Jobbers—Recent Trade Visitors—Dealer in New Location—Recent Victor Publicity—Busy Times with Columbia Phonograph Co.—H. A. Weymann & Sons to Rearrange Department—Other News of the Month Worth Recording.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1911.

During the month of January the talking machine business in Philadelphia was as active as during the holidays. There were not as many machines sold, but there was a tremendous business in records. The only complaint the dealers had to make was that they were unable to get the machines fast enough. This business has not alone been confined to the city, but from every quarter of the district good orders have been coming in and there has been a demand for a general line of machines, cabinets and records.

If every line of the trade in musical instruments was as glowing in the outlook as the talking machine trade in Philadelphia it would certainly be a happy situation, for it is the same story wherever you go; business away ahead of last year, the outlook is for a tremendous business from this on, and if we could only get the machines we would be able to do very much more business. At several of the large firms I was shown a large collection of orders for certain styles of talking machines, and with only five or ten machines of the character in stock with which to supply them. The dealers almost hate to see a machine go out these days, for it frequently leaves them minus a sample. It is to be hoped that the manufacturing situation will clear up shortly. It seems a pity now that the dealers have worked up so tremendous an interest in the talking machines that they are not able to get stock sufficient to keep them going.

Louis Buehn & Bro. report that their business was splendid in January, very much better than a year ago. Edmund Buchn says: "We would have had a phenomenal business had we been able to get all the goods we wanted. In Victrolas particularly we are very short, and the demand seems to be just as great as before the holidays."

Edmund Buehn had a new arrival at his house on Tuesday of last week. It was No. 1. A daughter, Miss Marguerite Buehn by name.

The Buehn business on the Edison business phonographs has also been very large in January and the firm are building up quite a heavy trade on these machines, and are giving that line of their business special attention.

Among the recent trade visitors were: T. O. Esibill, of Bridgeton, N. J., and E. C. Linck, of Williamsport, Pa. They report business in their section as being very good.

The Penn Phonograph Co. report that they have had the largest retail business in January of any month that they have had since they have been in the business, and their wholesale business was away ahead of any previous January. "We certainly would not know that Christmas was over the way people are buying machines," said one of the members of the firm. They, too, note the shortage in goods and feel that they would have been able to have done considerably better had they been able to supply all demands.

L. Zeben, the talking machine retailer, has changed his place of business from 704 South Fifth street to 523 South Fourth street, where he has found much more commodious quarters and with larger room for his increased business.

James Bellaks' Sons have removed their talking machine department from their second floor to the first floor, where they have built several very nice hearing rooms. They have had a very good talking machine business, and felt that they were somewhat handicapped by being up stairs.

The Victor Talking Machine Co. have just supplied the trade with a new catalog. They have also distributed among the dealers large framed pictures of eight of the great artists who sing for their company. These pictures are four feet high

and they will be displayed in the windows one at a time. They are sent to the firms at a price less than cost and have been attracting a great deal of interest. The Victor catalog is the handsomest thing of the kind that has ever been published.

Heppe reports that the business in their talking machine department has been good right along, but also complain of not getting goods fast enough. They have no general manager of their department just at present and are looking for a good man. They have orders at present for upwards of twenty-five Victrolas that they are unable to secure, and are thus very much handicapped.

It is rumored that there will be a change in the name of the firm of Sol Bloom, with fine talking machine rooms on Broad street. Mr. Bloom has not been connected with the firm bearing his name for some time, and report says that the firm will hereafter be known as the Talking Machine Co.

The Heppe firm have just received a fine line of cabinets and are expecting another carload in the course of a few days.

George W. Lyle, general manager of the Columbia Phonograph Co., was in Philadelphia at the end of last week. Saturday night was surely Columbia night at the Metropolitan Opera House, when four of the great artists, who sing for that company alone, were heard in the cast, these including Lipkowska and Constantino, Daddi and Aramonde.

The Columbia Co. report that business, has been very fine in January and it was double what it was last year. Frank Dorian, head of the Dictaphone department, was in this city last week. Richard Faulkner, manager of the Philadelphia Dictaphone department, has been away from the office sick. J. P. Scullin, of Atlantic City, has just opened a very fine store which he will devote to the selling of the Columbia exclusively. It is at 33 South Pennsylvania avenue.

The Columbia Co. have been meeting with splendid success with their new \$50 Favorite machine. They are entirely sold out on this style at present, and have a number of orders on hand which cannot be supplied at present.

The company have been having a great many concerts. This month they have concerts scheduled at St. Paul's Church, Fiftieth and Baltimore avenues; the Philadelphia Electric Co.; the Central Baptist Church, Palmyra, N. J.; the Penn Widows' Asylum; the Methodist Episcopal Church; the Poor Richard Club; the Church of the Epiphany, and at various other places still to schedule. The new Columbia records of songs by Alice Nielsen in English have been phenomenal sellers. Manager Henderson was down to Atlantic City several days last week assisting Mr. Scullin in getting his new store started.

H. A. Weymann & Sons start next week to make extensive alterations in their talking machine department. They will rearrange their entire wholesale department. All the racks will be changed and they will introduce the system now used by the New York Talking Machine Co.

The month of January has been a very good one with the Weymann firm. It has been very much of an improvement over last year, and opened up quite a number of new accounts.

PROMOTION FOR GEO. F. SCULL.

George F. Scull, who since May, 1910, has been assistant to General Manager Carl H. Wilson, of the National Phonograph Co., Orange, N. J., has been selected by Mr. Edison to manage his Edison Storage Battery Co., succeeding E. F. Dodge in that position. The plant of the battery company is also located in Orange immediately adjacent to that of the National Co.

NUMERICAL INDESTRUCTIBLE CATALOG.

The Columbia Co. have forwarded their dealers a new Numerical Indestructible catalog, containing all selections up to and including February, 1911, and the Numerical double disc catalog, containing all selections in ten, twelve inch, Symphony and Fonotopia records, up to and including March. These catalogs are intended for the convenience of their dealers in ordering and stocking records.

Something New—Just Out On The Market

The "Velvet Tone" Needle Balance

An attachment for Talking Machines to minimize the wearing out of Disc Records.

Retail Price \$2.00 Net

Either Nickel or Gold Finish

Style V, Full Size Fits Taper Arm Victor Machines, and Victrolas.

"Velvet Tone" Needle Balance

What it is and what it does:—



It balances the Sound Box and overcomes the resistance of the heavy weighted and dragging needle, and prevents the cutting of the record. Consequently, the strain on the motor of the Talking Machine is removed, for without this resistance the spring will run many more records at each winding and wear many years longer.

The "Velvet Tone" Needle Balance is similar to a pair of weighing scales, as it lifts the excess weight of the sound box off the record, thereby permitting only a slight but sufficient pressure of the needle on the sound wave-lines of the record.

This invention is wholly a saving device, and was originated for the purpose of preventing the destruction of records by playing, and eliminating the troublesome necessity of changing the needle every time a record is played.

The harder a tool is pushed against a revolving grindstone the greater the wear of both. This is exactly what occurs when Talking Machine needles are weighted down on the playing records. By eliminating the weight from the needle and allowing it to "float," so to speak, in the grooves of the revolving record, the wear is reduced to the faintest possibility—and as the record surface is harder than the soft steel needle, the little wear will be all with the needle. The slender point of a needle is continuously meeting with new surface on the spiral groove of a revolving record—it is therefore obvious why needle points became quickly worn and dangerously blunted when weighted with a heavy sound box.

Only the diaphragms of Sound Boxes should vibrate in unison with record-sound waves, but all scratching and outside noises produced by the friction of heavy weighted needles against the record walls can be eliminated by use of the "Velvet Tone" Needle Balance.

Remedy

New Records will last almost indefinitely and become practically indestructible, if always played with the "Velvet Tone" Needle Balance Attachment.

Write for Trade Information and Prices.

A. D. Macauley
COLUMBIA PENNA.



“NEEDLES”

MR. JOBBER: Our Mr. Max Landay is now on a trip through the United States and Canada introducing a New Line of Imported Needles of the highest grade, packed in a new style box and at prices lower than what you are now paying for cheap, American made needles. Don't delay. Get our Samples and Prices at once.

AUXETONE NEEDLE
IS THE LOUDEST PLAYING OF THE WORLD. REFUSE IMITATIONS AND USE ONLY AUXETONE - NEEDLES.
PUT UP IN ENVELOPES ONLY.

DAUER-NEEDLES
THIS PAPER CONTAINS 50 ONE NEEDLE PLAYS 50 RECORDS. IT IS THE BEST NEEDLE OF THE WORLD.
PUT UP IN ENVELOPES ONLY.

CLIMAX NEEDLES
THIS ENVELOPE CONTAINS 300 THE HIGHEST GRADE NEEDLE MADE
PUT UP IN ENVELOPES AND TINS.

LIGHTONE-NEEDLE
PLAYS VERY FINE AND SOFT ASK ONLY FOR LIGHTONE - NEEDLES.
PUT UP IN ENVELOPES ONLY.

OPERA-NEEDLES
THIS ENVELOPE CONTAINS 200 MADE OF THE BEST EUROPEAN CAST-STEEL-WIRE. THEY GIVE A MEDIUM AND CLEAR TONE.
PUT UP IN ENVELOPES AND TINS.

EXHIBITION-NEEDLES
THIS BOX CONTAINS 300 MADE OF THE BEST EUROPEAN MATERIAL.
PUT UP IN ENVELOPES AND TINS.

STAR NEEDLES
THIS ENVELOPE CONTAINS 300 HIGHLY REFINED AND UNSURPASSED IN QUALITY.
PUT UP IN ENVELOPES ONLY.

NOTICE

We have built a large business in selling the best needles.

WHY DON'T YOU DO THE SAME?

NOTICE

Get our prices on needles put up in your own Special Package with your own name on.

ADVERTISE YOURSELF

TALKING MACHINE SUPPLY COMPANY

400 Fifth Avenue, New York

THE TALKING MACHINE TRADE IN JAPAN.

Some Interesting Statistics Covering the Business in the Flowery Kingdom—Comments on the Developments and Difficulties of Local Enterprises—The Conditions to Be Faced in Retailing in Japan—Will Be Found Timely Reading for World Readers.

(Special to the Talking Machine World.)

Yokohama, Japan, Jan. 1, 1911.

Some time ago an export journal estimated that the world is spending about \$50,000,000 yearly on talking machines and accessories, and as the little island empire of Japan has taken such a prominent position in naval and military expenditures during the last few years it is interesting to note the comparison between what her people spend on luxuries and amusement against what they consider a necessity for the defense of their country. During the four years from 1905 to 1909 the yearly importation, as per customs returns, of talking machines and records amounted to approximately 60,000 records and 1,000 machines, or expressed in gold, about \$50,000; exceeding this amount in 1907 during the great boom after the war with Russia, and settling down to below this figure in 1908 and 1909. This amount for 50,000,000 people, it will be seen, is exceedingly small compared to large quantities sold in America, where the population is double.

That talking machines are considered a luxury in Japan is readily seen by the fact that they are so classified in the customs tariff, and have a 50 per cent. duty imposed thereon. With this excessive duty, and also the fact that nearly all of the imports referred to above was handled by one firm, the Sankodo Co., the prices paid by the Japanese were excessive. This firm had their head office in Tokio, with three branches, one in Osaka, one in Kyushiu, and one in Hokkaido.

Early in 1909, however, these people became involved in a lawsuit with a claim of 207,000 yen for unpaid accounts, and judgment being given against them, they were practically forced out of business, retaining only one of their stores. At the same time, an enterprising American started a

manufacturing company for the purpose of manufacturing talking machines and records in Japan. The plant was erected at a cost of \$125,000 and commenced turning out records in the latter half of 1909 and machines in the early part of 1910. The retail price was reduced to 25 yen (\$12.50) for a machine and to 1 yen (50 cents) for a record. Foreign competition was practically destroyed, but the manufacturing company soon found the market not large enough to run this plant on an economical basis. The investors expected by the reduction of prices that the machines and records would be purchased by a much wider range of people, and to some extent this was realized, but owing to the fact that the reduction of prices was so great they had to sell two or three times the number previously sold to realize the same amount of business. They have further met with great opposition from "dubbed" records, there being no law in Japan to prevent this practice.

Another difficulty experienced was the impossibility of finding dealers in the country districts to invest money in this business, even if they had the money on hand. Accordingly there was no way but to extend credit to these dealers, who were usually of the lower class, and the losses with these people were so great that the Nipponophone Co. had to open its own branches throughout the country. This they did, and they now have fifteen branches throughout the country: Tokio (three), Osaka (two), Otaru, Nagoya, Kobe, Kyoto, Okayama, Hiroshima, Hakata, Nagasaki and Yokohama, with sub-branches and agencies in smaller cities; and to stock all these branches called for a further investment of 350,000 yen (\$175,000).

Consequently this brings the total investment to over \$300,000 for the business, netting sales not

larger than one of our smallest States. The company have been compelled to go in for the manufacture of steam gages, valves, dies, drills and other small tools, as the plant run for the manufacturing of talking machines only was a failure. In looking over the available statistics in Japan for the last five years, one is at once struck with the fact that the great strides in the talking machine business, which have been so noticeable in other countries, are not at all perceptible here, notwithstanding the fact that a large sum of money has been spent in organizing a good sales system, and further in advertising broadcast in an effort to arouse the enthusiasm of the people.

This, however, is easily understood when it is borne in mind that the average family in Japan has a very small income. So small that even the purchase of a few yens' worth of records can hardly be thought of. As an indication of this, take the tax list showing incomes of 1,200 yen (\$600) per year or more, and one is surprised to find the number of such families in the empire is not more than 100,000. As it is out of the question for people with smaller incomes to purchase machines, it is quite reasonable that this small number of families spread throughout the length and breadth of the country not easy of access makes a very small field for a manufacturing plant to cater to.

These facts and also the extraordinary cost of managing the stores and branches, and also the excessive charges of advertising in the Japanese papers, and with losses from dishonest clerks and bad accounts, make it doubtful if manufacturing talking machines in Japan is at all a profitable business.

J. C. ROUSH A VISITOR.

Among the recent visitors to New York was J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., and secretary of the National Association of Talking Machine Jobbers, who besides talking things over with association members and others in the city, found time to visit the factories.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

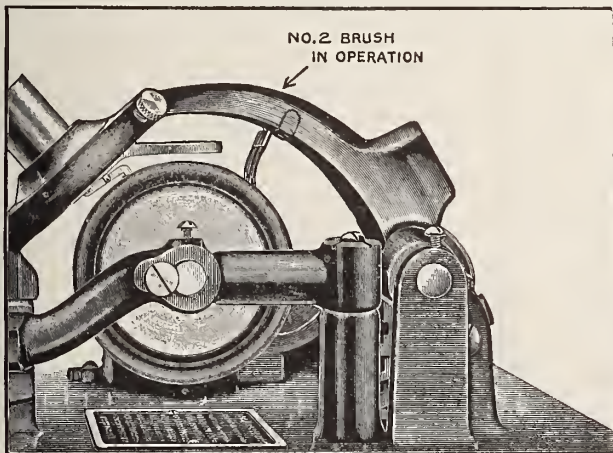
USE THE PLACE AUTOMATIC RECORD BRUSH

IT'S
THE BEST POLICY

Patented Sept. 25 and Oct. 2, 1906, Sept. 10, 1907.

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



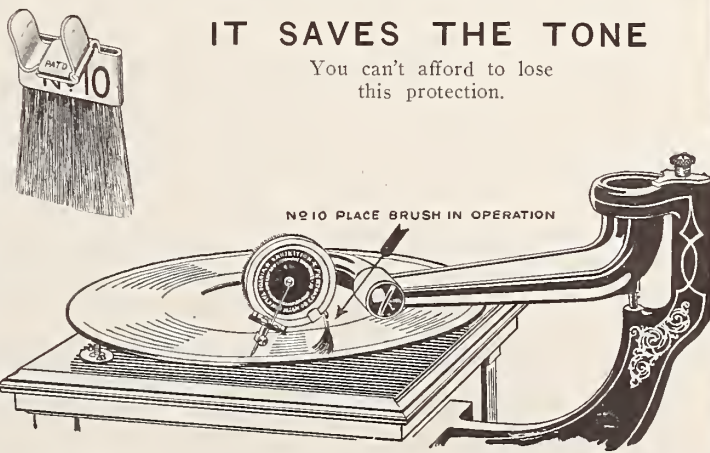
NO. 2 BRUSH
IN OPERATION



No. 1
Fits Triumph

No. 2.
No. 2. Standard
and Home

No. 3.
No. 3. Gem
and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.

NO. 10 PLACE BRUSH IN OPERATION

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

who don't handle them.

will be sent upon request
to any Jobber or Dealer
Write Now



DEALERS

are requested to get their supply from
their regular Jobber. If he will not sup-
ply 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"

The Talking Machine Trade in New England

BRIEFLETS FROM BANGOR, ME.

S. L. Crosby Co. Handle the Edison Line Exclusively—A Live National Co. Traveler—Good Victor Trade Reported.

(Special to the Talking Machine World.)

Bangor, Me., Feb. 10, 1911.

The S. L. Crosby Co. recently discontinued several talking machine lines and are now devoting their energies to the furthering of Edison goods. They report a very good business throughout their territory and are making an aggressive campaign for spring trade.

J. W. Scott, and we pause here for a second to add, known as "Scottie," because someone might hesitate and say "who is J. W. Scott?" the Maine traveling representative of the National Phonograph Co., has been here calling on the dealers. The Crosby Co. are enthusiastic over the way things commence to move when "Scottie" is around, adding: "The Edison is the only machine that can be seen after he has traveled over his territory."

Mr. Romaine, expert repairman from the National Co., is also in Eastern Maine tuning up all Edison machines.

M. H. Andrews, the Victor jobber in Bangor, reports a good seasonable volume of business in both wholesale and retail branches.

TRADE GOOD IN SPRINGFIELD.

Various Lines of Machines and Records Have Live Representation in Massachusetts City—Flint & Brickett Co. Close Out Line—What Other Concerns Are Doing.

(Special to the Talking Machine World.)

Springfield, Mass., Feb. 9, 1911.

This city is rated as one of the cleanest and prettiest communities in the country. It is full of large and varied manufacturing interests; has an extensive park system; municipal buildings; is the home of many noted men and is about half way between Boston and New York on the N. Y., N. H. & H. R. R.

In the talking machine industry it is quite active with a number of strong, energetic dealers. Prominent among these is Taylor's Music House, F. G. Howe, proprietor, who handles the Victor

line. He has a fine wareroom in the Y. M. C. A. Building, with a big following of trade.

Flint & Brickett Co., who at one time were factors in the field, have closed out this line, but are still actively engaged in their other business.

M. Steinert & Sons Co. have an excellent Victor department.

The Columbia Phonograph Co. have fine headquarters in this city; are giving the people a lot of knowledge anent the value of the Columbia, and in every way are piling up sales records to a remarkable degree.

QUALITY POINTS IN NEEDLES.

How the Needle Business of W. H. Bagshaw Has Developed with Quality as a Basis—Plan Increased Output.

(Special to the Talking Machine World.)

Lowell, Mass., Feb. 7, 1911.

The three links of point, temper and polish are the units that, interpreted into talking machine circles, represent the long established and well known house of W. H. Bagshaw, the big needle manufacturer. Starting at the very inception of the industry, they have done in their way, great things for the development of good talking machine music, as it is admitted that a needle is an important factor in a machine. Both members of this concern believe that 1911 will witness a magnificent growth of talking machine trade, and with the courage of their convictions, preparations are under way that will make it possible to create a larger output of their "quality" needles.

SELLS EDISONS IN "COMB CITY."

(Special to the Talking Machine World.)

Leominster, Mass., Feb. 10, 1911.

This is the home of the comb industry in the United States; in fact, it is one of the three large comb centers in the world. The change of styles in women's hair dressing, so it is reported, is responsible for the rather quiet business conditions. There are about eighty comb factories in the town, and comb making, of course, is the main employment.

R. B. Andrews is quite a hustler in the talking machine field and is the retail distributor of Edison goods.

BUSINESS GOOD IN NEW BEDFORD.

Outlook Also Excellent—C. F. Spooner, Edison Dealer, Satisfied with Conditions—What Columbia and Victor Representatives Report Regarding Business Generally.

(Special to the Talking Machine World.)

New Bedford, Mass., Feb. 11, 1911.

General business is reported as good for this season of the year with an outlook that is encouraging.

C. F. Spooner, the piano dealer, handles the Edison line exclusively. In a conversation with The World representative, Mr. Spooner said that trade has slowed up some since the holidays, although he made a small gain over a similar period of last year. He adds that February, March and April are exceedingly good months and looks forward to making a strong showing then.

The C. F. Wing Co. are spending considerable money in exploiting the Columbia line, for which they are exclusive dealers.

As is usual with New England cities of prominence, M. Steinert & Sons Co. have a Victor department at their piano headquarters.

FURNITURE HOUSE TAKES ON COLUMBIAS

(Special to the Talking Machine World.)

Westerly, R. I., Feb. 7, 1911.

The Westerly Furniture Co. are another big New England house to secure the Columbia Phonograph Co.'s exclusive representation, starting off with a good sized initial order and a good local advertising campaign.

A LIVE BRATTLEBORO DEALER.

(Special to the Talking Machine World.)

Brattleboro, Vt., Feb. 10, 1911.

Brattleboro is the home of one of the most live talking machine dealers in the six States, and he is L. H. Barber, the piano dealer. He is highly regarded here; is a business man of wide experience and sells a lot of talking machines. Mr. Barber handles the three lines, Columbia, Edison and Victor, and expressed himself as highly pleased at the way 1911 is making good.

TO HANDLE COLUMBIAS EXCLUSIVELY.

(Special to the Talking Machine World.)

Fitchburg, Mass., Feb. 8, 1911.

Kidder & Davis, the big exclusive furniture house, has taken the exclusive Columbia phonograph representation; installed a spacious department with a complete line of Columbia goods, and are going "right after" the talking machine trade.

DITSON CO.'S VICTOR ADVERTISING.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 11, 1911.

Some remarkable Victor advertising is being done by the Oliver Ditson Co. covering the four new Caruso records, 150 new double-faced records and new language records. Large space is used, putting forth the merits of these new goods in a clear, strong manner. A particularly interesting statement is: "A complete stock of new machines, including every style manufactured, and not a single old type machine to be found in our stock." Manager Henry Winkleman reports a very satisfactory February business.

BIG DEMAND FOR "PURITONE" NEEDLES.

(Special to the Talking Machine World.)

Putnam, Conn., Feb. 7, 1911.

Charles E. Dean, of John M. Dean, the big needle factory, reports a fine demand for "Puritone" Needles, which are extensively sold all over the country. These are produced by a special process, which accounts for their unusual pure tonal interpretation of music. These are also manufactured in special envelopes, printed with the jobber's name and address at practically no advance in price.

First in Quickness!

First in Completeness!

First in the hearts of
New England dealers!

The Fast Exclusive Edison Jobbing Service

OF THE

BOSTON CYCLE & SUNDRY CO.

48 HANOVER STREET,

BOSTON, -MASS.

We have won the above transposition of the "National-Service" leader, George Washington, whose birthday we celebrate this month, by our new record breaking service—plus the compound element of "dealers' co-operation."

Telephone, telegraph or write us for an outline of our noted plan. Submission of this won't obligate you in the least and it may mean hundreds of extra dollars for you.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 9, 1911.

Averaging January's reports of wholesale and retail business, they are indeed gratifying. This month, naturally, slows down from the previous month's achievements, but a noticeable feature this year is that the percentage of "quietness" is a great deal less than former years. Practically everyone reports rounding up additional business over last year, this to go right down the line of machines, records, cabinets and supplies, with every factor increased.

February has opened remarkably well. The past nine days has reaped a volume of talking machine business that is very pleasing, doubly so because the opening of the month's business was problematical from a voluminous standpoint. This statement does not mean to imply that there was any existing pessimism, as, of course, the trade were encouraged from the satisfactory January totals, but they did not have any idea that the trade would break so heavily.

Retail instalment collections were dull during January, but are now beginning to show good signs of life. Following the holidays collections drop considerably, owing to gift purchasing, but a vigorous following of these delinquents is prolific of the proper results.

Columbia Line for Carl Fischer Store.

The Carl Fischer music store—uptown on Boylston street—has created a talking machine department by securing the Columbia line. All their styles of machines and line of records are displayed at Fischer's.

Victors for Moving Picture Theaters.

At the Kozy Theater, Salem, and the Pastime Theater, West Lynn, both managed by H. E. Messenger, the music to go with the moving picture exhibitions consists of Victor talking machines. This idea has proven a very profitable innovation, as the audiences are delighted with the music—judging from the filled houses—and the contingent saving of the orchestra expense makes the management happy.

Player Salesman Makes Record Selling Victrolas.

Harold Speare, with Geo. Lincoln Parker, the Victor dealer (department managed by Charles P. Trundy), shows that there is real business in himself and the goods by slipping up to Lebanon, N. H., and disposing of four Victrolas and a bunch of good records for cash. And by the way, Mr. Speare is not a talking machine man, as he is on the player-piano end of Mr. Parker's business, but it shows how the "hustle" qualities will sell Victors.

Mr. Parker had a Victor exhibit at the Motor Boat Show, doing so because he is a firm believer that a motor boat is not completely equipped without a Victor.

Harry Rosen's Distinctions.

Harry Rosen, the School street dealer, probably is the only dealer in the country who can say that he is the youngest dealer at the same time occupying a store in the oldest building in the city. He handles the Victor, Edison and Columbia lines.

Meets Success with Edison Line.

F. H. Day, 683 Main street, Worcester, Mass., an exclusive Edison exponent, is featuring this line with marked success. He is an able talking machine man; understands just what the people of Worcester want, and from the totals of his business it is evident that his efforts are appreciated.

H. R. Skelton, the Edison "Spoon."

If you happen to alight in a Massachusetts city and notice a general activity; visit the Edison dealers and discern great briskness, it is sufficient to assume that H. R. Skelton, the Edison hush-destroyer in this territory, has just left town. A dealer rightly nick-named him "Spoon," giving as his reason therefor that H. R. is the best "business stirrer" visiting his store. "Spoon" understands

thoroughly all phases of talking machine merchandising, wholesale and retail, and dealers highly prize his co-operation. Moreover "E-d-i-s-o-n" is his alphabet, spelling which makes him so enthusiastic.

Getting Ahead of Last Year's Marks.

Business with the Eastern Talking Machine Co., Edison and Victor jobbers, continues to march away from last year's totals in every department. E. F. Taft, general manager, adds that they are gaining a little in Victrola deliveries, but he reluctantly admits that they are nowhere near what can be accomplished. Mr. Taft is arranging to attend the special meeting of the National Talking Machine Jobbers' Association's executive committee, to be held at Chicago on February 19 and 20.

The E. T. M. Associates are planning a minstrel show to occur in April, when the two irresistible end men, Messrs. Brown and Fitzgerald, will get a chance to set off some laugh explosions.

"The Boston Talking Machine Co." now adorns the outer door sign and office door of this local company on West street.

Finds Business Good with Dealers.

Charles R. Cooper, manager of the Edison end of the Boston Cycle & Sundry Co., made a recent trip to the Edison factories. Mr. Cooper says that business is showing good signs of life with their different dealers in New England, with new ones being added every week—dealers who appreciate quick and substantial service. In their advertising, Mr. Cooper hit upon a novel slogan for this month's copy, which is a revision of a well-known saying, as applied to George Washington, and it will pay live dealers to read it, and incidentally consider!

Guy R. Coner, the traveler of this company, has been rolling up some fine business since he undertook the exploitation of the "Boston Cycle" Edison service.

A Puzzling Policy of Management.

Far be it from anyone to criticize methods of concerns, but it is interesting to notice how a certain department store runs its talking machine department. It's a sort of a "tag, you're it," proposition with the managers of this department. One week there will be a manager; next week, none, ad libitum. A bright man takes the job; the store thinks he makes too much money; the man is fired,

the sales fall with him, and this occurs at every "change of policy." The latter is d.s. for "you are discharged," and this week is an off week for the managerial chair. In off weeks, the writer has found the upholstery man in charge; another week, the sporting goods man; also the book buyer had a turn, with no one knowing the entire list. From what can be learned, a good man (like some they have had), who knows the talking machine game, could develop a tremendous business in a few months' time.

Featuring Columbia Demonstration Record.

The Columbia Phonograph Co. have just been able to feature at retail (10c. each) the new Columbia demonstration record. So great was the demand of dealers for this record that the supply was only adequate to fill wholesale orders. Since the displaying of these in the Columbia windows they have sold hundreds, or rather given hundreds away, as 10c. for a record of this character is a gift to the machine owner.

Local Columbia Co. Personals.

Arthur C. Erisman, manager of the Boston headquarters, attests some remarkable wholesale and retail business, the former consisting of good big orders on the exclusive Columbia plan.

W. E. Getchell, formerly special collector, has been appointed traveling representative to cover New Hampshire and Northern Massachusetts.

E. A. Kingsley, formerly voice teacher in the public schools of Lynn, Mass., and a graduate of the New England Conservatory of Music, has taken charge of the grand opera department of the local Columbia warerooms.

Frank E. Flightner, the Columbia traveler in Western Massachusetts, is pulling off some good, strong deals in that territory.

George W. Lyle, general manager, was a recent visitor to Boston.

NEW MANUFACTURING CONCERN.

(Special to the Talking Machine World.)

Boston, Mass., Feb. 9, 1911.

The Boston Talking Machine Co. is the name of the Boston concern undertaking the manufacture of machines and records, as indicated by the recent inscribing of this name on their offices.

A Bagshaw Needle Talk

POINT, TEMPER and POLISH

are united in the highest possible degree in all Bagshaw Needles.

Our long experience and large manufacture have resulted in the attainment of these three absolute essentials.

The same trio are truly exemplified in all the Needles of our manufacture.

As 1910 was a good business year with those handling our products, so is 1911 BOUND to be an excellent year for our representatives.

You have the right spirit of progress if you deal with

W. H. BAGSHAW

Oldest and Largest Manufacturers of Talking Machine Needles

LOWELL, MASS.

**The Columbia "Favorite" is the *first*
hornless graphophone ever offered at
\$50—and we believe it's the *best* that
can ever be offered at that price.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

LOWER DUTY ON SAPPHIRES.

The Board of United States General Appraisers on February 7 affirmed the claim of the Wells Fargo Co. et al. for a lower duty on sapphires, overruling a 50 per cent. ad valorem rate applied by the Collector in favor of a 10 per cent. assessment. The matter involved an importation of

small pieces of sapphire, cylindrical in shape, intended for ultimate use in the construction of phonographs, but it was conceded at the hearing before the board that in the form imported they are not parts or accessories of such instruments. The Collector classified the importation as "articles composed wholly or in chief value of semi-precious stones, not specially provided for." The

protestants maintained that the merchandise in question was dutiable as precious stones "cut but not set, and suitable for use in the manufacture of jewelry."

RECORD BRUSHES ON MACHINES.

National Phonograph Co. Arrange to Equip Several Models of Edison Phonographs with Brushes Licensed Under Blackman Patent.

It is generally realized that the talking machine owner does not get the best results from his records, whether they are of the cylinder or disc type, if the sound grooves are filled with dust or other foreign matter and numerous efforts have been made to keep the records free from dirt or to clean them before playing. The most successful method has proven to be the placing of specially constructed brushes at such points on the machines as will cause them to pass along the grooves and clean them out before the passage of the needle or jewel. Among the best known of these brushes are the Place brushes, made and marketed by the Blackman Talking Machine Co.

It is now announced that in the near future the National Phonograph Co. will equip several of their more expensive models of Edison phonographs with record brushes, licensed under the Blackman patents, and it is felt that the innovation will prove very popular with both the trade and the public. In any event it will make for more perfect reproduction of records and tend to make them more satisfactory in the long run.

\$11,000 FOR VICTOR TURKEYS.

As an illustration on what a great scale the Victor Talking Machine Co., Camden, N. J., does things, the presentation of Christmas turkeys to their small army of employes may be cited. Sixty days before Christmas the purchasing agent of the Victor Co. began looking around for the best turkeys that it was possible for money to buy, with the hope of securing the very highest grade of birds in quantities sufficient to present one to every employe of the company. Turkeys were very high, but the determination to have only the best necessitated placing an order for about 41,000 pounds of turkeys at 28 cents, a total of over \$11,000. These turkeys were all delivered at the Victor factory three days before Christmas and each turkey critically examined for quality; then placed, with two quarts of the finest cranberries, in a heavy manilla bag which could be slung across the shoulder and carried home. Forty-nine barrels of cranberries were required to supply the 3,000 employes of the Victor Co.

It was indeed a sight to see the thousands of employes of the Victor Co. on their way to their homes the Saturday before Christmas, and no matter where you happened to be in the city of Philadelphia or Camden or on the suburban trains running out of these two cities, you were sure to meet someone with a Victor bag containing a turkey and the cranberries for the Christmas feast.

CARUSO RENEWS CONTRACT WITH VICTOR CO.



Under his former contract with the Metropolitan Opera Co. Signor Caruso received \$2,000 for approximately 100 appearances here and in Europe. This arrangement expires this spring, the new agreement, already entered into by the same company for three years, becomes effective in the fall, and for singing 60 or 70 times in this country Caruso will be paid \$2,200 whenever he sings. His

European engagement will be under other management. Besides appearing in the Metropolitan Opera House in New York, the world's greatest tenor will be on the bills of the Philadelphia, Boston and Chicago opera houses during the season 1911-12. As noted elsewhere, Caruso has renewed his exclusive contract with the Victor Talking Machine Co., Camden, N. J., for 25 years.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

LONDON TRADE IN FINE CONDITION.

Growing Respect for Talking Machine Among Music and Piano Dealers—Trade Outlook Bright—Why Not a British Talking-Machine Convention?—J. E. Hough, Ltd., Make Great Sales Record—King's Coronation Speech Could Be Reproduced by Talking Machine Records—George V. Considering Matter—A Wonderful German Dog—Parliament Will Take Up Copyright Question—Professor Sylvanus Thompson on Sound-Reproduction—12-inch Disc Popularity—January Gramophone Records—Bach as a "Plantation" Melodist—Phonograph for Teaching Convicts—Aviator Moissant Once a Phonograph Seller—Edison January List—Pathe Publications—Talking Machines Among Japanese Lepers—Klingsor Progress—Beka Co. to Feature High-Class Selections—Honor for Conductor Wood, of Orchestral and Gramophone Fame.

(Special to the Talking Machine World.)

London, E. C., Feb. 4, 1911.

Talking machine trade in this city opened up extremely well after the holidays, and throughout the month of January conditions have been somewhat more steady than is expected at this particular season, although at the time of writing dealers' sales are just beginning to decline. The pace is kept going right enough by the manufacturers, but with the advent of fine weather and the approach of Easter many of the distributors' preparations for the development of the cycle business, are unfortunately allowed to seriously affect that interest and activity, which must always be foremost in connection with the successful handling of musical instrument goods. It is good to reflect, however, that as season succeeds season we can proportionately dispense with the cycle man, for the musical instrument trade proper no longer looks upon talking machines as rivals to the sale of pianofortes and sheet music, with the result that he finds it to his interest to carry a fair stock of cylinder or disc goods. This trade should be handled by music shops, and it is a pleasant sign of the times that this channel of distribution is becoming wider and bigger altogether by reason of the vast improvement in records and machines in recent years. It is a fact that a few years ago your musical instrument trader would rather have put up the shutters than sell those "awful talking machines," to-day he is proud to sell them because they have reached such a state of perfection that leaves him no possible room for excuse.

Trade may perhaps decline gradually from now onward, but for all that future prospects are exceedingly bright. One or two new lines of a startling nature are promised, and in this respect 1911 should be a very historic year. That it will be a good trading year is the general belief among men whose opinions carry substantial weight. It will be a much better year if some solid attempt is made to grapple with the many difficulties and evils which beset and hamper healthy trade development. In the pianoforte industry a commencement is to be made in this direction by the inauguration of an open meeting or convention, to be held next May, whereat traders will meet to discuss and formulate plans for the removal of the many injurious trading methods associated with their industry. Why not such a convention for the talking machine trade? The preliminaries could be arranged at a fairly representative meeting of the leading traders, a committee formed to carry through the initial work, send out invitations and generally plan a sufficiently good program that would induce an attendance of at least fifty. Once make a start, be it ever such a small gathering, and it would of its own

power grow each year as the idea became more widely appreciated. Will not someone take up the suggestion?

Increase in Expenses Noted.

From the figures reported before by certain firms one is forced to the conclusion that, although 1910 trade was exceptionally good, expenses were comparatively heavier than in 1909, which was anything but a good year. On the other hand, some houses doubled their turnover the previous year as against '09, at a proportionately even cost. But generally speaking, to meet the very keen competition which existed last year entailed heavier expenditure upon advertising, publicity literature, postage, additional employes, and other items, than was the case in 1909.

An Excellent Half Year Record.

Messrs. J. E. Hough, Ltd., report the very gratifying fact that during the six months ending December 31 they sold more than double the number of disc records than in the whole previous twelve months, and their turnover in value showed an advance of seventy per cent. pro rata, which is decidedly pleasing.

Gramophone to Carry Coronation Message.

One of the most practical suggestions made in connection with the coronation ceremonies of H. M. King George V. emanates from an unknown correspondent, who has suggested that the coronation message which His Majesty will address to his faithful subjects should be promulgated by means of a gramophone record. In view of the perfection with which the human voice can now be reproduced, the idea is that this would prove an eminently suitable medium for the purpose. No such method was adopted in the case of the late King's coronation, although the instrument was extensively used for the promulgation of the royal message to his late Majesty's Indian subjects, audible translations of which, in twelve different native dialects, were by this means delivered in all parts of our Indian empire. But in 1902 recording was not what it is to-day, and even had the idea been mooted, it is very certain his late Majesty would never have allowed an imperfect reproduction of his voice to be issued. Present day methods of recording the human voice are sufficiently perfect to justify the belief that if it is compatible with royal dignity, King George will not hesitate to orally address his subjects by means of the gramophone. Through his secretary the King has signified his consideration of the matter, and the whole trade will await the result with intense interest for, should the suggestion materialize, its importance to this industry is obvious. For such a crowning of testimony to the manifold uses and advantages of the talking machine would shed a lasting benefit upon the whole industry, and incidentally raise the prestige and dignity thereof. Let us hope the seed will germinate.

Talking Dog Makes a Record.

No doubt when next we meet him, the famous dog will still be looking wistfully into the trumpet, listening in mute wonder to the voice of the master he has not seen for many a long day, but the fact remains that Don—that's his name—has at last spoken. More than that, he has made a record, in language and pronunciation completely resembling the sounds produced by the human voice. It is vouched for by eminent German scientists, who have subjected Don to a stiff examination. They found that the setter utters the words "Haben" (want), "Hunger" (hunger), "Kuchen" (cakes), "Ja" (yes) and "Nein" (no) clearly and unmistakably, and pronounces his name Don with the utmost plainness. The commission emphasizes that Don's words are not growls or barks, but constitute for all practical purposes actual speech. So impressed were the scientists that they got Don to speak into the recording horn, and, says the report, the animal did not fail at any point. Of course, Don was in his ele-

ment there, and it isn't to be expected that he would lose the only opportunity to send a message to his master. Funny though that Don should have chosen the phonograph, but he did!

To Consider New Copyright Bill.

The new Parliament meets shortly, and one of their first considerations will be the new copyright bill held over from the last Parliament. Ratification of the findings of the Berlin Conference necessarily involves wider changes in the law of England than in that of other countries, the latter being more up-to-date in this regard. Moreover, our copyright law requires simplification and much alteration, which entails delicate questions between England and her colonies. Not only will the bill introduce amendments and extensions, but it consolidates twenty different acts of Parliament and brings our copyright entirely under the statutory law.

An Important Announcement.

Messrs. Craies & Stavridi, of this city, makers of the "Apollo" instruments, have given publicity to the fact that they will in future equip all their gramophones with tapered tone-arms!

"Twins" Are Well Fed.

The "Twins" February list is, as usual, replete with all the latest and best, and includes among others, such popular pieces as "The Chocolate Soldier Waltz," "Country Girl," and "La Poupée," selections, "Nobody Knows Nobody Cares," "Beautiful Garden of Roses," "Rocked in the Cradle of the Deep," "The Diver," etc. It is by such fulfilment of the demands of the record public that the "Twins" have become so popular. So far this season their sales have reached a figure which leaves the whole sales of the previous season in the shade. It's very difficult to control those "Twins," for they grow so fast!

Talking Machines Illustrate Lectures.

The recent lectures on Sound by that eminent authority, Professor Sylvanus Thompson, were not only interesting, but highly instructive to his audience, and caused a deal of attraction in the press. For the purpose of demonstration, the Professor used both the phonograph and a gramophone, and in the course of his remarks referred to Von Kempelen, who, in 1791, produced a machine which by means of a keyboard could be made to say various simple words. But these attempts at the artificial construction of syllables one at a time were in the wrong direction. The scientific method was the reproduction of actual vibrations, and the question arose whether the

The STROH VIOLIN

☞ A new instrument possessing a VIOLIN quality of tone of great beauty and remarkable power.



☞ The "Stroh" is constructed largely of aluminum but the absence of any metallic quality of tone is another notable feature.

☞ All interested should write for an illustrated booklet to the Sole Makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA.

FROM OUR LONDON HEADQUARTERS—(Continued.)

waves marked in gramophone records were really the same as those which vibrated the sensitive membrane of the ear. That question, continued the Professor, had been definitely answered in the affirmative by an experimenter who, by connecting a small mirror with his own ear drum, had been able to obtain photographs of the sound vibrations which agitated it, and they were identical in form with others artificially registered under similar conditions. Discussing further the improvements effected in talking machines, Professor Thompson maintained that the disc was superior to the cylinder record. Authorities are not generally in agreement on this point, though.

Cultivating Twelve-Inch Disc Trade.

It looks as though my forecast last month that the leading manufacturers would sooner or later cultivate a 12-inch disc trade is materializing. There is the Gramophone 12-inch single, the Columbia-Rena 12-inch double disc, the Zonophone 12-inch single, the Beka 12-inch double, and now comes news that J. E. Hough, Ltd., will introduce a new 12-inch phono-cut double disc. This, I learn, is not to be put on the market yet awhile, as the firm are desirous of offering the trade a reasonable catalog of titles, which necessarily involves careful choice, and much preparation. The disc, however, will be quite ready and in good time for next season's trade. If it approaches the quality of the Velvet Face record, then dealers will indeed have a line worth handling. But leave it to J. E. H.!

To Exhibit at Leipzig Fair.

The Leipzig Fair commences March the 6th this year and runs on until the 18th. Many English traders contemplate going over, but the list is as yet too incomplete for publication.

Flex Diaphragms for New Edison Model "O."

Always up to date, Mr. Daws Clarke has just introduced one of his well known Flex diaphragms to fit the new Edison model O reproducer. He aptly describes it as a winner, and we are able to fully endorse that opinion.

Records by Schumann Quartet.

The Schumann Quartet—harp, violin, viola and flute—is responsible for six classical selections listed in the current Edison Bell catalog. Messrs. Hough, Ltd., write that never before have the beauties of these fine toned instruments been submitted in such perfection, absolutely free from interfering surface noises. You see, they are Velvet-Face records!

Large Gramophone January List.

A phenomenally fine list of records was issued by the Gramophone Co. in January, apart from the ordinary supplementary issues. We have four selections from the "Quaker Girl"—"Come to the Ball," sung by Mr. G. Carvey; "A Quaker Girl," by Miss Gertie Millar; "Just Like Father Used to Do," by Mr. Harry Carlton, and the waltz song, "Come to the Ball," by the Bohemian Orchestra. Miss Gertie Millar also sings "Moon-struck" and "In Yorkshire," from "Our Miss Gibbs." From "The Chocolate Soldier"—"That Would Be Lovely" and "Sympathy," duets by Miss Jerome and Mr. R. Pembroke.

Madame Melba has recently made two new records, and five other records of some of her most famous numbers, which the company say it has been imperative to have remade owing to the improvement in recording since the time when Madame Melba first made them.

The ordinary supplementary list for February is one of the most interesting and important ever issued. It teems with popular selections and is as follows: "La Mascotte," selection (Andran); "Preciosa Overture" (Weber), and "The Sorcerer," selection (Sullivan), by the band of H. M. Coldstream Guards; "Spirit of Pageantry March" (Fletcher), Black Diamond's Band; "The Soldiers' Chorus, Faust" (Gounod), La Garde Republicaine; "Choral des Epics, Faust" (Gounod), by La Garde Republicaine; "Wedding Dance Waltz" (Lucke), Herr Gottlieb's Orchestra; "As Once in May" (Lassen); Mme. Kirkby Lunn; "Molly Bawn" (Lover), Mr. John McCormack;

"Ingemisco, Requiem" (Verdi), Mr. Evan Williams; "The Rosary" (Nevin), Mr. John Harrison; "De Sun Is a-Sinkin'" (Bohannon), Mme. Eleanor Jones-Hudson; "Peter" (Scott-Gatty), Miss Margaret Cooper; Gems from "The Mikado" Part I and Part II (Sullivan), the Light Opera Company; "Click, Clack" (Scott-Gatty), quartet by the Minster Singers; "Adagio Cantabile" (Tartini) the Renard Trio; "Ave Maria" (Schubert), cello, by M. Jacques Renard; "The Message Boy" (Lauder), Mr. Harry Lauder; "The Belle of the Barber's Shop" (Cohan), by the Two Tingles, and "In the Springtime" (Pelissier), Mr. W. H. Berry.

That Plantation Melody!

During the recent visit paid to London by Mr. Sousa and his band considerable appreciation, it may be remembered, was evoked by the violin playing of Miss Nicolene Zedeler. But this artist was not able to elicit from any of our critics praise to equal that which her performances inspired in one who heard her play at Winston-Salem (U. S.). What of this, for instance? "Miss Nicolene Zedeler, as violinist, was superb. Three times she yielded to encores, once playing 'Dixie' with a multitude of variations. Finally she played some sort of plantation melody that smacked of a corn-shucking in the mountains, with the boss fiddler on the job and feeling fine." It is worth adding as a detail that the "plantation melody" was a Bach Gavotte!

Praise for Edison Bell Velvet-Face Record.

Professor Sylvanus Thompson, the eminent authority on sound, in the course of a recent lecture, made use of the Edison Bell Velvet-Face record for purposes of demonstration. So delighted was he with the general excellence of the disc that he expressed his opinion in a letter to J. E. Hough, Ltd., under date of December 23, 1910, as follows: "The Velvet-Face disc well fulfils its name, for it is wonderfully free from any scratching or scraping sound. If this condition of freedom from that prevalent drawback can, as you say, be

ROYAL APPRECIATION

"HIS MASTER'S VOICE"

THE GENUINE GRAMOPHONE



To H. M. the KING OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVE OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and QUEEN OF SPAIN



To H. M. the SHAH OF PERSIA

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LONDON

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GERMANY . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnens, Copenhagen Appelbergsgatan 52, Stockholm

RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona
INDIA . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

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The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

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The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London,"

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The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

produced regularly and with certainty, you have got hold of an important and real improvement." Well, it is a real improvement, and the trade knows it, for they have given the V.-F. disc a splendid reception, which, in view of the popular titles listed each month, bids fair to develop the sales enormously. Among the recent offerings are such selections as "The Chocolate Soldier," two selections and waltz from the new "Quaker Girl" opera, and "The Count of Luxemburg," "Beautiful Garden of Roses," and all the best piano hits, etc. The V.-F. needs only to be demonstrated to your customers, Mr. Dealer, and the rest follows.

Correspondence Courses for Convicts.

An interesting experiment in prison reform is about to be made by the Home Office. A number of convicts serving long sentences and lads in the Borstal institutions are to be given courses of instruction by correspondence through the medium of the International Correspondence Schools. The innovation is the outcome of an experiment undertaken by the authorities of the International Correspondence Schools during this year in regard to twelve inmates of the Borstal institution at Lincoln. That this experiment has shown good results is proved by the expressed determination of the commissioners to extend its application to the other branches of the penal system. The schools are also prepared to teach those who desire to study languages by means of their system with the Edison phonograph. Those prisoners who may be allowed by the authorities this privilege will be furnished with records which will teach them proper pronunciation. They in turn will speak into the machine, and thus the staff at headquarters will have excellent means of marking their progress.

Good Business with Murdoch's.

A recent call at the House of Murdoch leads to the conclusion that business is remarkably good for January, and indeed this was more than borne out by the statements of their manager, who instanced the splendid demand for their unbreakable cylinder record and series of Tournaphone machines. Both the home and export trade returns show a big increase over even time last season, and this satisfactory progress was noticeable in all the lines they handle. Dealers abroad desirous of maintaining trade connections with this country can obtain almost anything in the talking machine line from the great House of Murdoch, who handle practically every make of disc and cylinder records, disc and cylinder machines, sound boxes, needles and every accessory imaginable.

Long Distance Telephony.

Discussing the great progress made in long distance telephony and the possibility of being able to hold ordinary conversation over distances of 3,000 miles or more, in the future, a prominent postoffice electrical engineer says: "The problem to be solved is one of many complexities and difficulties, but one of the most hopeful signs of progress lies in the abandonment of the standards of commerce, and to adopt those of the laboratory in recording the values affecting the efficiency of telephone circuits. The matter is one which must be left entirely to the scientific experts. To the average individual the telephone—like the tele-

graph, electric light, the phonograph, and many other commonplaces of modern existence—is still a mystery. We avail ourselves of the facilities they afford, but how much does the 'man in the street' know of the why and the wherefore of the hundred and one scientific miracles which he employs as a matter of course in his daily life?"

Aviator Moisant's Early Career.

The late John B. Moisant of "flying" fame was one of the first to introduce the Edison records into South America, and to this is attributed the foundation of the fortune of the Moisant Brothers.

Death of Two Prominent Artists.

News is to hand, I regret to say, of the death of two prominent record artists—Frank C. Stanley and Madame Amelia Talexis. Their loss has occasioned profound regret in talking machine circles here, where they were known and respected as much for their vocal ability as for themselves. Mr. Stanley, who died at the comparatively early age of forty, will be remembered as one of the best baritones ever listed on Edison, Victor and Columbia records. A leading Italian operatic soprano, Madame Talexis, was exclusive to the Fonotopia records, of which she is responsible for a goodly number.

The Latest Edison Record List.

The National Phonograph Co. draw attention to the fact that for the last month or so they have been increasing the monthly issues of grand opera records, and point out that selections by the splendid new talent recently secured enables dealers to supply the wants of every lover of operatic music. The advance list for March includes some of the well known arias from popular operas by artists of the first magnitude. Here are the titles: *Grand Opera Amberol Records*.—"Faust—Gegruesst sei mir" (All hail, thou dwelling), (Cavatine), (Gounod), sung in German by Leo Slezak; "Mignon—Styrienne" (I know a poor maiden) (Thomas), sung in French, Selma Kurz; "Gioconda—Cielo e mar" (Heaven and Ocean) (Ponchiette), sung in Italian, Florencio Constantino; "Aida—O cieli azzurri" (Nill Aria) (O sky of azure) (Verdi), sung in Italian, Marie Rappold; "La Bohème—Ah! Mimi, tu piu" (Ah! Mimi, false one) (Puccini), sung in Italian, Giorgini and Beneditti; "Martha—M'appare" (Ah! so pure) (Flotow), sung in Italian, Aristodemo Giorgini; "Traviata—Sempre libera" (The room of pleasure) (Verdi), sung in Italian, Maria Galvany; "Pagliacci—Prologo" (Prologue) (Leoncavallo), sung in Italian, Carlo Galeffi, and "Giroflé-Giroflá—Brindisi" (Drinking Song) (Lecoq), Blanche Arral. *Edison Amberol Records*.—"Thy Voice Is Near," march (T. Bennett), National Military Band; "Drake Goes West" (Wilfred Sanderson), David Brazell; "Taking My Father's Tea" (Hargreaves), George Tormby; "Fall in and Follow Me" (Mills and Scott), Stanley Kirkby; "Put on Your Ta-Ta, Little Girlie!" (F. W. Leigh), Miss Florrie Forde; "Les Papillons Polka" (L. Wenzel) (concertina solo), Alexander Prince; "Early Closing Day" (F. Harworth), Arthur Osmond "Nirvana" (Stephen Adams), Samuel Hemsall "Liza 'Ad 'Old of My 'And" (Alex. Kendall), Jack Pleas-

ants; "The Picnic" (H. Lauder), Harry Lauder; "My Hero"—from "The Chocolate Soldier" (Oscar Strauss), Miss Marie Florence; "Napoleon's Last Charge" (Ellis-Paull), New York Military Band; (a) "A Dream" (J. C. Bartlett), (b) "Last Night" (H. Kjerulf), Frank Ormsby; "Barcarole," from "The Tales of Hoffman" (Offenbach), Metropolitan Quartet; "Where the River Shannon Flows" (J. I. Russell), Will Oakland and chorus; "Lo! Hear the Gentle Lark" (F. Lax), Stanzone and Finkelstein and Edison Concert Band; "Those Songs My Mother Used to Sing" (H. W. Smith), Miss Elizabeth Spencer; "Hear me, Norma," (V. Bellini), Miss Inez Barbour and Miss Elizabeth Spencer; "General Heywood and Our Glorious Banner Marches" (W. H. Santelmann), United States Marine Band; "I Hope I Don't Intrude" (W. H. Delehanty) (Bell Solo), Charles Daab; and "Jolly Fellows Waltz" (R. Volstedt), Sousa's Band. *Edison Standard Records*.—"They All Love Jack March" (Adams) (Knight), National Military Band; "When the Lights Are Low" (H. E. Darewski, Jr.), Stanley Kirkby; "I'm Coming Back to Siam" (Haynes, Carter and Meher), Miss Florrie Forde; "Do What You Can for Ninepence" (Alf. Ellerton), Arthur Osmond; "Ready Every Time" (Bowker Andrews), Peter Dawson; "Hobomoko—An Indian Romance" (E. Reeves), Sousa's Band; "Just a-Wearyin' for You" (C. Jacobs-Bond), Miss Elizabeth Spencer; "Teach Me to Pray" (J. M. Jewitt), Anthony and Harrison; "Nightingale" (G. W. Meyer), Premier Quartette, and "Dance of the Merry Larks" (J. Heller) (xylophone solo), Charles Daab.

H. J. Cullum Honored by Employes.

Mr. H. J. Cullum, head of the well known factoring house of Lockwoods, this city, was recently the object of a pleasing demonstration of esteem on the part of his numerous staff of employes, who presented him with a beautiful silver salver bearing a suitable inscription. Mr. Cullum expressed his gratitude of this kindly mark of good feeling, and incidentally referred to his recent trip to the continent. He admired the enterprise of the Germans, but thanks to an efficient staff, they

The FLEX Patent DIAPHRAGM

LOUD SPEAKING

Edison Size "C" or "H", post free - \$.50
For Edison Model O. - - - - 1.00
Exhibition, or larger sizes, " " - 1.00
Patent Needle Tension Attachment
for Concerts and out of doors, for
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Wanted reputable agents for these goods in U. S.
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FROM OUR LONDON HEADQUARTERS—(Continued.)

had little to learn from that quarter, for at the present rate of progress his business would in a few years compare with the greatest houses in the trade, especially in the shipping department. Certainly the progress of Lockwoods has been phenomenal.

Pantomime Hits on Columbia List.

The Columbia-Rena list for February gives no less than eighteen popular pantomime hits—to say nothing of the medleys by the Band of the Scots Guards.

Latest Pathe Record List.

The Pathe 10-inch list for February has no less than twenty-eight splendid selections, among which we might mention are records by the famous band of H. M. Scots Guards, cornet solos by Sergeant Leggett, banjo and bell solos and a very fine record by the old favorite, Miss Florence Venning, "Love's Old Sweet Song" and "Whisper and I Shall Hear." Billy Merson, who has taken Brighton by storm in the pantomime, gives his famous Russian burlesque, "Wallapazink," and coupled with same is "The Gay Cavalier," while Arthur Leslie, the inimitable mimic, contributes a lifelike reproduction of "I Want to Sing in Opera," Wilkie Bard's latest, coupled with "He Was More Like a Friend Than a Husband."

In a Japanese Leper Hospital.

Miss Mary Martindale, writing from Kumamoto, Japan, contributes to the Church Army Gazette, a vivid account of the Christmas entertainment in a Japanese leper hospital—an account, which, pathetic as it is, is still an intensely interesting description of a party that seems of all things the most incongruous. For, says the writer, of all sad people on God's earth, one would surely think that a leper would be of the saddest. He is an outcast indeed, a dead man while he still moves about among the living, carrying with him the terrible visible signs of decay and corruption.

The building is situated in a remote part of lovely Japan, and is called the Hospital of the Resurrection of Hope. It is the Christmas season, and the lepers are going to have a party. There is a Christmas tree and gifts for all, and the poor disfigured fragments of humanity show their delight in no uncertain fashion at each development.

But, says Miss Martindale, the happiest thing of all was to hear the lepers laugh—yes, really laugh with the heartiest enjoyment. This happy result was brought about by the graphophone, which suddenly burst out with a rendering of the old Italian patois song, "Funiculi-Funicula," with a laughing chorus, and such an infectious one that soon the leper men and women were joining in with all their hearts. Other tunes followed, and the stirring marches and choruses thoroughly appealed to them.

One little lad, sitting in the front row, enjoyed the music amazingly. His poor little body was swollen till he looked like a little image of Buddha; yet how happy he was, nodding his head and waving a gloved and crippled hand to the tune.

Activity at Klingsor Works.

Business at the Klingsor Works is decidedly encouraging, taken as an index of the new year conditions. January sales have exceeded by a long way the company's expectations, and it is a healthy sign of the time that export trade is considerably improving week by week. The Klingsor instruments are in much favor here and abroad, and their suitability for the tropics is a direct outcome of the solid construction of the cabinets, rendering them impervious to varying temperature. Put up in various and artistic designs, the cabinets present a handsome appearance, and may be obtained in oak, mahogany or walnut at prices within the reach of all purses. Another line of special interest to foreign buyers

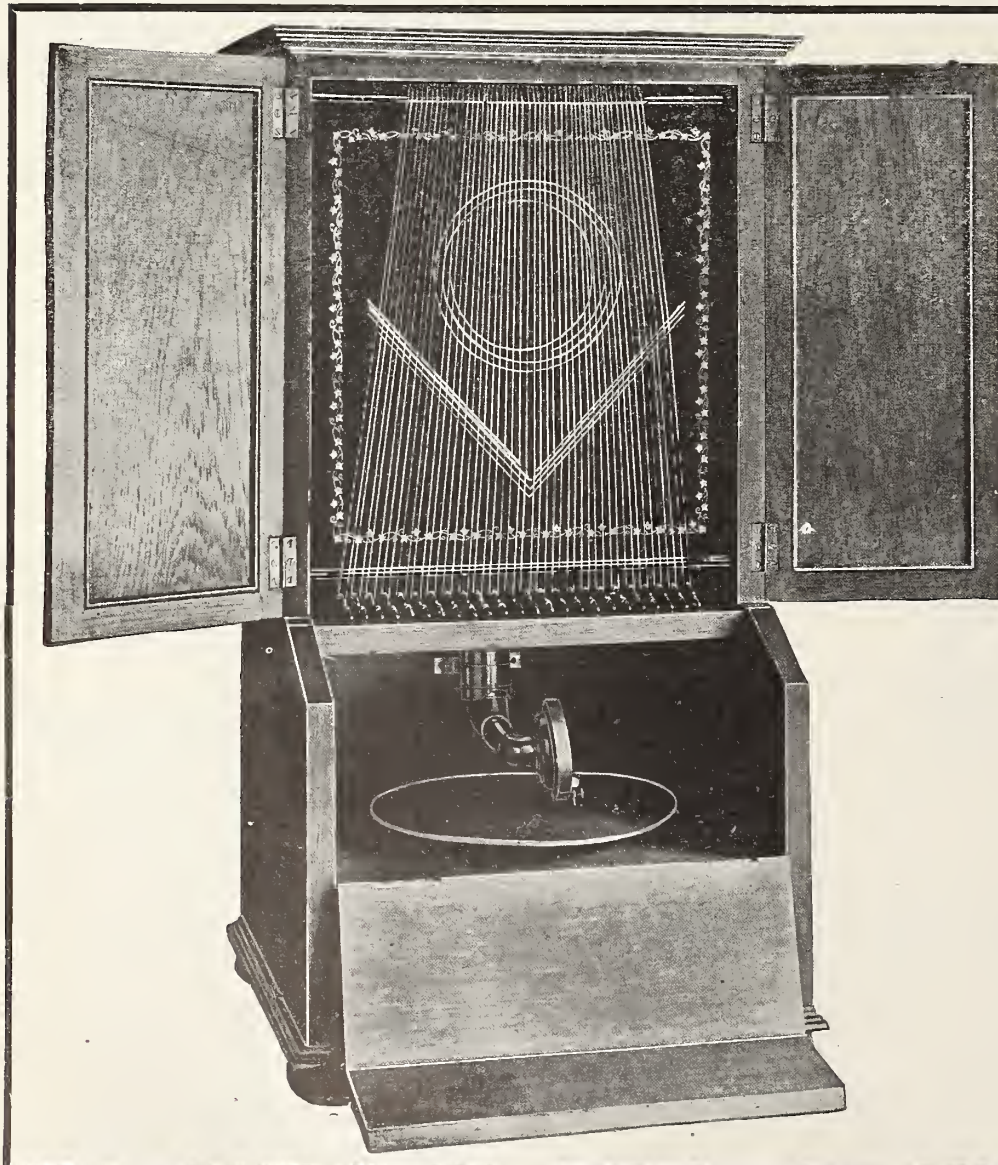
is the 10-inch double Klingsor record, for it is of pleasing tonal-quality throughout, and is sold at a competitive price which leaves a fair and reasonable profit to dealer-agents. The titles cover every phase of vocal and instrumental music, and include all the latest and best selections. Special attention, too, is centred upon the choice of artists, who include such well-known names as Harry Bluff, Guy Linton, Harry Trevor, Miss Bessie Abelson, Balalaika Band, Klingsor Symphony Orchestra and the Band of H. M. Irish Guards, to mention only a few. Undoubtedly the Klingsor specialties merit the close investigation of all talking machine dealers overseas, and a line to the Klingsor Works, Tabernacle street, London, E. C., will have immediate attention.

A Peculiar Advertisement.

For advertising in the "Wanted" column of the Evening News, "Gramophone, hornless preferred, tailor is willing to make clothes to measure for same," "S. 856" is awarded one of "John Bull's" famous biscuits.

Tend Towards High-Class Records.

In view of the increasing public taste for better-class music—operatic and selections of a classical nature—the Beka Record Co. intend to make special provision for the demand in this direction, and will list each month selections from some of the most popular operatic music; indeed, it is their intention to record a complete set of the Sullivan operas among others. The recording will, of course, be spread over a period of time, a commencement having been made in January. This month's (February) impression contains among other good selling titles, the following: (386) Selections from "The Yeoman of the Guard," Part I and II (Sullivan); (387) Andante and Allegro from "William Tell" (Rossini) and (389) "Sourire d'Avril" and waltz from "Faust"



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London

(Gounod), all splendidly rendered by the Beka London Orchestra. Record 390 is a quartette rendition of "Regular Royal Queen" from "The Gondoliers" and "Strange Adventure" from "The Yeoman of the Guard" (Sullivan). Harry Thornton is responsible for "Long Ago in Alcala" and "In Old Madrid," (393) Billy Whitlock offers his "Laughing Song" and "Billy Whitlock's Party," while (394) contains "Children's Carnival" and "The Hayrick Dance," by Max Witte with his "Fairy Bells."

Now, Sir Henry J. Wood.

His Majesty King George has bestowed the honor of a knighthood upon the famous conductor of the Queen's Hall Orchestra. It is well deserved, and we tender our hearty congratulations to Sir Henry, who we believe is more or less indirectly associated with our leading talking machine concern—the Gramophone Co., Ltd., of this city.

Gramophone Mentioned in Legal Cases.

Occasionally in the law courts references are made by counsel to the Gramophone, sometimes of an instructive, sometimes of an amusing nature, as the case may be. In the latter category a good example was furnished by counsel for defendant in the famous Millennium case. Reference had been made to the opening of a mythical bank, and counsel was cross-examining plaintiff as to the opening ceremony. In a letter which plaintiff had written he stated that it was necessary that a lady should perform the opening, and he went on to suggest that Ellen Terry or Madame Patti might consent to open by telephone. Counsel: How could they open it by telephone? You mean gramophone, don't you? The lady would speak into the gramophone, and you would reproduce it? Plaintiff (quickly): Yes, that is the way. (Laughter).

In another case we had the opinion of the Lord Chief Justice on the musical value of the gramophone. Speaking of a cinematograph show, Justice Avory said: "There was an automatic piano played at one of these exhibitions." Counsel: Or a gramophone. Justice Avory: It might be said that the strains of a gramophone or automatic piano are not music (laughter). Lord Chief Justice: I think they are very good music myself. And so say all of us.

February Zonophone List.

The February Zonophone records, as usual, show a high degree of quality, both as regards titles and artists, not to say anything of recording. To mention a few: "Gipsy Life," by the Black Diamonds Band; "Beloved, It Is Morn," by Miss Violet Elliot; "The Charmed Cup," by Peter Dawson; "The Battle Eve," duet, Ernest Pike and Stanley Kirkby; "John Mackay," by Harry Lauder, and "I Wonder If You Miss Me Sometimes," by Miss Florrie Ford.

Coronation Music and Records.

The musical portion of the ceremonies in connection with the coronation of King George and Queen Mary is to be of a particularly elaborate nature, more so, it is said, than in 1902, the year of our late King's coronation. The arrangement and definite details of the music have yet to be selected, and the information may not be available for some time. But apart from the religious music and marches which will be specially composed for the occasion, it is certain that the list will contain many compositions of the old school available for recording purposes. There will be a big demand for this music, and as soon as the chosen selections are published it is tolerably sure that our manufacturers will need no stimulant to offer records in the shortest possible time.

American Engineer Retained as Adviser.

Dugald Jackson, the well-known American electrical engineer, and for several years—1887 to

1891—connected with many important Edison interests, has been retained by the British Government to advise upon the value of certain telephone property shortly to be taken over by the post office authorities.

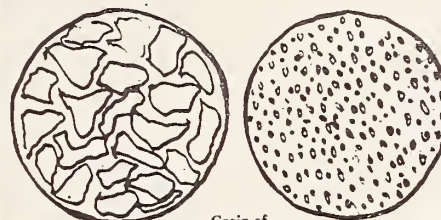
TRADE GOOD IN THE PROVINCES.

Talking machine and record sales throughout the provinces have held up remarkably well during January, and, indeed, in some quarters trade was quite brisk. The factors reports would seem to suggest that this is not a little due to the exceptionally large number of songs which have found favor with the pantomime public, and since practically all of them may be obtained on cylinder and disc records, it is perhaps only natural that trade in this direction should be exceedingly satisfactory. Machine trade has eased up somewhat, but a fair amount of business prevails, especially in the medium-priced article. Cycle dealers, many of whom have handled the goods of this industry the last month or so, are getting restless. Shortly they will be having the new cycle models in stock, and then good-bye to the talking machine. What stock is on hand will, in many cases, be jobbed off at cost price or less, while other cycle dealers will just stack their machines and records out of the way, to make room for the cycle. 'Tis true, 'tis pity; pity 'tis, 'tis true, as the poet says, but the fact remains that the secession of interest in the propagation of talking machine trade which prevails about this time of the season in the ranks of the average cycle dealer is largely responsible for any decline in sales noticeable after Christmas. The present-giving season over, it is only natural that talking machine sales slacken up a little, yet if the dealers would but maintain and exert their best endeavors to promote trade, and by keeping fair stocks instill the public with confidence, the one great barrier to an all-the-year trade would be breached. It remains for provincial factors to lose no opportunity to impress their dealers in this wise, and develop a line of argument which, it is to be hoped, will have some little effect in staying the hands of those cycle distributors who are likely to job off their talking machine stocks or neglect to give that attention so vitally necessary at this time of the season to maintain a level sales average.

The Sousa tour throughout the chief provincial centers has had a big effect on Gramophone and Edison record sales. The demand has been greatly stimulated by the good advertisements put out by both companies, and despite the apparent lack of co-operation on the part of many dealers, enormous sales have resulted everywhere. Lockwood's Manchester branch is showing increased returns each week, and the Perophone machines are gaining in popularity throughout the North generally. Daws Clarke, of Manchester, reports that he has recently introduced a new Flex diaphragm for the new Edison model O reproducer, and business so far is very satisfactory.

The chief makes of machines and records enjoy a good demand in Lancashire and the northern counties, and judging by the amount of orders received in London, Columbia, Edison-Bell, Twins, Beka, Zonophone, Pathé and other lines sales are certainly keeping up well. The Glasgow and Edinburgh factors are doing good business with the new Edison Lauder records, and the special Scottish titles recently listed are selling freely. The talking machine trade is holding up fairly well in Yorkshire, but unfortunately there are not wanting faint signs of a disinclination to replenish stocks. From reports to hand several dealers are already selling off their goods at a little above cost price. Belfast way, Edens Osborne, as usual, is doing well. In December alone his output was £250 above that of even time the previous year, and January trade is proportionately as good.

Don't Buy Needles That Damage Records



Grain of
Bad Needles **Cleopatra Needles**

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT
bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

Hearing is believing—as our magazine advertisements have often repeated. About 225 new Columbia dealers and thousands of new Columbia customers are hearing and believing.



Columbia Phonograph Co., Genl., Tribune Building, New York

ROOSEVELT ON SUCCESS.

The Colonel Gives a Few Hints as to How the Young Man Can Land in the Roosevelt Class.

It has always seemed to me that in life there are two ways of achieving success or of achieving what is commonly called greatness. One is to do that which can only be done by the man of exceptional and extraordinary abilities. Of course, this means that only this one man can do it, and it is a very rare kind of success or of greatness.

The other is to do that which many men could do, but which, as a matter of fact, none of them actually does. This is the ordinary kind of success or kind of greatness.

Nobody but one of the world's rare geniuses could have written the Gettysburg speech, or the second inaugural, or met as Lincoln met the awful crisis of the Civil War. But most of us can do the ordinary things, which, however, most of us do not do. My own successes have come within this second category.

Any fairly hardy and healthy man can do what I have done in hunting and ranching if he only really wishes to and will take the pains and trouble, and at the same time use common sense.

Any one who chooses could lead the kind of life I have led, and any one who has led that life could if he chose—and by "choosing" I mean, of course, choosing to exercise in advance the requisite industry, judgment and foresight, none of them to an extraordinary degree—have raised my regiment or served in positions analogous to those in which I have served in civil life.

PROGRESS ON THE RANGE.

[San Antonio music dealers report that cowboys are using phonographs to quiet the cattle on the range.]

It useter be we charmed 'em
(Anyway, we never harmed 'em)
A-chantin' in the moonlight Sam Bass or Old
Black Joe;
But machinery's wheeze and rattle
Seems to suit these modern cattle,
And they act plum sore and restless when the
phonograph won't go.

Start that new contraption goin'
Or a stampede will be growin'—
Put in a Sousa record, or look out fer forty rows;
On the cowboy's field of glory
Life's another sort of story
Since Melba and Caruso took to singin' to the
cows.

So throw in a chunk from Pryor,
When the West has lost its fire;
Set the stars from op'ry houses yowlin' and raisin'
hob;
The lullabies we sang 'em
Didn't suit the brutes—gosh hang 'em!—
The demon of invention's put the cowboy off the
job.

—Arthur Chapman in Denver Republican.

McGREAL OF MILWAUKEE.

Appreciation of the Well-Known Talking Machine Jobber Which Appeared in the Milwaukee Supplement to The Music Trade Review, February 4, 1911.

As stated in the introduction to the Milwaukee supplement, a music dealer can buy practically everything he wants to sell in Milwaukee. Law-



LAWRENCE M'GREAL.

rence McGreal conducts one of the most extensive businesses in the wholesaling of Victor and Edison supplies in the country. He is a great believer in the fact that piano dealers can handle talking machines to excellent advantage. During his career he has had some experience in handling pianos and knows whereof he talks.

Mr. McGreal "broke into the talking machine business," as he expresses it, in 1897, while connected with the Conroy Piano Co., of St. Louis, which company at that time took on the jobbing of Edison goods. He became connected with the National Phonograph Co. in 1899, as Western representative and traveler and remained with them until he resigned to open a business of his own in Milwaukee. This was in 1902, and on September 1 of that year he opened what is said to have been the first exclusive phonograph store in the West at 173 Third street. He soon went into the jobbing business and has built up a very extensive business on Edison and Victor goods in Wisconsin, northern Michigan, parts of western Iowa, southern Minnesota and northern Illinois. On May 1, 1907, Mr. McGreal leased a large building at 174 and 176 Third street, directly opposite his former location. Two years ago he discontinued the retail, selling it to Miss Gertrude Gannon, who had been manageress of that branch of his business for

several years. He occupies the entire and very spacious fourth floor and half of the third floor for jobbing purposes, and sublets the balance of the building.

Mr. McGreal is a good man to do business with. He knows the retail business and is always willing to lend his aid to his dealers in the way of advice, suggestions for sale campaigns, arrangement of stock, etc.

In a series of articles calculated to show the development of the music trades in Milwaukee, some figures showing the distribution of Victor and Edison machines in the city of Milwaukee year by year come in particularly pat. They are compiled from reports obtained from various dealers and from other sources. Here is the list:

| Sept. 1. | No. | Sept. 1. | No. |
|-----------|-------|-----------|--------|
| 1903..... | 1,240 | 1907..... | 6,610 |
| 1904..... | 2,675 | 1908..... | 7,992 |
| 1905..... | 3,912 | 1909..... | 9,220 |
| 1906..... | 5,130 | 1910..... | 11,140 |

The New Idea Cabinet Co., which is owned and operated by Mr. McGreal, manufactures a line of disc cabinets, with interchangeable tops, adapting them at will for the various types of machines, thus enabling the dealer to carry a limited num-



M'GREAL'S MILWAUKEE HEADQUARTERS.

ber of cabinets, and yet be in a position to meet all the demands of his trade. Cylinder cabinets of unique designs are also made. The new line of special disc cabinets for Victrolas X and XI are meeting with the most gratifying approval by the trade. Orders have been received from several jobbers for a large quantity.

BIG PURCHASE IN SPOKANE.

Graves Music Co., of Portland, Ore., Buy Out Two Phonograph Companies for \$35,000 and Will Establish Permanent Branch in Spokane with W. H. Goodwin as Manager.

(Special to the Talking Machine World.)

Spokane, Wash., Jan. 21, 1911.

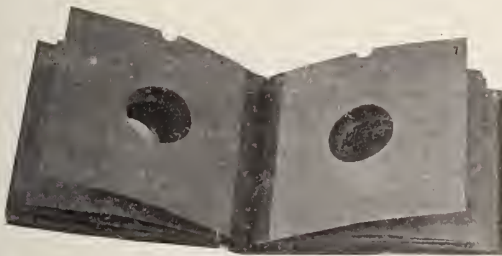
The Graves Music Co., with main offices in Portland, Ore., have purchased the entire stock and fixtures of the Spokane Phonograph Co. and the Inland Phonograph Co., paying \$35,000 for the stock and good will. The new company have taken over the wholesale warehouse at Second avenue and Browne street and the store at 7 Post street.

The Graves Co. are one of the largest wholesale and retail importing houses in the Northwest, and it is the intention of the company to establish an up-to-date branch in Spokane, carrying all lines of musical instruments and sheet music. Arrangements are now being made to ship a complete stock to this city. W. H. Goodwin is in charge of the local house, which is the first to be established in the Northwest, outside of the main house in Portland.

LIBRARY IDEA FOR DISC RECORDS.

Some of the Improved Features in the New Line of Echo Record Albums Just Introduced to the Trade.

The new "Echo" Record Album advertised on another page is a distinct advance over the original Record Album put on the market a couple of years ago by the inventor, L. J. Gerson, now talking machine buyer for the Wanamaker stores. The latest Record Album as manufactured by the Echo Album Co., of Philadelphia, Pa., has a number of new points which are worthy of more than passing interest, as will be noted in the detailed description.



THE ECHO ALBUM.

The new "Echo" Album also has a flexible back that will allow the Album to be pressed flat when without records to one-tenth its usual thickness, which allows it to be easily mailed or a quantity packed in small bulk for shipment. The Albums when filled also open out flat when on a table, so that every part of the album is horizontal. A leather pull or "tab" on the back being an improvement over the scratchy brass ring (which will easily ruin fine woodwork), has been adopted to enable the "Echo" Album to be withdrawn easily from a shelf. These "Echo" Albums are made in two sizes to accommodate either 10 or 12-inch records of any make. They are sold by all Victor distributors here and in Canada.

NEW COLUMBIA CO. STARS.

Exclusive Engagement of Nordica and Fremstad of Grand Opera Fame, Announced by the Company.

The double-page announcement concerning the exclusive engagement by the Columbia Phonograph Co., General, of Nordica and Fremstad, the world-celebrated operatic stars, whose names and eminent artistic standing are known everywhere, is of more than passing importance. This applies not only to the trade but the public at large. The facts stated in connection with the engagement of these great vocalists should be carefully considered, as these exclusive Columbia contracts were secured only after the company's records had demonstrated to Mmes. Nordica and Fremstad that the Columbia laboratory could produce recordings that would be faultless reproductions of their voices.

EXECUTIVE COMMITTEE TO MEET.

To Handle Various Matters of Direct Importance as Well as Arrange the Final Details for the Convention in July—Indications Are That There Will Be a Record Breaking Attendance at the Convention.

The executive committee of the National Association of Talking Machine Jobbers will meet at the Congress Hotel, Chicago (the Auditorium Annex), on February 19-20, for the purpose of taking up and discussing a number of matters of great importance to the members of the association. The final arrangements will also be made for the convention in Milwaukee in July, which, by the way, promises to be the most successful in the history of the association. Being the first convention held in the West since the national association was formed in Buffalo, there is a tremendous interest already manifested in the occasion and there are already indications that the attendance will break all records. At the meeting of the executive committee a program will be outlined that will provide for a line of discussion that will prove of most benefit to the jobber and will send him home feeling that the time and money spent in attending the meeting has been well spent.

At the meeting of the committee there will be present practically all the members, Messrs Blackman, Buehn, Taft and Roush having already signified their intention of being present on that occasion.

EDUCATING THE DEALER.

The Duties of Jobbers Defined by G. W. Henderson in the Course of an Interesting Address at the Recent Meeting of the Eastern Talking Machine Associates.

At the recent monthly meeting of the Eastern Talking Machine Associates, an organization formed by and composed of the members of the Eastern Talking Machine Co., Boston, Mass., for the betterment of the general business, an address was made by G. W. Henderson, The World representative in that city. It makes pertinent reading. He said:

"In the general run of commercialism the jobber seems to be getting eliminated, but in the talking machine field it seems that he is getting stronger and stronger. He is the backbone of many dealers. The jobber goes into a city, arouses enthusiasm into a new man and before we know it a new dealer is created. The new dealer starts in, confident in the thought that all he has to do is to open his store doors mornings and the people will flock in. This will be particularly true if the jobber has pictured a glowing account of the ease in securing wonderful profits selling machines and records.

"What is the result if the dealer is left to his own efforts and the jobber confines his interests to saying: 'I hope Mr. Jones will get along all right.' Now you will admit that there are quite a few dealers in New England, and I presume the same conditions exist to a more or less extent right through the country, who have started in with a brass band noise and to-day are not making any more noise than a tin whistle. I hear the statement again and again as to why some of the old dealers do not display the same enthusiasm as they did when they started in. The reason for it is that the talking machine business is a science; to be a successful dealer one must know as much about talking machines as a druggist about drugs, and when a jobber starts a new man apparently under the best conditions and after a few months withdraws his support, so to speak, and by 'support' I mean his tuition, the new dealer gets discouraged at the many phases of the new business and sort of lets things go along as they will.

"What the new dealer needs is education. Who must teach him? The jobber. The jobber's salesmen must not only be salesmen, but they must be business advisers. They should be trained to act as the new dealer's counsel; advise him about the technical features of the machines; instruct him on the scope of the records and their value as a

permanent monthly income; assist him in writing advertisements and in the promotion of business; help him secure a firm footing on the rocky ledge of credits; show him about window displays; about repair work and in the sale of small specialties; and, in fact, aid him in a hundred and one ways for the successful growth of his business.

"When you consider what a jobber's salesmen must be able to do, or what they should be able to do, is it any wonder that the position is an exacting one. He must be trained as a talking machine specialist. When all jobbers and jobbers' salesmen will remember that there is a great deal more than the bare sale to the dealer, there will be but very few non-energetic or lazy dealers. Why? Because the jobber will not waste ten minutes with him; the dealer must be a live one and stay alive, and he will get every encouragement. Further expansion of the general industry will occur when the 'weeds' are hoed out, which will be of immense benefit. And when you reflect what the jobber's salesman must be and that he must be a scientific talking machine and business man, it certainly is a high honor to be able to successfully occupy that chair."

PIANO HOUSES AND TALKING MACHINES.

The entrance of Wm Knabe & Co., the widely known piano manufacturers, into the talking field, by taking on the line of the Columbia Phonograph Co. in their New York warerooms, the particulars of which are published on another page, will doubtless arouse a great deal of interest in the trade at large. It may also be said that The World is authoritatively informed that other piano houses of prominence are also contemplating the talking machine proposition in a serious way. As has been before stated in The World, the various manufacturers have always considered the music trade second in importance to the exclusive dealers as an avenue of distribution for their products.

William Mermod, of William Mermod et Cie, St. Croix, Switzerland, manufacturers of talking machine specialties, is now in this country and will remain for some time. He is the son of the senior Mermod, deceased, and is the largest stockholder in the company.

The Jacot Music Box Co., New York, have surrendered their privilege as distributors of the Victor Talking Machine Co. and will hereafter handle the line as dealers only.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who has been on a Southern trip, visited Baltimore, Washington, Birmingham and Chattanooga. He was accompanied by his daughter, and returns to-morrow (February 16).

No man is as stupid as he who is unsuccessful and stubbornly persists in holding to the methods that make him so, refusing to try up-to-date methods because he "does not believe in them."

WOOD DIAPHRAGMS

What is more important to a reproducer than a good diaphragm?
Wood possesses the element that beautifies the reproduction of sound, and we have produced a

Built Up Wooden Diaphragm

which imparts so sweet and natural a tone that it never fails to charm the listener.

You will marvel over the vast difference between wood and metal diaphragms.

They improve the tone, increase the volume of sound and articulate clearly.

Made for Edison "C", "H", "O" and "R" reproducers and Victor Exhibition Sound Boxes.

Dealer's price, \$3.00 per dozen. Retail 50c. each.

We would be pleased to receive a sample order.

S. B. DAVEGA CO., 126 University Place
NEW YORK

NORDICA — COLU

Two More Great to the List Columbi



Copyright Dupont.

The only thing necessary to say about Nordica and Fremstad is that no other word is necessary. Everybody knows those wonderful voices.

But you may be interested to learn this one fact: Both these great artists have continually received *and rejected* requests to make talking machine records. And these exclusive Columbia contracts were secured only after our test records had demonstrated to Mmes. Nordica and Fremstad that the Columbia laboratory could produce recordings that would be faultless reproductions of their voices—which they regarded as impossible for any laboratory to do.

The titles and numbers of these records will be announced at the first possible moment.

COLUMBIA PHONOGRAPH C

Dealers Wanted—Exclusive selling rights

COLUMBIA — FREMSTAD

Names Just Added Exclusive Artists

Do you realize that only through the Columbia Phonograph Company can you offer to your customers records by:

OF THE SEVEN GREAT TENORS:

Zenatello*, Constantino, Bonci*, Anselmi*, McCormack*, Bassi*.

OF THE NINE GREATEST BARITONES:

Bispham, Amato*, Sammarco*, Baklanoff, Campanari, Gilibert, Blanchart, Van Rooy, Stracciari*.

OF THE THREE GREATEST BASSOS:

Mardones, Journet, Didur*.

OF THE SEVEN GREAT SOPRANOS:

Nordica, Destinn*, Fremstad, Nielsen, Cavalieri, Russ*, Boninsegna.

OF THE ONE GREATEST GERMAN LIEDER SINGER:

Alexander Heinemann.

OF THE WORLD'S GREATEST VIOLINIST:

Kubelik*, the only true successor to Paganini.

OF THE MOST RENOWNED COMPOSER-PIANIST:

Xaver Scharwenka, who has made the only faultless recordings of pianoforte music.

(* Fonotipia artist.)

Your business needs Columbia Double-Disc Records and Columbia Grafonolas and Columbia horn Graphophones, if the one perfect process of recording and the one comparable line of instruments, together with Columbia exclusive selling rights, mean anything to your business development.



Photo. by Otto Sarony Co.

COLUMBIA COMPANY, Gen'l, Tribune Building, New York
 where we are not actively represented

MAKING A RECITAL HALL OF A STORE



The accompanying illustration shows the manner in which an Illinois dealer, C. O. Fenn, of Bloomington, manages to give talking machine recitals in a comparatively small store. The settees, of course, are removed when the concerts are not in progress.

On Mondays, Wednesdays and Fridays from 2

to 4 p. m. Edison concerts are given, while the same hours on Tuesday, Thursday and Friday afternoons are devoted to the Victor. While no further details are at present available, the mere facts stated above stamp Mr. Fenn as a live wire, whose efforts are no doubt yielding fruitage in an excellent business.

FOUND CONDITIONS GOOD.

F. K. Dolbeer, Sales Manager of the National Phonograph Co., Thus Reports Upon Return from Visit to Western Jobbers.

F. K. Dolbeer, sales manager of the National Phonograph Co., Orange, N. J., who was in Pittsburg, Cleveland and Detroit, calling on the trade, reported for duty at the factory Monday morning. Of his trip he said: "I went out for a hurried visit to some of our jobbers on a special matter and found everything very satisfactory so far as business is concerned. Orders are now not so

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 20 Zon-o-phone Machines, latest models, assorted types. Original packages. Will sell at a price or trade for Edison Records and Machines. "RECORDS," care Talking Machine World, 1 Madison Ave., New York City.

Phonograph Man Wanted.

WANTED.—First-class man to take charge of talking machine department; one who understands Victor and Edison lines, thoroughly; good position to the right party. CHAS. I. DAVIS, 418 Euclid Ave., Cleveland, Ohio.

WANTED—REPAIR MAN, for talking machines and moving picture machines; one who can spell and figure correctly. Good salary to right man. TALKING MACHINE CO., 2007 2d Ave., Birmingham, Ala.

Salesman Wanted.

CLEVER outside retail talking machine salesman wanted to follow up live prospects. Must be a man of good character and habits, accustomed to handling high-class trade and who is effective in closing sales. State age, nationality, references, experience and salary. BAUMER PIANO CO., New Rochelle, N. Y.

For Sale to Edison Dealers Only.

5,000 2-minute records, 14 cents each, or will trade for Disc records. DENINGER, 335 North St., Rochester, N. Y.

large as during the holidays, but nevertheless they represent a surprising volume of trade for this season of the year. The factory is fully engaged and we are sure the spring sales will come up to expectations."

REHEARING OF CASE REFUSED.

The petition of the Victor Talking Machine Co., Camden, N. J. for a rehearing of the case against the American Graphophone Co. (Columbia Phonograph Co.) was denied recently in the United States Circuit Court of Appeals, sitting in New York. There was no argument nor any opinion written. The order for a dismissal of the case and the bill for costs in both the lower and final courts had previously been filed and a motion for a stay had also been refused. This is the contempt suit in which the defendants had been charged with infringement of the Berliner patent and fined \$1,000, the finding being reversed on review.

The order for an appeal in the case of the American Graphophone Co. against the Victor Talking Machine Co., involving the charge of an infringement of the Jones patent, decided adversely to the complainants on a demurrer recently, was signed and the argument will be heard in the United States Circuit Court of Appeals, Philadelphia, in March or April.

A LIVE PROPOSITION.

The shrewd man takes advantage of his opportunities. The keen-eyed sees them where others see nothing. These two elements were combined in a merchant out West.

When he came to business one morning he saw the store on the left of him placarded:

"Great Bankrupt Sale!"

The store on the right had up a big banner:

"All Goods Going at a Bargain!"

The merchant telephoned to a painter. In an hour an immense sign was over his own door:

"Main Entrance!"

SOUND BOX REPAIRS.

Recent Literature Covering Repairs on the Victor Exhibition Box.

(Special to the Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1911.

It must be admitted that the methods of the Victor Talking Machine Co., Camden, N. J., are along the best possible lines, so far as effective publicity goes. Every phase of their marvelous business is exploited in a manner that cannot help but appeal to their trade in the most convincing manner. For example, their latest announcement is made relative in their booklet, "Instructions for Repairing the Victor Exhibition Box," a detail, presumably, but very much up to the minute.

In this particular the company say: "You should know that the correct reproduction of Victor records depends primarily on the sound box. This fact has prompted us to prepare a booklet minutely describing and illustrating the proper manner of assembling and adjusting Victor exhibition sound boxes. These instructions should be kept permanently in the repair department; for we feel sure that they will be the means of saving you a lot of aggravation, time and money in making repairs. We have illustrated the necessary tools in this booklet which our own experts use in assembling sound boxes, and we urge that every dealer secure a complete set. Poor tools make poor workmen."

COLUMBIA MERCANTILE CO.

The Latest Addition to the Talking Machine Stores of Milwaukee Is the Foregoing.

(Special to the Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1911.

The Columbia Mercantile Co. have just opened their new store at 829 Winnebago street and are drawing most of their stock from the Kunde store. Mr. Ballash is in charge of the new branch.

"Business is very good," said A. G. Kunde. Trade is decidedly better than at this time a year ago and we have plans under way by which we hope to increase our trade each coming month."

Just as soon as Mr. Kunde closes the deal for the renewal of his lease at 516 Grand avenue, steps will be taken for the installation of a new store front.

L. C. McChesney, advertising manager of the National Phonograph Co., attended the joint convention of the Association of American Advertisers and the National Association of American Advertising Managers, at Chicago, recently, before which he head a paper.

Henry J. Hagen, the recording agent of the Universal Talking Machine Manufacturing Co.'s laboratory, is now in Cuba. As Mr. Hagen is acknowledged one of the finest recorders in his line the Universal company are looking forward to listing a list of records of the Spanish-American type that ranks with the best executed.

Recently Henry Siegel, widely known as president of the Siegel chain of department stores in New York, Boston and Chicago, ordered, through Mr. Feinberg, a Grafonola Regent in Circassian walnut, to be placed in his home, "Driftwood," at Mamaroneck, N. Y.

The "Peacock" window display No. 21 of the Victor Talking Machine Co., Camden, N. J., is believed to be one of the most effective of the series. "The Peacock," with its gorgeous array of colors, is one of the most unique and striking attractions for a centerpiece that it is possible to conceive. The bird is made of papier-maché, hand colored true to life, and is a trifle larger than life size, the body being thirty inches high, while the tail is five feet high and five feet six inches wide. Attached to this tail are seven Red Seal records with record rings, and hand-colored pictures of Caruso, Melba, Farrar, Tetrzinni and Gadski.

WITH THE TRADE IN GERMANY.

Disc Record Manufacturers Demand Protection of Leipzig Chamber of Commerce Owing to Increase in French Tariff on Records—Taxing Talking Machines in Prague—Discussing the Matter in Berlin—Popularity of the Hornless Machines—Itinerant Dealers Hurt Holiday Trade—Other Comments.

(Special to the Talking Machine World.)

Berlin, Ger., Jan. 28, 1911.

The representatives of the talking machine disc industry at Leipzig have petitioned the Chamber of Commerce of that town to use its influence to safeguard their products, the sale of which in Germany is said to be endangered through the activity of Pathé Frères, of Paris. This step was instituted because France recently increased the import duty on German discs in its new tariff from 30 to 60 francs per 100 kilograms. This action will kill the disc export trade, which was hitherto flourishing. Germany levies only a duty of 3 marks per 100 kilograms, which stimulates the importation of foreign discs. The Chamber of Commerce has taken action on the facts furnished regarding this flourishing branch of the industry, and submitted them to the Imperial government, proposing as a means of protecting the industry and staving off the impending ruin that these Pathé Frères discs should be taxed at 40 marks per 100 kilograms in the same way as are the parts of other kinds of musical instruments and the necessary articles to play them, like violin bows, which are also taxed at the same rate as the instruments themselves.

Records That Make History.

The talking machine record plays a most important role in anthropological and ethnographical science. The Vienna Academy of Sciences has begun a collection of records which already amounts to more than 1,000. In the department devoted to this purpose hangs a big map on which the districts from whence these phonographical reproductions have already been designated, and they are marked with small flags. This gives a clear indication how the phonograph of the scientific traveler has already penetrated into the most distant parts of the world; in brief, into deserts and mountain retreats of barbarous people. The last acquisitions are dialects from lower Austria and from Sweden, in the form of speech and song, and records of the voices of African Bushmen. After the fierce calls of savages one hears on the records voices in connection with art; one hears Sonnen-thal and Levinsky speaking. Furthermore, the voices of all the members of the Imperial House of Austria are here perpetuated. The catalogs, which fill a big bookcase, contain the words taken phonographically, with the recording date of each.

Taxing Machines Now the Vogue.

House owners in Prague have received a request to declare which of their tenants possesses a grand piano, upright, harmonium, gramophone, phonograph or orchestration, etc., and whether such an instrument is used for amusement only, or for giving instruction thereon. The answers to these questions will be used to prepare statistics, on the strength of which a tax by the municipality might be levied on all instruments which are used for pleasure purposes only.

In Berlin the question of introducing a tax on public amusements has not yet been decided. At a meeting of the town councillors the whole question was handed to a commission to prepare a schedule for such a tax. Unfortunately, in respect of this question no information has yet been furnished the commission by the different talking machine manufacturers who have branches in Berlin. If one considers how energetically the organizations of other branches of trade tackle any question vital to their interests and reads their exhaustive pamphlets, then one cannot do otherwise than regret that the Association of the United Berlin Mechanical Music Manufacturers have shown such a lack of unity and activity. But, unfortunately, the same thing is now happening at Munich, although the town is already preparing a tax on public amusements, from which naturally the orchestrons and talking machines would suffer most.

It is true a big meeting has been called to protest against such a proposal, but those who sent out the invitation to attend the meeting are only the unions of the hotel and cafe keepers, musicians and owners of cinematographs and small theaters, while the unions of the mechanical music branches are holding aloof, though their interests are in a great measure at stake. Their presence would certainly have been desirable, if only from the view of agitation, because the others present numbered several thousand.

Hornless Talking Machine Now in Favor.

In the talking machine trade the hornless instruments are coming more and more to the front, and they may be now classed among the most salable goods. Cheaper types have appeared lately which enable the dealers to sell to customers of moderate means. The dealer finds that these cheaper lines do not make any intending buyer hesitate long before he actually concludes his bargain. The hornless instruments are casier shipped and therefore also more salable than those with horns. It was especially this part of a talking machine which was often a great source of annoyance to the dealer, as it was easily damaged, even with the utmost care.

A Disagreeable Development.

In the disc business there has appeared, especially during Christmas, a most disagreeable development, which was, however, in evidence before, only was not so prominent. Many shops, which were otherwise empty, are, for the present taken by the so-called "occasional" dealers, who try to do business by offering discs at specially cheap prices. It is unnecessary to say that these double-sided discs, which are sold at 1.10 marks (25 cents), cannot be classed with the best goods. These "occasional dealers" try to sell, at the same time, the cheapest machines. This reacts again and the public is not disposed, at least for the present, to touch any talking machines at all. The chief drawback with these cheap machines arises from the fact that they have a comparatively short spring, which prevents the execution of a disc of any size. Further, they have generally an inefficient sound-box, which gives an impression that the manufacturers are not able to produce perfect machines. Steps should be taken by reputable dealers to expose the tricks used by these unscrupulous "occasional dealers," and explain the difference between reliable and inferior machines.

UNCLE HIRAM TO HIS NEPHEW.

Learn to Listen, Good Advice for One Starting Out in the World.

"The little piece of advice that I would give you this morning, Stephen," said Uncle Hiram to his hopeful young nephew, "is this: Learn to listen.

"We all think that our own experiences are the most interesting that ever were, that the things that have befallen us are the most wonderful; but don't monopolize the conversation, Stephen.

"As a rule, what happened to you doesn't interest the other man at all; what happened to him is what interests him most, and if you are wise you will let him tell you about it; and beware of trying to match his experience with something greater out of your own, which, however greater it may have been, will only make him think less of you, for naturally it belittles him, and that is something that you want always to avoid.

"So let the other man do the talking, Stephen, while you listen. Your interest in what he says will commend you to him as a person of intelligence and appreciation. As he talks on he will have a higher and higher opinion of himself, and as surely, as you listen, a better and better opinion of you.

"Stephen, learn to listen. At your age you should not be talkative, anyway; reticence is a fine trait in any man and especially to be commended in the young; and if to that you can add the grace, indeed the rare grace, of being able to listen with earnest attention you will get on. Many a man has prospered in this world by letting some other man do all the talking.

"That will be all, Stephen, this morning."

The man who is satisfied with things as they are never makes them better.

J. F. BOWERS REVIEWS CONDITIONS.

Popular Official of Lyon & Healy Summarizes Results in the Chicago Music Trade During the Past Year for the Tribune of That City.

James F. Bowers, of Lyon & Healy, and former president of the National Talking Machine Jobbers' Association, has just contributed the following review of trade conditions for the past year to the Record-Herald, of Chicago:

"The year 1910 has been an excellent one in the musical instrument industry. It has been especially noteworthy for the demand for goods of the better class. The time has gone by when Chicago was not to be considered seriously as a producing center of musical instruments. The standard harp of the world, so recognized by its use in practically all the great European orchestras, is made here in Chicago, and now the same factories are producing a high-grade piano which is being accepted everywhere by the best authorities.

"Nearly all the piano factories in Chicago and in the near-by towns have been busy during the year and many of them have worked overtime for the past three months.

"Player-pianos—that is, the pianos which may be played by means of a paper roll—have gained greatly in favor, owing to the better type of instrument produced. The latest player-pianos now have the piano. The music is cut very accurately now and an 88-note scale, and, therefore, play every note in there has been a decided improvement in the matter of expression-controlling devices, so that very artistic effects are possible.

"The harp, mandolin, guitar and banjo are enjoying widespread favor. Practically every college and school has its glee and mandolin club and the growth in the number of amateur orchestras is responsible for the largely increased number of harps now being sold.

"Talking machines have continued to increase in favor, especially the higher-priced instruments made in the form of a cabinet. These instruments, in connection with beautifully made records of the voices of great operatic artists, furnish never-ending pleasure in any home circle.

"The sheet-music and book business is about equal to the preceding year. The new copyright law by which the composer receives a royalty upon every player-piano roll and talking-machine record, as well as upon the sheet music, has added materially to the income of American writers."

HUNG IN A PROMINENT STORE.

Some Instructions to Clerks That Possess Real Value—Touch Vital Points.

All clerks will please give strict attention:

"Don't fail to know what goods are in your stock, and where to find them quickly.

"Don't permit a customer to leave the store dissatisfied or offended, before sending for some one higher in authority.

"Don't argue or contend with business associates in the presence of customers.

"Don't take an address for goods to be sent, a c. o. d. order, or a charge, without being positive that you take it correctly.

"Don't always show the cheapest goods first; sales are sometimes lost in that way.

"Don't get excited in times of rush, or any other time. It shows the customers that you are inexperienced, and unaccustomed to an active business.

"Don't be discourteous. It is a fault that cannot be excused.

"Don't disregard instructions from those higher in authority; and never say, 'I was not hired to do that.'"

Without enthusiasm a man is only a statue.

Recently Geraldine Farrar, the operatic prima donna, visited the talking machine department of the Aeolian Co., New York, and expressed her satisfaction with the harmony displayed between the tones of the great organ in the recital hall in connection with the playing of a Caruso record on the Victrola. The great artist said it was marvellous.

HOW THE "VICTOR" HELPS WINDOW DISPLAYS

A Special Department Which Turns Out New Display Every Month—What Conditions the Display Must Fit—A Specially Successful July Exhibit—Interesting Observations.

By ELLIS HANSEN in Printers' Ink.

About four years ago Printers' Ink, in a well written article under the heading of "Window Wisdom," said: "Neglecting one's show window is the greatest of the seven deadly advertising sins."

A well dressed show window may be compared with a friendly greeting to a prospective customer. Everybody looks into the windows, either consciously or unconsciously, and retail dealers should be educated by manufacturers to realize how many friends a store gains through well dressed and interesting window displays. A dealer pays one-half of his store rent for location and window space, and it was to aid Victor dealers in deriving all the possible benefits from their windows that the Victor Company inaugurated its window display department.

While the Victor Company is probably not alone in realizing the tremendous influences that good windows exert in stimulating trade, they, nevertheless, have had the courage of their convictions, and are maintaining a large and costly department for designing and building exclusive Victor trims, and exclusively demonstrating how this important method of retail advertising can be converted into a national advertising proposition of great magnitude.

About ten years ago, when I entered the music business as a window designer, I was instantly drawn toward the talking machine. The Victor appealed to me like a modern Aladdin's lamp, and offered to the designer a field as wide as the entire world of music, and the opportunity of arranging timely windows for any and all seasons.

Fortunately, my firm, Sherman, Clay & Co., of San Francisco, did not restrain me in regard to designing and planning these displays, and in a short time the window devoted to the Victor became the most popular of all our windows, and requests for photos came from everywhere.

Even before I called to Camden to take up the work for the Victor dealers in general, the Victor Company had for years advised their dealers to take proper care of their show windows, and to give window displays more attention, even offering prizes for the best Victor windows. They followed closely the window advertising of Lyon & Healy, and of Sherman, Clay Co., the window displays of these two stores proving to them that all Victor dealers should be educated into this method of advertising.

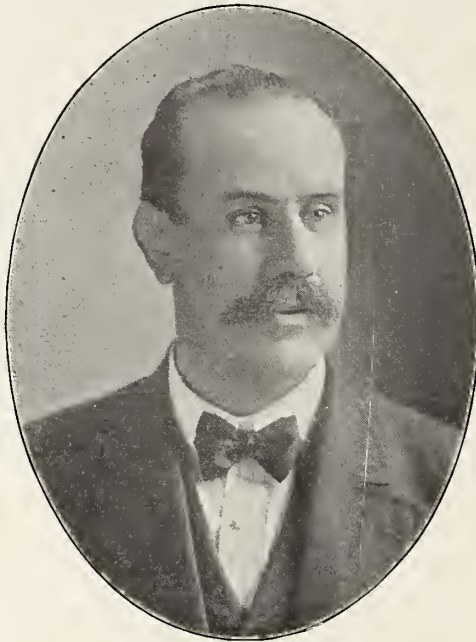
It was the original intention to have me travel around the country, build displays for each dealer upon whom I called, talk the value of window trimming, and to arouse sufficient enthusiasm in each dealer to make him realize the real value and importance of his window. With the assistance of an artist and a boy and in a very small room in one of the factory buildings, I designed six windows, photos of which I expected to leave with each dealer for their future guidance after I had arranged one display for him.

Then, after the six windows were completed, we advanced to the idea of cataloguing these displays and offering to sell the material to our dealers at cost price. It took us several months to get the department ready, but during that time the idea of ready-made window displays was thoroughly exploited in the Victor house organ, The Voice of the Victor, and when we issued our catalogue success was instantaneous. The orders have rapidly increased each month, and at the present time we have a large force of assistants and helpers, and occupy the entire floor of one of the large Victor buildings.

These displays are sold at actual cost. Our dealers were quickly convinced that the very low price we asked was not an expense, but a first class investment, and we now have the confidence of many hundred dealers throughout the country, to the extent that they have signed our standing orders for all Victor displays issued during the next twelve months. We sell most of the windows for five dollars, but if they were made singly they could

not be prepared for many times that amount, for we have in our employ some of the best artists and show-card writers to be found, and insist that these designers take all the time that their work requires.

To design and manufacture window displays in quantities is by no means an easy task. In the first place, these displays must be striking. While most persons are fascinated by a pretty window, beauty alone is not enough to make a successful display. Each window must not only tell an interesting story, one that will be understood without too much mental effort, but it must, like all other advertising, create a new desire to possess the article displayed. The buying public is too busy to linger in front of a show window, but if



ELLIS HANSEN.

your point is well illustrated, so that it can be understood at a glance, it will unconsciously create sufficient interest in most people to cause them to stop, and that is the first and main object of a show window.

On the other hand, these displays must be inexpensive. It would be unfair to the smaller dealers to design and manufacture expensive displays that only the larger stores could afford to buy.

Another hard problem is to prepare displays for shipment. When it is taken into consideration that we are not only shipping window displays to nearly every point in the United States, but to Europe, South America, Canada, Hawaiian Islands, and even to China and Japan, it will readily be seen that if the material is too bulky or too heavy the cost of transportation will be entirely out of proportion to the entire cost of the display. We issue these news displays every month, and great care is taken to make them as compact and as easy to assemble as possible.

A large show window, containing electric lights and everything else that goes to make up a modern show window, is erected in our shop; we, therefore, see each new display just as it will appear in Victor dealers' windows.

The success of the window display plan, however, depends largely on the co-operation of the dealers, many of whom have written us, offering valuable suggestions.

Nearly all dealers who originally bought our displays have bought again and again, and have shown a great deal of interest and patience in setting up our display windows of odd shapes. Our displays have been so simplified that it requires very little effort to put them together, but at first we underestimated the difficulties with which many of our dealers had to contend.

I have often been asked how the ideas for the

many displays we issue originate, and while it is impossible to put down any set rules for window ideas, it is not a hard matter to make attractive and interesting displays; for instance:

In our Fourth of July window, shown herewith, I took advantage of the leading magazine and newspaper crusade urging the celebration of the Fourth in a sane and safe way, and we presented this window to our dealers with an illustrated circular describing the Fourth of July window in this manner:

The background consists of two large American flags, draped fan shape. In the center is what appears to be a full-sized cannon; the wheels and tail pieces are not different from the real cannon, but the body consisted of a Victor with the horn for the cannon proper. In front of the display is this sign:

THE NEW AND SAFE WAY OF
CELEBRATING THE FOURTH.

Between the two flags is a large shield with the following copy:

ON THE GLORIOUS OLD FOURTH

Bombard your friends and neighbors with patriotic music from the cannon horn of your VICTOR.

They'll enjoy it immensely—and so will you.

We'll be glad to furnish the ammunition by supplying all VICTOR records you may wish.

Come in and let us fire off a few records for you NOW.

And directly below, coming from the cannon horn of the Victor, which has just discharged a Victor record, is a cut-out card, illustrating not the smoke of battle, but the musical burst of a national song.

Back of the cannon is a little girl, her foot on the trail piece, and she has supposedly just fired off the record in her patriotic enthusiasm. She has a canteen hung from her shoulder on which appears:

I bought VICTOR RECORDS
Instead of Fireworks.

showing that she has been taught how to celebrate in a sane and safe manner. Directly in front of the girl are six Victor records built in cannon-ball fashion, each being a record with the name of a good patriotic air on it. The knapsack suspended from the stacked guns bears the words, "Victor Record Ammunition," with lists of patriotic records.

The drum resting beneath the knapsack bears strong copy on its head, showing that "You Can Face the Music in Perfect Safety," etc., and the entire window making an effective display, as shown in the reproduction.

This window could not help but impress the fact that there is another way of celebrating the Fourth of July other than by fireworks and danger, and this is, the Victor way and safety.

Some Victor dealers carried the idea still further. One dealer issued a package, which in appearance was exactly like a firecracker, and when directions were followed and the package opened it revealed a copy of the July Victor advertising of new records. This, in connection with similar newspaper advertisements, made the dealer's store "the talk of the town," and brought in considerable business.

I have also designed several window displays along the lines of the Victor National advertising, and I am, at the present time, working on a display that was suggested by one of the recent magazine ads, and this display promises to eclipse all my former efforts.

Only a few months after we sent out our catalogue of the first six ready-made windows, the plan was introduced in Europe by the Gramophone Company, Ltd., and on my recent trip abroad I had the satisfaction of seeing some of these displays not only in England, Germany and France, but in smaller countries like Norway and Denmark. In the United States, several firms have taken up the idea, and one company is closely following out the plan inaugurated two years ago by the Victor Co.

Yes, Printers' Ink is right. "Neglecting one's show window is the greatest of the seven deadly advertising sins," and, of course, to my mind, it is the greatest.

RETURNS FROM JAPAN.

J. O. Prescott, Who Has Taken a Prominent Part in Talking Machine Affairs in Japan During the Past Year Returns to New York Owing to Effect of Japanese Climate on His Health—Great Opportunities in Land of the Mikado According to Mr. Prescott.

J. O. Prescott, a well-known expert recorder, who has been connected with laboratory work for many years, returned from Tokio, Japan, January 18. A year ago he went to the empire of the Setting Sun to take charge of a talking machine plant known as the Japan-American Phonograph Manufacturing Co. as general manager. He intended to stay the full term of his contract, namely, three years, but the climate was against him and he came back very nearly an invalid, and has been recuperating since at his home in Summit, N. J.

In a pleasant chat with *The World* last week he said: "If my health had permitted, I should have stayed, but the atmosphere of Japan does not always agree with an American. It lacks ozone and the air is so humid that you soon fall into a condition of lassitude difficult, if not impossible, to overcome. To be sure, if you can adapt yourself to Oriental ways; that is, take things as they come in an indifferent, easy-going way, perhaps one could manage. An active American, coming from home full of life, snap and ginger, and wanting to take hold and accomplish something the way we do it here, is forced to give up or become Orientalized. Excuse me, I am not built that way.

"Perhaps I worked too hard getting the plant in proper shape and on a paying basis, which I did—at it day and night—that I became completely prostrated and I had to give up or take the consequences, not pleasant to contemplate. Japan is a wonderful country for the talking machine and it is a great future market. I will probably get into harness here again and re-enter the field at an early day. I believe the next couple of years will witness the introduction of many improvements that will show greater progress than has ever been known in the talking machine trade. My brother, F. M., is now in Europe, but what he is doing I have not the faintest idea."

GOLD GOT BY PHONOGRAPH.

A Gold Coast Cook Who Turned Modern Science to Account.

"I was reminded by a story I saw the other day," said a soldier of fortune, "of some of my experiences on the Gold Coast, when I had a negro cook who had the same fondness for cats as the cook mentioned by another traveler. My cook was named Quace Mensch, and he had an interesting career.

"He was an Accra, and he had been trained by some Englishmen, who had taken him to London. There he had got into a fight of some kind, for which he had spent a year in jail, but he had learned to cook well, and that is something that is worth while in that part of the world.

"Quace Mensch served me so faithfully one year that when I went to England I asked him what I should bring him on my return. He said there was nothing he would like so much as a phonograph, into which he could talk and make records of his own. I thought this was an odd preference, but when I went back to the Gold Coast I took a machine with me, and Quace Mensch was delighted. He served me faithfully for a while, and then he suddenly disappeared. I learned that he had taken to the bush. It was a long time before I heard from him again, and then one day he turned up loaded down with deeds to land which was suspected of bearing gold.

"I asked him how he got the deeds. He grinned. I cannot attempt to give his dialect, but he said the phonograph was responsible.

"I talked into the machine in the Fanti language," he said. "I said, 'Chief, this man is a big juju man, and a friend of mine. You must give him your whole place if you want me to be good to you.'"

"I went to village after village, carrying the



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER

Means extra \$ DOLLARS \$ in profits to the dealer who handles the MUSIC MASTER WOOD HORN.

This horn transforms the Talking Machine or Phonograph into a Musical Instrument. Owners of these machines buy it eagerly. With it they realize their fullest expectation in the reproduction of both instrumental or vocal music. The MUSIC MASTER is more than a horn—it is a sounding board; constructed of solid wood.

It has tone quality which is impossible in horns of metal or veneered wood.

Should your dealer be unable to supply you, write us, and we will send you a sample line of OAK, MAHOGANY or SPRUCE, DISK OR CYLINDER HORNS on approval. If you are not perfectly satisfied with the merits of the MUSIC MASTER, you can return them for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

talking machine, and saw chief after chief. I would place the phonograph so they could not see what it was like, and then I would say to the chief that I was a juju man, and I was prepared to prove it. He would not believe me, but when I had got him quiet I would turn on the phonograph and tell them that the great juju was speaking. Of course, they had not heard of a talking machine, and when they heard this voice coming from a little horn they would get scared and would beg me to take all they had if only I would promise to get the great juju to look after them. I always promised and they would make haste to deed to me any piece of land that I asked for.

"That negro, of course, had no such thing as a conscience, and you can see what civilization had done for him. I have heard recently," said the narrator to a Sun reporter, "that he is now the richest man on the whole Gold Coast, and he got all he has out of the phonograph I gave him."

Enthusiasm is just plain brain juice, squeezed out and reduced to its highest action power. And

the harder the squeezing the greater the enthusiasm. Squeeze!

DEFINING A PRIVILEGE.

How One Concern Prevails Upon Help to Work Overtime Cheerful'y.

There is a business concern not far from New York City that never hires a man, woman or boy, without making it plain that for six days in the week the office hours are from eight in the morning until five at night. As a matter of fact, the office closes at noon on Saturdays.

That is, if a cheerful willingness is shown by the employes to remain at work all or a part of Saturday when the stress of business demands it. If on such occasions an unwillingness to remain as long as needed is shown by even one employe of any importance, the whole force is kept at work for full time on the Saturday next succeeding. As a result, no employe ever advises another to object. "We give Saturday afternoons as a privilege, not a right," says the manager.

TRADE NEWS OF THE MONTH FROM CLEVELAND

Business Keeps Up in Very Satisfactory Manner—Various Indications of Prosperity Among Jobbers and Dealers—Talking Machine and Moving Pictures in Advertising—Recent Visitors—Eclipse Musical Co. Lease New Quarters—Columbia Co. Buy Out G. J. Probeck Co.—How the U-S Phonograph Co. Is Progressing—Other Items of Interest.

(Special to the Talking Machine World.)

Cleveland, O., Feb. 8, 1911.

Satisfactory conditions in the talking machine trade continued throughout the month of January, from the viewpoint of both the Cleveland jobbers and retailers, and February is making a showing of still further advancement. Expansions, improvements and removals to more elaborate quarters is evidence of general prosperity in the trade and confidence on the part of the dealers in the future possibilities of profitable business.

It is remarked by the dealers that there is a broadening demand for the higher grade machines and operatic records, and in comparing the present taste and artistic attitude of the public with those of its former indulgences, one cannot but realize that the standard has shifted very noticeably in an upward direction. The people are joining with the manufacturers in elevating the status of the talking machine in its more elegant design and mechanical perfection, as well as the perfect reproductions of the records resulting in a wonderful versatile musical instrument.

The February Victor, Columbia and Edison lists of records are attracting many purchasers. "For You Alone," in English, by Caruso, and two solos by Constantino, with the soprano and tenor duet, "Alma, Where Do You Live?" by Spencer and Ormsby, are leading features.

For the first time, probably, the phonograph has been made one of the causes of a divorce suit. The wife of a Cleveland citizen has just secured a divorce and, among other allegations, she testified that every time she had company her husband went to sleep and that he also deprived her of the use of her phonograph.

The Alhambra, a new theater recently built on Euclid avenue, was formally opened January 14. An innovation is the installation of an organ. The fact that a good organ is a good orchestra in small compass which can be played by a single person instead of a small army, and that it therefore possesses economic advantages as well as artistic ones over the usual small theater orchestra, is coming gradually to be recognized. If the Alhambra experiment wins the public favor it will be an example for other theaters, as well as for the town halls of music-loving villages, too far from the center of population to hear the great orchestras.

Cleveland now has 250 motion picture theaters, according to the report of the building inspector. During the year 1910 a total of twenty-five new theaters were constructed in the city, besides a number in the suburban towns. Applications for permits for a number of others are filed for this year.

The value of the talking machine and motion picture exhibitions as attractive advertising features has been recognized by the Cleveland Illuminating Co., who have purchased the latest model Edison kinetoscope, which it is using in connection with the phonograph to throw pictures upon a screen in the show window of the company's exhibit room. The pictures show devices in actual use of notable electrical installations and some of the wonders and novelties of electricity. It is the intention of the company to use the kinetoscope and talking machine, in connection with lectures on the subject of electricity, which will be given before various clubs and societies in Cleveland.

One of the most welcome visitors in talking machine circles of Cleveland is Henry H. Schwenker, traveling expositor and repair expert of the Victor Talking Machine Co. He spent a few days the first of the month with the different dealers exemplifying the construction and mechanical detail of the Victor, illustrating, with proper tools, the simplicity of repairs. He certainly is a great talking machine evangelist and his trail is lined with converts.

F. K. Dolbeer, general manager of sales of the National Phonograph Co., who was in town the first of the month, was pleased with business con-

ditions as he found them in his travels. He intimated a distributor for Edison goods would soon be appointed for Cleveland.

A. F. Peebles, who was for several years with the Columbia Phonograph Co. in Cleveland, is now with the Diamond Rubber Co., 1876 Broadway, New York, in the adjusting department. He visited here last week with relatives and a host of friends.

Thomas F. Green, traveling salesman of Ohio for the Victor Talking Machine Co., spent several days in Cleveland and vicinity the latter part of January and first of February. The dealers gave him a hearty greeting and he rounded up a good bunch of orders. Mr. Green said the business was in a good healthy condition throughout the territory he covers.

Geo. D. Ornstein, manager of the traveling department of the Victor Co., was a guest of the dealers last week. One of the most popular men in the trade, he was given a hearty greeting.

E. R. Burley, formerly with the Eclipse Musical Co., of this city, now with the Neal, Clark & Neal Co., Victor and Edison distributors of Buffalo, spent a few days in the city recently. He was soliciting orders here and said he found trade good in all the towns he had visited.

J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, was also a visitor the first of the month.

A Splendid New Talking Machine Store

One of the most desirable storerooms in the new fourteen story athletic club building located at 1130 Euclid avenue, in the heart of the shopping district, has been leased by the Eclipse Musical Co. for a long period, and has been fitted up in elegant style. The artistic decorations, with a color scheme of white and gold, the commodious full length plate glass booths most conveniently arranged and the large and beautifully furnished reception hall, all brilliantly electrically lighted, impresses one as being about the finest and most modern combinations in the way of a talking machine salesroom to be found in the country.

The wholesale department will be located in the same building, and T. H. Towell, the president of the Eclipse Co., states that "opening day" will be Saturday, February 18. Cleveland may well be proud of such enterprise. The company will handle the Victor and U-S Phonograph goods exclusively.

The Talking Machine Co., under the management of S. A. Mintz, is doing a thriving business. The company handle the Victor and Edison goods.

Charles I. Davis says every day is an advance over the previous day's sales of both machines and records. He is building up a fine trade in Edison goods as well as Victor.

One of the recent events in talking machine circles has been the sale of the G. J. Probeck Co.'s store to the Columbia Phonograph Co. The transfer was made February 1, under the supervision of Marion Dorian, treasurer of the Columbia Co. Geo. R. Madson has been appointed Cleveland manager, and it is his intention to greatly extend operations, making this city more of a distributing center than heretofore. With this end in view, he is negotiating for a large store in the vicinity of Euclid avenue and Ninth street, which will be fitted up in the most modern style with all the attractive accessories at the command of the company.

Geo. J. Probeck will continue in charge of the Dictaphone department and will have his office specially equipped for the business in the new store.

A. W. Robertson, who has been with and of the company for a number of years, will remain in the business office.

Miss Violet Voelker, who has been with the Columbia folks for the past six years and who is one of the most inductive demonstrators, will continue with the company.

Viewed by the citizens of Cleveland as among the more important enterprises of the city are the phonograph and record manufactories of the U-S

Phonograph Co. The new year is reported to have started off with a fine volume of business. The company has just placed a new low priced model of its machine on the market. It is called the U-S Junior, and will have all the improvements shown on the higher priced models, playing both the two and four minute records. There has been a large demand for such a machine and this announcement will be of particular interest to all talking machine dealers, as they can now supply an improved machine which will give the most select quality of music at a moderate price.

The U-S record department has just been installed in larger and more suitable quarters. This was found necessary by reason of the steady and increasing demand for the U-S Everlasting record—the record which absolutely overcomes all "loss from breakage," and which has become noted for its natural quality of tone reproduction.

"The impetus in business during December, especially as regards Victrolas, continued throughout January," said W. H. Buescher, of Buescher & Sons, "and to-day we have several sold for immediate delivery. Business has kept up remarkably well and our record sales are fine. Admirers of Caruso are enthusiastic in praise of his new records, and rarely leave the store without the purchase of one or more. Prospects are very encouraging."

Phil Dorn, manager of the talking machine department of Collister & Sayle, exclusive Victor distributors, said he was very well pleased with conditions of trade in both the wholesale and retail departments, the only drawback being his inability to obtain sufficient Victrolas to supply the large demand. The large sales of machines during the holidays is reflected in the present excellent demand for records, especially, said Mr. Dorn, for the Caruso and Red Seal records.

John Reiling thinks that the Cleveland report of the talking machine business would not be complete without mentioning him. He is building up a fine Columbia business on the West Side and securing a large clientele for records in the different foreign languages, as well as English.

"We are very busy in all departments," said O. E. Kellogg, sales manager of McMillen's. "Our January business made as good a record as that of December and continues to be quite as good as at any time in the past two months. The demand for Victrolas and Amberolas and Edison grand opera records is fine. The piano trade is excellent. We have just taken the agency for the Ahlstrom piano and which is for the first time represented in Cleveland.

During the past month the May Co. have been making special efforts in the sale of talking machines and have had on exhibition in one of their large windows the various machines and records, making a very attractive display. John I. Kearns, in charge of this department, said trade was good and exceptionally so in the record line.

Mr. Friedlander, of the Bailey Co., stated the most satisfactory conditions prevailed in his department, and that he had been busy during the past month re-ordering both machines and records, and yet had been unable to fully replenish the stock. The record trade, he said, was especially active, largely for Red Seal and grand opera productions. The offer of a \$100 due bill, payable in merchandise, to every purchaser of a piano, it was stated, had proven popular, and had resulted in a large number of sales.

HEAVY VICTOR TRADE

Reported by Landay Bros., New York—How Consistent Advertising Pays.

Max Landay, of Landay Bros., the well-known Victor distributors, in speaking of the business in the Victor line for the first month of the new year, said: "We have had the best January in our history, and the business is steadily on the increase. We ascribe this large trade chiefly to advertising, inasmuch as we back up the manufacturer's liberal advertising with continuous local publicity. We believe in a consistent advertising policy and are represented every day in three of the leading newspapers, contracting for the space in advance."

WIN PRICE CUTTING CASE.

Privy Council of British Empire, the Court of Last Resort, Reverses Findings of Lower Courts in Australian Case, and Hands Down Decision in Favor of the National Phonograph Co. of Australia—A Long Fight.

A price-cutting case of more than usual significance and weight was decided by the Privy Council of the British Empire recently on an appeal from the Supreme Court of New South Wales, Australia. The litigation was instituted by the National Phonograph Co. of Australia against Walter T. Menck, a dealer of Sydney, New South Wales. The court of original jurisdiction decided against the National Co., the finding being sustained on appeal to the highest court. Then the matter was taken up to the Privy Council, which is equivalent to the Supreme Court of the United States, and Monday the National Phonograph Co., Orange, N. J., received a cablegram that the Australian courts had been reversed and their position maintained.

The case has been in the courts since 1907, and the appeals to the intermediate court and the tribunal of final resort was carried forward on law points only. While the company have not as yet received any particulars, it is probable the British Privy Council have followed the rulings of the United States courts relative to the monopolistic right of a patent owner to the absolute control of the invention in its manufacture and sale.

No suit of this kind has ever reached the Supreme Court of the United States, and therefore this is the first decision ever rendered by a court from which there is no appeal. It is therefore likely similar action would follow here should occasion arise, according to the opinions of the attorneys of the companies most directly concerned.

Another case before the Supreme Court of New South Wales was decided adversely to the defendant, R. H. Hunter, who was "perpetually restrained from selling or offering for sale, directly or indirectly, Edison phonographs or parts thereof at prices less than current list prices unless authorized to do so by the plaintiffs in writing." This final decree of the highest court of the province was issued September 9, 1910. Comment is unnecessary and superfluous.

WILLIAMS IN REMINISCENT MOOD.

General Manager of the New York Talking Machine Co. Talks of Conditions in the Trade When He First Entered It Ten Years Ago—When the Western Electric Co. Secured the Jobbing Agency for Edison Phonographs.

After the usual exchange of news with The World about business conditions, which he said were excellent, and diversified trade chat, G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, was reminded by a passing remark of how he became a talking-machine man. Mr. Williams is a skilled, practical electrician, and for a long period was connected with the Western Electric Co., both in the East and West, and for a while was the "boss" of a telephone gang in the field, and therefore knows what is what in connection with the service from A to Z. But that is a separate story, though his connection at the time led to his introduction to the talking-machine trade, of which he said:

"Possibly it was about ten years ago when I was with the Western Electric Co. and our relations with the Edison people were naturally very close. At that time the National Phonograph Co. were getting into the market with their wax records and our company thought they saw such a great future for the phonograph that they accepted the jobbing agency for the line and also opened a retail store at Thames and Washington streets, New York. This was brought about by A. S. Martin, president of the Tea Tray Co., Newark, N. J., who was enthusiastic over the proposition. Just think of having a store in that neighborhood! Extreme lower New York.

"I went to the factory in Orange to get posted in the business, staying a week and spending a day

or two in each department of the factory, making daily reports. Finally I was placed in charge of the phonograph branch of the Western Electric Co. Subsequently our Philadelphia house also took on the line. I can remember the time when the gold-moulded records came out, and the manner of making the exchange with the wax goods. It was great!

"Later we got into the disc business and our stock was seven-inch records only, and when the ten-inch goods came along we thought that was the limit, and they were none too plentiful. We also induced Bradshaw to make needles—pins they were called then—and an order for ten thousand was considered big. Our first manager was the best-natured prevaricator—that's better than the shorter and uglier word—and what he did not say about sales were a caution. Hawthorne & Sheble were then getting into the field and contemplated making needles, and one day Hawthorne came in and asked if we were selling many needles. The manager said coolly: 'Just took an order for 8,000,000.' 'Eight million?' was Hawthorne's surprised inquiry. 'Who from?' 'Oh, to go to South Africa.' In fact, everything of an unusual kind in sales, either of records, machines or anything, went to South Africa, according to the cheerful statements of our manager.

"In those days everybody 'dubbed' and no one thought anything about it apparently. Our record stock was arranged in piles of one hundred each, and if you wanted a particular one the whole lot had to be sorted over until it was found."

At this point V. W. Moody, interrupted to say: "And let me tell you that some dealers even to this day keep their record stock in the same way. And as for 'dubbing,' I can remember when the Chicago Talking Machine Co. had a long bench rigged up with 'dubbing' machines."

"Well," continued Mr. Williams, "we certainly accumulated a lot of junk. As for record sales, if a dealer ordered ten at one time we thought we were doing a big business. Now we sell him 2,000 in a single order and think nothing about it. That is the way I came into the talking-machine trade and that was long before I became connected with the present concern. But my experience was great and it makes me laugh whenever I consider the present advanced state of the business. Also the progress which has been made, the perfection of the Victor product, the tremendous investment involved, which has created a really new and staple line of trade. Likewise the volume of sales, not to say anything of the great interest in the talking machine—a misnomer, by the way, though it is possibly too late now to substitute a better, more descriptive or adequate name—shown and developed by the public in its possibilities as one of the finest and best musical instruments ever invented."

S. B. DAVEGA ON WESTERN TRIP.

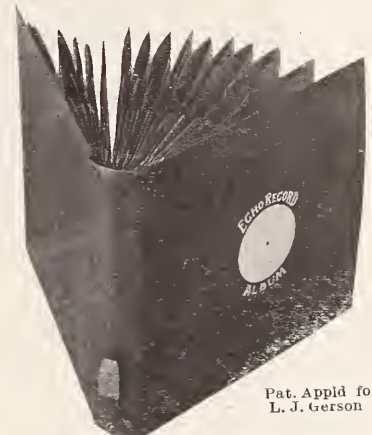
President of S. B. Davega Co. Now on His Way to Look After Real Estate Investments in Seatt'e, Wash.

S. B. Davega, president of the S. B. Davega Co., New York City, left on February 10 for a trip to the Pacific Coast. Mr. Davega, while visiting the Alaska-Yukon-Pacific Exposition in 1909, was so impressed with Seattle, its commercial possibilities and rapid increase in population, that he made a real estate investment, one of the lots purchased being on Second avenue, which is Seattle's main business thoroughfare. It is because of this investment that he visited Seattle in 1910, and is making another trip this year, his object being to keep in close touch with the real estate situation in order that he will know when the time is right for improving the property. Mr. Davega further states that his interests in Seattle will not in any way interfere with his long-established jobbing business in New York City, and that during his absence (which is not expected to be longer than a month) his son, Harry S. Davega, will assume the active management of the concern.

The satisfaction of undertaking a difficult task and accomplishing it successfully is the greatest incentive to good work.

**JUST OUT
"ECHO"
New Record Albums
OF 1911 STYLE.**

16 Numbered Pockets—Flexible Backs—Leather Pulls



Pat. Appl'd for L. J. Gerson

The "Echo" Album is collapsible, a 1911 improvement permitting them to be packed flat and take up less space for shipment. They can be mailed easily.

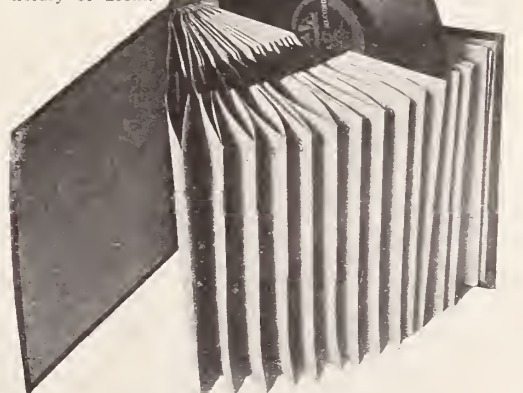
The leather pull or tab on the back of the "Echo" Album allows it to be easily pulled out of the Victrola, bookcase, or cabinet shelf. This is an improvement over the brass rings which scratch cabinet doors or ruin polished table tops when Albums are opened out flat.



A record collection properly classified in record albums lettered A, B, C, D, etc., is the only systematic way of keeping them so that they are available on the instant you want them.

GOOD HOUSEKEEPING

demands that records will be no longer kept carelessly in the old style cabinets, or laid here and there in piles on tables, mantel-pieces or window sills. Records are "sound engravings of music," and should be as carefully arranged and kept as a library of books.



THE EDUCATIONAL VALUE

of musical records is not to be denied. The real pleasure of owning a Talking Machine or Victrola is enhanced a thousand times when you can pull out a certain volume in your album collection of music and turn the pages to a particular record without the trouble and fuss, or the risk of damaging Records, liable under the old method.

The "Echo" Record Album is manufactured out of the best materials. The covers are made of strongest bookbinders' board and covered with the best quality of cloth. There are 16 pockets, numerically indexed, for the Records, each made of extra strong tag-manilla paper and each secured to the flexible back of the Album by means of extra heavy fabric. It is impossible to weaken the "Echo" Album through usage, and despite of the weight of the records, positively no damage to them can occur even if the Album should accidentally drop.

SOLD BY ALL JOBBERS AND DEALERS.

Send for a sample album, and write for price to the

ECHO ALBUM CO., Manufacturers
926 CHERRY ST., PHILADELPHIA, PA.

Before we get through we are going to be sure that all your customers know that Columbia Double-Disc Records outlast any others on the market. Keep that statement where you can see it. It's true.

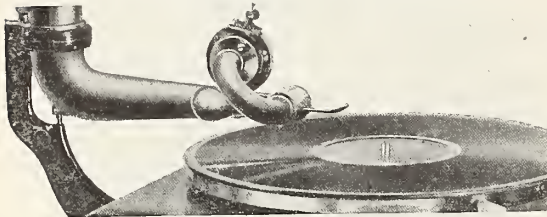


Columbia Phonograph Co., Genl., Tribune Building, New York.

VELVET TONE NEEDLE BALANCE.

A New Specialty Announced—Some of Its Advantages Set Forth.

The "Velvet Tone" needle balance, as it is called, is a new invention to which many advantages are ascribed in the playing of disc records. In fact, it is referred to as an ingenious attachment that will prevent needles from prematurely destroying records. The manufacturer, C. A. Macaulay, Co-



VELVET TONE NEEDLE BALANCE IN POSITION.

lumbia, Pa., in describing the "Velvet Tone" needle balance more fully in his advertisement elsewhere, says the harder the tool is pushed against a revolving grindstone the greater the wear of both. This, he adds, is exactly what occurs when the needle is weighted down with a heavy sound-box on the playing record. The "Velvet Tone" device, according to the inventor, obviates this, preserves the sound lines and improves the tone quality.

EXCHANGE EXTENDS TO CANADA.

The Provisions of the National Phonograph Co.'s Exchange Are Practically the Same as in This Country.

It will be noted in the February number of the Edison Phonograph Monthly, in connection with the new record exchange proposition therein announced, that the statement is made that it does not apply to the Canadian trade. This is not true at the present time, although it was a fact when the Monthly went to press, the proposition having been extended to Canada by bulletin dated January 25. The Canadian provisions are practically the same as in this country, the exception being the last clause relative to the September 15, 1910, exchange giving Edison owners the privilege of returning two standard records as part payment of one Amberol, which exchange was never operative in the Dominion.

The opinions of jobbers and dealers relative thereto are quite typical of the expressions reaching us from all parts of the country. The company are therefore convinced from the enthusiasm which it has awakened that the problem has at last been solved.

GRAFONOLA FOR ATTORNEY-GENERAL

Of the Philippine Islands Purchased During Senor Villamor's Visit to Washington.

Washington, D. C., Jan. 10, 1911.

The manager of the Columbia's store in this city last week had the pleasure of selling a Grafonola

Elite, No. 2, and records and supplies enough to make up an outfit of \$146.41 to Ignacio Villamor, of Manila, Philippine Islands. This gentleman is in this country on business connected with the United States Government, and has the honor of being the Attorney-General for the Philippine Islands. As his name will indicate, he is a Filipino, but a gentleman of great education and fine discernment in the way of grand opera music.

GOOD NATURE AN ASSET.

Makes Friends in Business and Holds Customers—Breeds Confidence and Optimism.

"In my opinion the greatest natural asset a man can have," said a dealer, "is that of good nature. And I am speaking entirely from a business point of view, too. Aside from the happiness that good nature brings to the individual himself, it has distinct business advantages that should not be lost sight of for an instant. In the first place, the good-natured man has lots of friends, and the value of friends who may be made customers, or who may be depended upon to give one of the benefits of anything good they may have, is in itself a good thing. Then, too, the good-natured man is one who is confident, optimistic, and willing to take a bigger chance in the course of his daily work than the suspicious and ill-tempered individual, and since all business is the taking of a chance, to a greater or less extent, this is another resource that should be taken into account."

RETURNS FROM MEXICAN TRIP.

Walter Stevens, manager of the export department of the National Phonograph Co., Orange, N. J., who has been in Mexico looking after his special interests since October 17 last, returned home recently. He found business very satisfactory, notwithstanding the reported political disturbances. Although he was in direct contact with the insurgents at one time in the capital. Mr. Stevens said business with him was brisk.

PERSONAL REFERENCE.

Photogravures of celebrated Victor artists have been made by the Victor Talking Machine Co., Camden, N. J., for sale to their dealers. The size of the picture alone is 33 x 45, on 450-pound steel plate paper, and with the 3½-inch oak frame they are about 40 x 52. They include Caruso as "Vasco Gama," in "L'Africaine"; Calve as "Carmen"; Galski as "Brunnhilde" in "Walkure"; Homer as "Amneris" in "Aida"; Schumann-Heink as "Fides" in "La Prophete"; Sembrich; and Tetrassini as "Lakme." They are sold only to Victor dealers.

F. B. Smith, president of the Wolverine Mfg. Co., Detroit, Mich., was a caller at the executive offices of the Columbia Phonograph Co., General, New York, recently. In connection with their fine exhibit in the current exposition at the New York Furniture Exchange, fifth floor, they are also displaying a number of Grafonolas.

LEWIS H. CLEMENT VISITS THE VICTOR PLANT



SNAPSHOT OF MR. CLEMENT ON HIS WAY THROUGH THE NEW VICTOR MOTOR FACTORY.

En route to Washington, D. C., to attend the National Merchant Marine Congress last month, L. H. Clement, president of the Whitney & Currier Co., Victor distributors and dealers, stopped off at Philadelphia for the purpose of visiting the mammoth plant of the Victor Talking Machine Co., Camden, N. J.—his first visit. The accompanying cut shows Mr. Clement, who, by the way, is also president of the National Piano Dealers' Association, going through the factory buildings under the guidance of H. C. Brown, manager of the Victor Co.'s advertising department. The snapshot is of the two gentlemen in the new motor plant.

NEW SUPPLEMENTARY LIST

Supplementary list No. 2 to the general catalog of the Universal Talking Machine Mfg. Co., Philadelphia, Pa., including the Hebrew bulletin, has recently been issued. The double-disc selections cover a wide range, including a number of the late Frank C. Stanley's renditions.

TIMELY TALKS ON TIMELY TOPICS

While the manufacturers and distributors of the talking machine product have apparently not manifested so active an interest as other industrial lines, notably the piano people, in the development of the American merchant marine, it is evident they are concerned as well. The leading record and machine manufacturers have accomplished more in foreign fields, as the official figures clearly demonstrate, than the entire music trade throughout its history in this country. Possibly there may be room for an argument here, but the preponderance of evidence is with the talking machine trade, and every section of the civilized and not a few segments of the barbarous world offer indubitable proof of this assertion. However that may be, the trade, doubtless as an entity, will approve the passage of the ship subsidy bill by the United States Senate February 2.

This provides for a mail service under a subvention to not only South American Atlantic seaports, but also to the Pacific steamship lines. The measure, known as the Gallinger bill, now goes to the House of Representatives, where Congressman Humphrey, the author of similar legislation, will move the substitution of the Senate proposition. Speaker Cannon has expressed his warm approval of the bill and has said there is a possibility of its passage by the House. President Taft is also urging its enactment. If the bill does not pass at this Congress there is said to be no possible chance for it in the incoming House, with its change of political compliance, already arrayed in hostile attitude.

The Victor Talking Machine Co. are to be felicitated upon the renewal of their exclusive contract with Caruso, the world-famous operatic tenor, to sing only for the Victor records for a long term of years. The Caruso records have been accepted as the highest expression of the tenor voice as an interpretation of the music with which his name has been inseparably connected since his entry into grand opera. His records have also been the means of delighting and entertaining thousands who neither have the money nor the opportunity of hearing him otherwise. If Caruso has made the Victor records famous, they doubly returned the compliment by making him known and admired in every hamlet and home throughout the land. So honors are about even!

Saturday last—February 11—Thomas A. Edison was sixty-four years old. As his associates and business intimates know, his vigor and energy have not abated in the slightest. On his sixtieth birthday announcement was formally made that from thence on Mr. Edison would, in a measure, cease his activity in the sense in which it was understood since he became a world figure. That he would devote his time chiefly to original investigation and research—always his life work—and become more the philosopher and less the man of affairs. In other words, he would henceforth "take it easy." Perhaps he has, but in the world at large he has attracted more attention, if possible, than ever.

That is to say, he is not devoting the major part of his valuable time to the phonograph, though its development has never ceased to be a hobby and he is keenly alive to its future. Maybe he has a further surprise in store—well, be patient; wait and see what occurs, as a little bird says, later on. At present, mum is the word. Mr. Edison is a many-sided man, and he is a student as well as a philosopher and he blazes his own way—original and oftentimes startling—to the average man. Just now he is giving expression to his views on immortality, and they have aroused much acrimonious argument on the part of old school believers. Be that as it may, the "Wizard" has recently made a deliverance on economic conditions which differs from anything ever said before on the subject. He has given great thought and study in the past few years to this important and vital subject,

and his opinions are received with the respect and consideration due their famous author. As to his ability to work, that is one of the wonders of the age. The World felicitates Thomas A. Edison on his latest birthday, and wishes him many further years of usefulness to mankind and continued happiness. The date, it may be added, is also suggestive of another event of which considerable may be heard during the current year.

It is boldly predicted that within two years the sapphire needle or reproducing point for the vertical line record will be superseded by an iridium pointed steel needle, everlasting and indestructible. The prophet responsible for this declaration says he knows whereof he speaks, and is perfectly willing to accept a few substantial wagers, not to mention "side bets," on the correctness of his vision.

In The World's letter from Tokio last month by J. O. Prescott, formerly general manager of the Japan-American Phonograph Co., reference is made to the interpretation placed on the Japanese copyright law by the native courts. He points out that the judicial ruling is that the "singer has a copyright in his peculiar way of singing the song without filing an application for it. Further that when a singer accepts payment for singing for a talking machine company he thereby transfers his copyright for the song as sung by him on that particular occasion." This position of the courts, according to Mr. Prescott, put an effective stop to "dubbing," which had been so rife that these naturally cheaper price records almost ruined the market.

Elsewhere another correspondent, whose interesting letter from Yokohama appears on a near page, makes a diametrically opposite statement regarding "dubbed" records, and who says there is "no law in Japan to prevent this practice." As Mr. Prescott is reputed in recording laboratory circles in this country as generally knowing what he is talking about, and gives facts and figures to prove his contention, perhaps he will be good enough to throw more light on the "dubbing" situation in the empire of the Rising Sun. Japan is not so far but the same reprehensible practice could be followed with the high price American-made records exported to that part of the world, and which might find their way back here to the detriment, if not demoralization, of the home market.

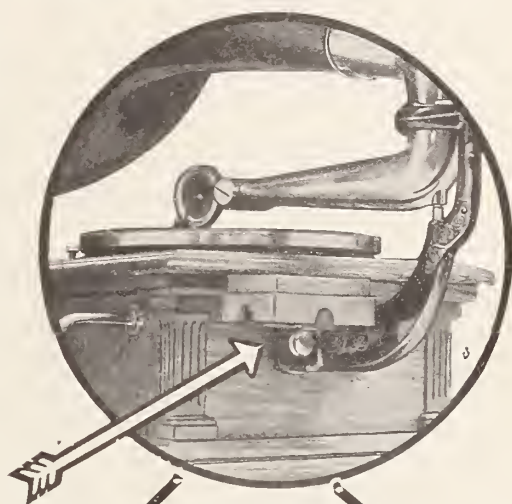
It will be remembered that when the existing United States copyright act was under discussion, an effort was made to incorporate in the text a provision that would protect the particular manner in which a specific musical composition was rendered or interpreted by a singer. Ingenious arguments were adduced to gain this point, but without avail. The "dubbing" proposition in this country, however, subsequently received a knock-out blow in the decision of Judge Chatfield, United States Circuit Court, Brooklyn, N. Y., when a nest of "conspirators," as they were termed in the accompanying documents, who aimed to cripple the business of the largest record-making companies, whose investments represented millions of dollars and years of costly experiments and unremitting work, were placed in the down and out class. They have never peeped since.

While Americans are becoming better acquainted with Japan and the Japanese, there are still a great many things in the empire of the Rising Sun which remain mysteries to this day. Travelers have an interesting collection of tales to relate when returning from that country, of which quite a few are not altogether complimentary to or relished by Americans. It is said the Japs have a latent antipathy to Americans visiting their territory, and say—in their own language, so they will be understood by their own countrymen only who are "in" on the so-called joke—and do things which are not fit to print. However that may be, the American talking machine has been welcomed

with open arms and with genuine admiration and heartiness.

Following the taking over of the talking machine by the deservedly famous Aeolian Co., not only in their main establishment in New York, but also in their branch houses in Chicago, Cincinnati, St. Louis, Indianapolis, Dayton, and Fort Wayne, the equally celebrated firm of piano manufacturers, Steinway & Sons, New York, has been approached with a similar proposition. It was not revealed whether the party working on this "prospect" was a manufacturer or a jobber, and in chatting with The World about the incident the chief of one of the main departments said: "Personally the talking machine is a good proposition to take hold of, and is entirely creditable for the firm proper to handle, but you know the Steinways are very conservative and it does not appeal to them."

The Mexican trade of the National Co. is now being handled direct from the factory.



Handy
Convenient
Necessary

SIMPLEX NEEDLE BOXES

Every Victor owner wants one.
If you don't handle them, write at
once to the nearest distributor
listed below for full particulars:

Phillips & Crew Co.—Atlanta, Ga.
Cohen & Hughes—Baltimore, Md.
H. R. Eisenbrandt Sons—Baltimore, Md.
M. Steinert & Sons Co.—Boston, Mass.
Lyon & Healy—Chicago, Ill.
Knight-Campbell Music Co.—Denver, Col.
Philip Werlein, Ltd.—New Orleans, La.
Blackman Talking Machine Co.—New York, N. Y.
I. Davega, Jr., Inc., New York, N. Y.
Chas. H. Ditson Co.—New York, N. Y.
New York Talking Mach. Co.—New York, N. Y.
Silas E. Pearsall Co.—New York, N. Y.
Ben J. Switky—New York, N. Y.
Eilers Piano House—Spokane, Wash.
The Aeolian Co.—St. Louis, Mo.
K. B. Pierce Music Co.—Beaumont, Tex.
Mason & Risch Piano Co.—Calgary, Canada.

S. B. DAVEGA CO.
126 University Pl. New York

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World.)

Washington, D. C., Feb. 10, 1911.

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:

JANUARY 10.

Baues—3 pkgs., \$158; Callao, 8 pkgs., \$419; 4 pkgs., \$343; 7 pkgs., \$177; Colon, 3 pkgs., \$162; Corinto, 2 pkgs., \$142; Havana, 7 pkgs., \$319; 9 pkgs., \$482; 11 pkgs., \$598; Iquique, 5 pkgs., \$149; Kingston, 4 pkgs., \$300; London, 549 pkgs., \$7,730; Melbourne, 6 pkgs., \$306; Milan, 11 pkgs., \$734; Santiago, 4 pkgs., \$267; Trinidad, 4 pkgs., \$135; Vera Cruz, 165 pkgs., \$2,241; 68 pkgs., \$2,387.

JANUARY 17.

Amapala, 4 pkgs., \$394; Azul, 6 pkgs., \$131; Barcelona, 2 pkgs., \$134; Cape Town, 137 pkgs., \$2,822; Cienfuegos, 3 pkgs., \$1,403; Colon, 2 pkgs., \$115; Frankfort, 16 pkgs., \$2,609; Guayaquil, 4 pkgs., \$258; Hamburg, 84 pkgs., \$3,104; Havana, 16 pkgs., \$885; Las Palmas, 5 pkgs., \$267; London, 290 pkgs., \$4,812; 17 pkgs., \$1,325; 13 pkgs., \$1,400; 147 pkgs., \$3,053; Manila, 59 pkgs., \$3,160; Milan, 16 pkgs., \$1,262; Para, 14 pkgs., \$697; Port of Spain, 2 pkgs., \$112; Rio de Janeiro, 29 pkgs., \$2,835; 78 pkgs., \$5,585; Savanilla, 19 pkgs., \$2,264; Vera Cruz 460 pkgs., \$11,406.

JANUARY 24.

Berlin, 59 pkgs., \$1,916; Buenos Ayres, 143 pkgs., \$6,804; Callao, 3 pkgs., \$279; Chemulpo, 4 pkgs., \$213; Colon, 12 pkgs., \$202; 14 pkgs., \$626; 4 pkgs., \$110; Havana, 15 pkgs., \$852; 4 pkgs., \$171; Kingston, 4 pkgs., \$225; Liverpool, 21 pkgs., \$3,575; London, 47 pkgs., \$2,399; 217 pkgs., \$5,472; Macoris, 3 pkgs., \$148; Montevideo, 36 pkgs., \$5,521; Para, 49 pkgs., \$3,461; Port au Prince, 14 pkgs., \$580; Puerto Mexico, 8 pkgs., \$146; Rio de Janeiro, 7 pkgs., \$263; 14 pkgs., \$782; St. Petersburg, 6 pkgs., \$701; Vera Cruz, 100 pkgs., \$3,078.

JANUARY 31.

Acajutla, 3 pkgs., \$111; Bombay, 10 pkgs., \$255; Buenos Ayres, 129 pkgs., \$5,101; Cape Town, 21 pkgs., \$564; 3 pkgs., \$126; Colon, 2 pkgs., \$386; 9 pkgs., \$201; Fredericksted, 6 pkgs., \$105; Havana, 4 pkgs., \$278; Havre, 262 pkgs., \$3,490; 40 pkgs., \$830; La Paz, 4 pkgs., \$180; London, 133 pkgs., \$3,658; 2 pkgs., \$185; Rio de Janeiro, 21 pkgs., \$887; Trinidad, 1,532 pkgs., \$9,000; Yokohama, 8 pkgs., \$359.

FEBRUARY 7.

Berlin, 62 pkgs., \$160; Bluefields, 6 pkgs., \$180; Bombay, 5 pkgs., \$224; Buenos Ayres, 3 pkgs., \$136; Callao, 7 pkgs., \$1,005; Cartagena, 4 pkgs., \$180; Ceara, 3 pkgs., \$247; Cienfuegos, 6 pkgs., \$168; Colon, 27 pkgs., \$378; Corinto, 5 pkgs., \$128; Curacao, 3 pkgs., \$142; Iquique, 4 pkgs., \$258; Limon, 9 pkgs., \$132; London, 268 pkgs., \$4,896; Manila, 83 pkgs., \$7,954; Montevideo, 9 pkgs., \$715; Rio de Janeiro, 138 pkgs., \$12,962; 39 pkgs., \$3,427; Valparaiso, 13 pkgs., \$160; Vera Cruz, 10 pkgs., \$406; 54 pkgs., \$660.

WORTH OF SALESMANSHIP

In a Retail Store Not Considered Wholly from Point of Profits to Be Gained.

The worth of the salesmanship employed in the distribution of goods from a retail store is not dependent or hinged entirely upon what profits may be gained at the present time. The wages paid clerks should not be made to depend upon what business was done during some other period. The cost of selling is a more or less fixed cost, and cannot be gauged by the profits made at any time. If three good clerks are more than the business of the store can afford, then it may be well to allow one to go, but it is not sensible or businesslike to attempt to lower the wages of the three or replace all three with lower-priced help. Two good clerks are far superior to four cheap ones, for they retain not only the trade the store has, but are able to assist greatly in gaining new trade.

WM. KNABE & CO. SECURES COLUMBIA LINE.

The Great New York Piano House Has Exclusive Selling Rights for Columbia Grafonolas, Graphophones and Records Made by the Columbia Phonograph Co.—Intend to Give These Instruments a Magnificent Representation—An Active Advertising Campaign Will Soon Be Started.

News which is sure to prove of great interest to the talking machine trade of the country is contained in the announcement made that the great house of William Knabe & Co. have entered into an exclusive contract with the Columbia Phonograph Co. Ben Feinberg, the special representative of the wholesale department of the Columbia Co., initiated and carried through all the details of this transaction, delivering the signed contract to the head office Friday of last week. Wm. Knabe & Co. are to handle the Columbia line and have secured exclusive Columbia selling rights for the Fifth avenue territory.

It is evident that the Columbia Phonograph Co.'s policy of exclusive selling rights is receiving a splendid indorsement. It is also quite clear that the Columbia Phonograph Co.'s now familiar claims concerning the Grafonola when it was first placed upon the market—claims which have been reiterated consistently ever since—were well founded. Reports say that Wm. Knabe & Co. have been in a receptive mood for some time, and the selection of the Columbia line was determined upon only after the most exhaustive tests and comparisons of product and a most thorough estimate of present and future conditions in the trade.

Wm. Knabe & Co. are planning an extensive Columbia sales campaign. With their thorough knowledge of the music business and the tendencies of the music-loving public, which have in no small measure helped in the wonderfully successful business now enjoyed, they are determined to spare no efforts to make this new charge as successful and as much a vital and typical part of the Knabe business as the famous pianos themselves. Wm. Knabe & Co. are consulting with architects, and arrangements are now under way for the furnishing of elaborate sound-proof demonstration booths and fittings in harmony with the general scheme and character of the Knabe premises, and when these are completed the Columbia will be exclusively represented in this section of New York upon a scale that will be impressive even to a Fifth avenue clientele.

Wm. Knabe & Co. propose pushing this new branch of their business with all the progressiveness and thoroughness that have characterized their usual activity in the musical world.

It is understood that the Columbia instruments will be featured prominently in all the advertising the company puts out, and that a special campaign

of Columbia advertising will soon be started by Wm. Knabe & Co. in the New York newspapers.

The first public announcements are expected to appear about March 1, when the alterations to the Knabe premises will be completed. A series of Grafonola concerts and recitals will probably mark



KNABE HALL WHERE THE COLUMBIA LINE WILL BE FEATURED.

the opening of the department and will figure among the future attractions of the company's great piano warerooms.

The manager of the department has not yet been selected from among the long list of applicants, but it is certain that he will be one of the experts in the talking machine business.

Plans are also being completed for placing the Columbia in the Knabe branch at Baltimore.

Wm. Knabe & Co. will carry a strong line of special art Grafonola case designs, and also in standard cabinets, in harmony with their highest grade pianos, to meet the demand of the people who visit Knabe Hall. This part of the business has been under consideration for some time, and when the arrangements were finally completed this feature of the contract was given particular emphasis. This really means a new departure in the handling of talking machines by music houses, whose field of operations is much broader in strictly musical circles, both professional and lay, than that of the average dealer.

When your clerks are not otherwise employed—keep them busy clearing and re-arranging stock.

DEALERS SHOULD WATCH CREDITS.

The Standing of Instalment Customers Should Be Carefully Investigated Before Sales Are Closed in Order That Prompt Payments May Be Assured—Thus the Dealer Can Keep on the Jobber's Good Books by Settling His Bills Promptly—An Interesting and Timely Chat on This Subject by J. Newcomb Blackman.

"One of the most important duties of the talking machine dealer at the present time, if he expects to last, is that he watch both his credits and his credit. This sounds somewhat cryptic, but the idea I wish to convey is that the standing of instalment customers should be carefully investigated before sales are closed, in order that prompt payments may be assured, and that the dealer in his turn should endeavor to keep on the jobber's good books by settling his own bills with reasonable promptness." Thus said J. Newcomb Blackman, president of the Blackman Talking Machine Co., in a recent talk with a representative of The Talking Machine World.

"The apparent tendency of a number of dealers is to order heavily and with abandon, but to acquire a deep reserve when it comes time to meet their bills. When pressed by the jobber they say something to this effect: 'Awfully sorry, but you see I have had to sell the machines on instalments and have had difficulty in making collections. You'll have to let that bill go for a little while.' And it's the same story next time. The whole trouble is that in all too many cases the dealer tries to do a business wholly out of proportion to his capital, and the first thing he knows he is over his head in debt, with his chief assets, consisting of instalment accounts, being liquidated at the rate of a dollar a week and often less.

"The main point is the fact that such a dealer fails to realize that he is engaged in a real business in which every detail must be studied and modern methods adopted if he is to remain in the trade. The first thing he knows he is in competition with a big and up-to-date dealer or department store carrying a large and complete stock, and immediately gets the idea that he can meet such competition with his limited capital and poor equipment. The result must be failure. He tries to brace up his stock by ordering in large quantities, and when the jobber's bills are to be met, say at the end of thirty days, he is compelled to ask for an extension of time. Then if the jobber is insistent, and he must be to avoid embarrassment himself, the dealer goes to the wall. The jobber has to meet his obligations to the factories with reasonable promptness, or gets no more goods, which means failure for himself, and very often for the dealers doing business with him.

"There is a great deal besides the mere question of service in the relations of the talking machine jobber and the dealer. In signing up, the dealer should assure himself, first, that he can get the goods when he wants them, and secondly, that the jobber with whom he is going to contract conducts his business along sound lines that will make for his success. In other words, if the jobber looks after the financial end of the business, or rather the credits, very carefully, the dealer in his turn should make it a point to meet the jobber's bills with promptness, for by doing that he contributes to the success of all parties concerned.

"We will say, for instance, that two jobbers, doing business in a certain territory, pursue different methods. One extends liberal, but not unreasonable credit, wants his bills met at the time they are due, and does not endeavor to carry on a banking business for the benefit of his clients. The other jobber, on the contrary, offers as an inducement to the dealer unlimited credit, often regardless of his financial standing. What is the result? The second jobber finds that the amount of his capital tied up in outstanding accounts with dealers precludes any possibility of his doing business on even a fairly profitable basis, and he proceeds to close up his affairs. Here is where the dealer suffers, for the jobber is under no obligation to be lenient with him with a view to holding his future trade, and demands prompt settlement of the account. In the effort to effect such a settle-

ment the dealer is either badly tied up and his business suffers severely, or he is forced to close up his affairs entirely.

"The jobber who insists on prompt settlements, in a great number of cases does so, not alone to protect his own interests, but to save the dealer from himself, and keep the latter's affairs in a condition where they are not liable to swamp him upon any sudden call. The dealer who wants the protection of a sound jobbing house should be willing to pay for that protection by making prompt settlements, as in this branch of the talking machine business, as in any other line, one must pay for quality and the security that quality represents. If the Twentieth Century Limited, with its wonderful equipment, would carry a passenger from New York to Chicago for the same fare as the twenty-six-hour train, how many passengers would travel by the slower and less comfortable train? If the better train they are paying for quality.

"Every time a jobber or dealer goes to the wall, while it means a lesson to the remaining firms and may teach them to avoid pitfalls, nevertheless it has a bad effect upon trade at large. Thanks to the realization that modern business methods are essential in this trade as in any other, the tone of the whole business was never better than at the present time. The weak, careless, and I might perhaps say, ignorant, dealers are being weeded out gradually, and, when the field is clear of them, we may all look for better things."

MUSIC OVER THE 'PHONE.

Prominent Financiers Hear Demonstration of New Invention in Connection with the Telephone.

Half a hundred financiers and officers of corporations dining in the Waldorf one night last week as the guests of George R. Webb, the owner of a new telephone invention, heard, coming from the corners of the room, first a solo by Caruso, then a deep voice calling out trains about to depart, then a shrill soprano paging guests in a hotel, and again a deep bass voice announcing train orders.

Mr. Webb, who organized the Maryland Telephone Co., explained that his invention was designed to keep the telephone busy in dull hours, as the night letter now keeps busy the dull hours of the telegraph wire. The apparatus he used, small enough to carry in a coat pocket, reproduced bits of opera, popular songs, gave stock quotations and did other things that a well-behaved telephone has not yet learned to do.

In other words, with Webb's invention, if one person wants to instruct or deliver a message to fifty others he simply says what he has to say into his phone, and at the other ends of the wires the telephone talks the message without the intervention of an ear piece. At any hour a subscriber may call up the exchange and ask for any piece of music and then, hanging up the receiver, he or she may sit down and listen to the melody. Among those at the dinner were several railroad officials who are considering the use of the machine for delivering train orders.

THE STANLEY TESTIMONIAL.

A Great Array of Talent Engaged for Benefit to Be Given for Widow and Family of the Late Frank C. Stanley—How Talking Machine Men Can Help.

On another page appears the page announcement of the testimonial benefit to be given for the widow and family of the late Frank C. Stanley (W. Stanley Grinstead) at the New Amsterdam Opera House, New York, on March 8. The committee of arrangements—consisting of Walter H. Miller, Victor H. Emerson, C. G. Child, John Kaiser and Ernest Ball—held their last meeting at the recording laboratory of the U-S Phonograph Co. and the plans for what will be a successful affair and a credit to the deceased's many friends among the "talent" is assured.

Tickets, costing \$1 each, are now in the hands of the dealers and posters giving the details of the event were distributed last week. A complete and correct list of the artists, some were unintentionally in The World for January, who have volunteered their services and will positively be present follow: Harry McDonough, Wm. F. Hooley, Byron G. Harlan, Henry Burr, Golden and Hughes, Manuel Romain, Elizabeth Spencer, Peerless quartette, Al. Benzler, Harry Anthony, Al. Campbell, Len Spencer, Lucy Marsh, Will Oakland, Billy Murray, Edw. Meeker, Walter Van Brunt, Murray K. Hill, Ed. M. Favor, Marie Narelle, American quartette, Chas. D'Almaine, J. F. Harrison, Vess L. Ossman, Chas. Prince, Marguerite Dunlap, W. H. Thompson, Arthur Collins, Irving Gillette, Frank Coombs, Charles Daab, Elise Stevenson, Edith Chapman, Premier quartette, Harvey Hindermeyer, Steve Porter, Ada Jones, Ernest R. Ball. The program, judging from these names, will be one of exceeding interest.

For further particulars and information address John Kaiser, treasurer of the committee, 662 Sixth avenue, New York.

Suppose You Should Have A Demand For A Record Cabinet?

Have you samples on the floor?

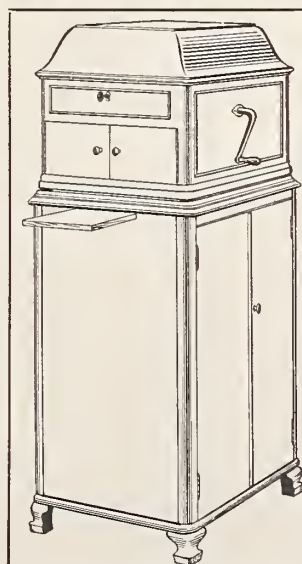
Have you Catalogs and Prices?

Are you agitating the Cabinet question when selling a machine?

Don't you realize that a Talking Machine Outfit is incomplete without a Cabinet?

Are you making the proper effort to sell Cabinets that there is money in for you?

Are you aware that in addition to a splendid range of price and pattern in Disc and Cylinder Record Cabinets.



This is No. 442 Cabinet which has the Victrola Eleventh on top. We furnish the Cabinet in mahogany or oak. It will hold 190 12-inch discs records in envelopes. Can be had with perpendicular wooden divisions or horizontal shelves as desired.

we have brought out special designs for Victrolas Tenth and Eleventh?

Did you know that these can be had in either Mahogany or Oak?

Have you the Catalog which illustrates Udell Cabinets?

Are you going to write for it?

When?

THE UDELL WORKS

Indianapolis, Ind.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Business for the Past Month Has Been Most Active—Some Interesting Comments on Use of Talking Machine with Player-Piano—Reference to Music Rolls Specially Made for Use in This Connection—Interesting Chat with Chas. D. Allen Who Has Given This Matter Considerable Attention—Clever Victor Exploitation with Ernest Johns as Impresario—Columbia Co.'s Handsomely Arranged Quarters—Wiswell's Eastern Trip—Executive Committee and Officers of the National Jobbers' Association Meet in Chicago February 19 and 20—Reasons Why Talking Machine Co.'s Quarters Are Such a Magnet for Talking Machine Men Found in Illustration on Adjoining Page—Other Items.

(Special to the Talking Machine World.)

Chicago, Ill., Feb. 9, 1911.

January was a great big surprise to the majority of the Chicago jobbers and to those elsewhere in the West, so far as your correspondent has come in contact with them. Trade moved along lines which proves conclusively that there had not only been a large holiday trade, but that stocks had been reduced to a minimum.

Creating Music Roll Accompaniments.

Chicago has cultivated initiative as a habit, and this applies to the talking machine and allied lines, as well as to everything else.

Charles Duncan Allen, who for the last two or three years has been representing player-piano concerns on the road, giving recitals, as well as meeting with great success from a selling standpoint, found that great interest was always excited whenever he found a place for the Victor machine in his program, playing the accompaniment on the player-piano. He found it very difficult, however, to get especially arranged accompaniments from the manufacturers of perforated rolls. He has now started out to remedy this lack. He recently took the matter up with the Q. R. S. Co., which is the music roll cutting branch of the Melville Clark Co., manufacturers of the Apollo player-pianos, with factories at DeKalb, Ill., and general offices at Chicago. In co-operation with Ernest Clark, who is in charge of the music-roll cutting department, Mr. Allen has secured a number of music roll accompaniments, which he is using with great effect. From Mr. Allen has been obtained the following list of music rolls specially made for accompaniments to Victor records, and which are now available:

| Q. R. S. CO., CHICAGO. | | |
|--------------------------------------|-------------------------------------|---------|
| Roll. | | Record. |
| 70099 | Rigoletto Quartet | 96000 |
| 70060 | Traumerei (Maud Powell) | 64134 |
| 70036 | Voi che sapete (Melba) | 85067 |
| 70114 | The Rosary (Schumann-Heink) | 85105 |
| 70094 | Questa O Quella (Caruso) | 64069 |
| 70098 | Celeste Aida (Caruso) | 88127 |
| 70100 | La Donna Mobile (Constantino) | 64072 |
| 70096 | Sextette from "Lucia" | 96200 |
| MELOGRAPHIC ROLL CO., BUFFALO, N. Y. | | |
| 0849 | La Donna Mobile (Caruso) | 87017 |
| 01217 | Sextette from "Lucia" | 96200 |
| 0850 | Caro Nome (Melba) | 88078 |

The Universal Music Co. have a few accompaniment rolls arranged for this work, but they are not listed in their catalog.

There are some twenty rolls being prepared now by the Q. R. S. Co. which will be on the market very shortly.

Mr. Allen is now in charge of the exploitive work for the Schaeffer Piano Mfg. Co., who produce a player-piano containing their own patent pneumatic action. He is a thorough musician, has studied abroad, and for many years was a pipe-organist and director of boy choirs. He says that he knows of many instances in which he has aroused a realizing sense of the musical value of both the Victor machine and the player-piano in the minds of people in his audiences who were previously apathetic as to both instruments. At a recital in Indianapolis the other day he secured a perfect ovation at the start of his program by introducing the Victor "Rigoletto" record, accompanying it on the player-piano.

Chas. D. Allen's Views.

In a chat with The World Mr. Allen remarked: "Accompany the talking machine with the player-piano? Why not? The wonderful records of the world's great singers and instrumentalists are infinitely more beautiful when accompanied by the piano, and as only the few who have spent years in the study of music can play these accompaniments manually, why not the player-piano? Someone has dubbed the records of the great artists' voices as 'canned music,' and possibly the suggestion of combining two varieties of 'canned music' may arouse another brain storm, but what difference if the results obtained justify the means? And when one stops to consider the manifold advantages and pleasures to be derived from this perfectly normal combination of music producing devices, one cannot but be convinced of its great possibilities.

"Many musicians of sterling qualities are but indifferent accompanists, because of insufficient practice in this work, and besides, to accompany well, one must not be hampered by technical difficulties. The highest musicianship consists of something more than mere ability to execute difficult passages correctly, but should rather manifest itself in temperamental interpretation. We must not allow ourselves to confuse the words musician and technician, for they are not synonymous, and many player-pianists, with practically no technical knowledge of music, have developed a far greater musical knowledge and interpretative ability than is commonly realized. To these is opened a new field, rich with beauties, and one in which the possibilities are unlimited.

"For the budding musician one cannot imagine a better educational means, one which will develop him in the broadest sense, than this delightful pastime of accompanying the work of a great master sung by a world-famous artist. Were it necessary for the student to read and execute this accompaniment from the score it would be next to impossible without years of hard work and great expense. If, on the other hand, one's taste leads them to the songs of our childhood, or to the simpler ballad, these, too, are at the command of the merest amateur.

"One should not imagine that the ability to accompany the talking machine requires no practice, but one is well repaid for the time and effort spent in acquiring this ability, and each new endeavor is easier than the one before. The modus operandi is extremely simple; the leading manufacturers of rolls for player-pianos are showing their interest and are at present issuing these accompaniments, and it is to be hoped that this is only a beginning, and that the work will develop to its fullest fruition. It means to the real music lover great pleasure, and furnishes the means for a wonderful musical education for his family and friends."

The "Victor Theater."

The "Victor Theater," which has just closed a month's successful run at Cincinnati, will make its Chicago debut next Monday afternoon at Victor Hall, Lyon & Healy. It consists, as The World readers know, of admirable set scenes, with "tableaux," production of operas and concert recitals by Red Seal artists. The voices issue forth, of course, from Victors and Victrolas, and the stage lights are managed in the most scientific manner, producing most realistic results. Mr. Johns, the stage manager of the theater, and who accompanies the performances by illuminative pictures, is here completing arrangements. The Victor Theater will be on at Lyon & Healy's afternoons and probably evenings for a month. At any rate, both matinee and evening performances will be given all of next week. Handsomely engraved invitations will be sent out to Lyon & Healy's friends for each performance, different lists being used, according to the limits of Victor Hall, until all have had an opportunity to enjoy this remarkable entertaining and educational medium.

A. V. Chandler III.

The trade will regret to hear that A. V. Chandler, the popular and efficient representative of the National Co., is ill at his home in this city with what is feared is incipient pneumonia. Mr. Chandler, however, is a man of excellent physique, and no doubt is entertained by his friends here but that he will successfully weather the storm.

Candidate for Judiciary Honors.

C. N. Goodwin, a prominent Chicago attorney, who was at one time connected with important talking machine litigation, is a candidate for judge of the Superior Court. He is a man of distinguished ability and will honor the high position should he be successful, as he no doubt will be. Mr. Goodwin is a brother of C. E. Goodwin, manager of traveling salesmen for the National Phonograph Co.

Columbia Notes.

In their new headquarters at Washington and Wabash avenues the Columbia Phonograph Co. occupy as handsome, well arranged and equipped quarters as can be found anywhere in the country. The company have had great success locally with the new ten-cent demonstrating record, which has been liberally advertised in the local papers, and has been the means of familiarizing vast numbers of people with the excellence of the Columbia product and is securing many new customers. The demand has exceeded the supply. C. F. Baer, manager of the Chicago office, is enthusiastic regarding this latest exploitive method adopted by the company.

W. C. Fuhri, district manager for the Columbia Co., is now on a trip, including New Orleans, Little Rock, St. Louis and other Southern branch house and distributing points.

Among the visitors at the Columbia headquarters here the past few days were H. H. Niehaus, successor to Phelps & Niehaus, Columbia dealers of Quincy, Ill.; M. Nassau, East Chicago, Ill.; J. C. Randall, Geneva, Ill., and Tom Butler, Marion, Ind.

Wiswell's Eastern Trip.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a trip to the Victor and Edison factories, both of which he found enjoying a fine business. The past month was the best January that the talking machine department of Lyon & Healy has ever known, and Mr. Wiswell and the officers of the company look forward to a most excellent year. The company's new stock cabinet for dealers is meeting with a most excellent demand.

Visitors.

Geo. Ornstein, manager of travelers of the Victor Co., has been in Chicago for several days. He was led here by Sam Goldsmith, who has charge of the travelers in this district, and also by Mr. Baisch, who has formerly traveled in Minnesota and the Dakotas. He will now cover Iowa in place of Mr. Fiss, who has resigned from the service.

James Pickens, head of the John Hoyt Piano Co., Davenport, Ia., a large talking machine dealer, is in Chicago this week.

Large Talking Machine Co. Business.

The Talking Machine Co. is another concern which had a record-breaking January. February has opened up with vim and vigor, and the company entertain large expectations for 1911.

Among the visitors who called at the company's headquarters during the automobile show were the following: A. P. Griggs, Davenport, Ia.; John Onken, Chapin, Ill.; August Peters, Benton Harbor, Mich.; Chas. E. McLeran, Mt Pleasant, Ia.; Mr. Butler, of Butler Music Co., Marion, Ind.; Mr. Bergh, of Bergh Piano Co., La Crosse, Wis.; A. V. Lyle, Janesville, Wis.; Mr. Schaeberle, of Schaeberle & Son, Ann Arbor, Mich.; Henry Hahn, Dalton, Ill.; Wm. J. Voss, Appleton, Wis.; F. D. Watson, Leland, Ill.; J. E. Wixon, Mendota, Ill.; A. D. Swanson, Galesburg, Ill.; C. A. Fenn, Bloomington, Ill.

(Continued on page 44.)

"XMAS JUST A STARTER"

January, February and March our biggest months.

Wire us, "at our expense" *that order you have been delayed on.*

Don't these views spell *S-T-O-C-K—clean stock—WHOLESALE STOCK?*



The Reason:—

We sell our goods to *dealers* only!

Not a dollars worth at retail!

If it is in the house, you can have it!

The Talking Machine Co.

72-74 Wabash Avenue,
Chicago, Illinois.



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

Executive Committee Meeting.

The executive committee and officers of the National Jobbers' Association meet in Chicago on the 19th and 20th of this month. This meeting is largely preparatory to the annual convention which is to take place in July at Milwaukee. Lawrence McGreal, the well-known jobber of the Wisconsin metropolis, has about completed his part of the arrangements and will submit them to the meeting for final approval.

A Fair Octette.

Readers of The World have noticed ere this that Arthur D. Geissler, general manager of the Talking Machine Co., is a very appreciative man, and one always glad to give full credit to his associates

World has had a good deal to say from time to time regarding the company's male contingent, and the trade by this time is pretty thoroughly conversant with the countenances and faces of Messrs. Keith, Creed, the travelers and other young men who have been factors with Mr. Geissler in building up the business. The World representative has not failed to notice, during his visits to the company's headquarters, that the young women there employed are not only worthy of notice, because of their handsome appearance and many feminine graces, but because of their efficiency in the duties respectively assigned to them. He casually mentioned to Mr. Geissler the other day that a group picture of these young women might not be out of place in The World. The photograph was duly forthcoming, and here it is, together with an index to its fair contents.

and that the formation of certain life partnerships was in contemplation. However, no break in the ranks has yet occurred. Mr. Geissler attributes this to the fact that the young women are loath to leave the environment which they have so long graced. One who is familiar with the spirit of harmony and positive friendship which characterizes the entire Talking Machine Co.'s corps will not question this statement. However, we shall see what we shall see.

SOMETHING BESIDES MONEY.

A man that is in business just for money, will soon find that the business is running him rather than himself running the business. A concern that renders a service, sells a device or material



Lower row (left to right).—Miss Grace Holly, telephone operator; Miss Carla Johnson, head of billing department; Miss Genevieve Farrar, stenographer to Mr. Creed (credit department). Second row.—Miss Anna Schueler, head filing clerk; Miss Ella Katzman, head of the order department. Third row.—Miss A. S. Wolbrecht, head bookkeeper; Miss Agnes McGeary, stenographer to Mr. Keith (sales department); Miss Hallie Boniwell, statistician.

and employes in the remarkable wholesale talking machine business of which he is the head. The

In one sense it is a "strictly business" bouquet that is here presented. Courteous but dignified are adjectives that may be applied to them all. They are all enthusiastic regarding the line with which they are connected, and a moment's conversation with any one of them will show conclusively that she has taken pains to post herself far beyond the requirements of the specific duties which she performs. The positions which they fill are indicated by the lines under the photograph. Miss Genevieve Farrar ranks first in point of years of service with the company, with which she has been connected for the last eight years. It may be stated, incidentally that she bears quite a striking resemblance to her almost namesake, Geraldine Farrar, the famous opera singer and Red Seal artist. Misses Boniwell and Katzman have each given seven years of competent service to the company. Miss Wolbrecht has efficiently "bookkept" for them for six years. Miss Schueler has been there four years, Miss McGeary three years, Miss Johnson two years, and Miss Grace Holly, she of euphonious name, while calculating her service with the company by months rather than by years, is also proving a most valuable member of the staff. For some time there have been rumors to the effect that some of the places occupied by about half of the feminine staff would shortly know them no more; that the subtle god, Cupid, was getting very busy,

where quality is the ideal does not place money as the first consideration, yet the money return is large and certain. As some one put it: "Idealize your life, but you must make a living in order to live a life."

Originality and initiative are nothing more or less than getting one hundred per cent. action into things before someone else comes along and does what you intended to do.

THIS IS THE FAMOUS "TIZ-IT"

All-Metal Horn Connection for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.
Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers

Manufactured by
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS DESIGNS COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsmen.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



Lyon & Healy

S E R V I C E

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

Have You Tried this Service?

It Will Pay You

Lyon & Healy

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

C H I C A G O

RECITAL OF VICTOR AND PLAYER.

Interesting Photograph Showing Ernest McGill, Seated at a Chase & Baker Player-Piano Accompanying Caruso's Voice on the Victrola—Effective Talking Machine Exploitation Which Should Interest Trade.

(Special to the Talking Machine World.)

Topeka, Kan., Jan. 31, 1911.

The picture herewith shown was taken while



Ernest McGill, of the Chase & Baker Co., was playing an accompaniment on the Chase & Baker player-piano to Caruso's singing of the "Arioso" number from "Pagliacci," on the Victrola. The gentleman standing just to the right of the Victrola in the picture is J. C. Emahizer, at the head of the Emahizer-Spielman Furniture Co., Topeka. The audience present filled the seating capacity of

the recital hall, and very enthusiastically showed its appreciation. Many were converted to the possibilities of the player-piano, who were before somewhat skeptical of its possibilities.

The instrumental solos rendered by Mr. McGill were "A la bien aïnce," by Schuett, and "Whispering Flowers," by Blou-Rosenbecker. Other artists appearing on the program were Miss Leavitt, soprano, who sang with pleasing grace, accompanied first by Miss Hazlerig and then by the Chase & Baker player-piano. Miss Waller, a well-known local violinist, gave violin solos which met with

much applause. The violinist was first accompanied by Miss Tinker and then by the Chase & Baker player.

The Victrola came in for its share of the entertainment by giving orchestral numbers alone—and by reproducing the voices of Caruso, Schumann-Heink and other artists with player accompaniment.

TRADE NOTES FROM BALTIMORE.

Business for the First Six Weeks of the New Year Has Been Most Satisfactory in Monumental City—The Expensive Machines Are Most in Demand—Good Reports from the E. F. Droop & Sons Co.—Columbia Co.'s Excellent Trade—Other News in Tabloid.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 6, 1911.

"It might sound to you fellows on the outside like mere talk when I say that there has been no let up in the excellent showing of the talking machine business in this city which characterized it during the better part of 1910 and especially during the month of September, but, nevertheless, it is an actual fact. Of course, January has not been as good as December, and none of those engaged in the business expected it to be. But, compared with January of the several preceding years, it has been a corker and I feel thoroughly convinced that the same delightful business conditions will prevail for the most part during the present year."

This statement was made by one of the prominent dealers in Baltimore the past week and is in line with the remarks made by the majority of those who follow the trade here. And judging by the number of customers seen in the various stores by a casual visitor there is no reason to believe that the statements are otherwise than true.

The expensive machines continue to be more popular than ever and many sales of Victor Victrolas and Columbia Grafonolas are reported by the various dealers. Only during the past week Albert Bowden, manager of the talking machine department of Sanders & Stayman, announced that among the many sales made during January he disposed of two Columbia Grafonola Regents to one of the best known business men of this city, while he also reports the sale of a number of Victrolas. Another machine that has pleased the Baltimore

public is the Columbia hornless "Favorite" and many of these have found their way into the homes of persons of more moderate circumstances, where they have afforded much amusement and pastime during the winter evenings. Manager Laurie, of the local branch store of the Columbia Phonograph Co., is responsible for this statement and he is highly pleased with the reception accorded this instrument. He also states that January has been an excellent month for the trade, far ahead of the showing made during January of 1910, and, except December, compared favorably with all the other months of last year.

Manager Roberts, of E. F. Droop & Sons Co., is one of Baltimore's greatest optimists and he says that he has good reasons for being such. He declares that the firm's business has kept up in fine shape and that the excellent showing made during December continued during January and indications are that the same conditions will prevail in February. Like most of the other dealers, he announces that his firm has had splendid results from the higher grade instruments, the demand for the Victor Victrolas being undiminished. "The only trouble I am having these days," declared Mr. Roberts, "is to keep enough machines in stock to satisfy my customers." The high class records are also more to the liking of Baltimoreans, according to Mr. Roberts. This no doubt is due, especially at this time, to the fact that the opera season is on and the excellent renditions heard by the accomplished artists each week appeal to the musical tastes of the residents of the Monumental City, who are great opera lovers.

During the last week Manager Laurie, of the Columbia Phonograph Co., had as his guest Frank Dorian, manager of the Dictaphone. Mr. Dorian reported business with the Dictaphone to be of the record breaking order.

Another dealer who says nice things about the condition of trade is Maurice Silverstein, manager of this department for Cohen & Hughes. Both the Victors and Edisons are having good runs, according to Mr. Silverstein.

A THESIS ON ADVERTISING.

Every Little Letter Has a Meaning of its Own
—An A B C Book for the Business Man.

The word Advertising is composed of eleven units representing ten letters of the alphabet, or five-thirteenths of the total. It shows us that advertising is not quite the whole thing. The letter "I" alone occurs more than once in advertising. It is used fore and aft of the letter "S" to remind us of the Solicitor, who always keeps both eyes on the dollar sign.

A stands for Always, and suggests that all should advertise all the time in all the ways available; if anyone doubts this, let him ask any solicitor and be convinced.

D stands for "Dough"—the more you spend for advertising, the more you get. This has been proven over and over again by the solicitor who persuades the advertiser to dig up. It also stands for a lot of other things, but they do not count like the "Dough," and need not be mentioned here.

V stands for Valvoline, a high-grade oil, which easily brings the Dough when used by the expert solicitor. It also stands for Vacuum, to remind the advertiser of his bank account before the returns come in. The other virtues of the letter "V," if it has any, are immaterial in this connection.

E stands for Easy, and follows V to signify that a liberal use of oil and some earnest work will produce results every time.

R stands for Remorse, which usually overtakes the advertiser when he has been too easy. It also stands for Rum and Rebellion, and while these terms hold no terrors for the solicitor, they are sometimes cultivated by his victim.

T stands for Time, to show that Advertising bills must be paid on time, and that it takes time to get results from advertising. It also stands for Trade. Being the sixth letter, it shows that the advertiser should not expect profitable returns until after the sixth year of constant advertising.

I, in the first place, stands for Ink, which is the principal item of expense to the "Ad." publisher, and explains why space rates vary from one cent to seven dollars per line; it all depends on the quality of the ink used. No advertiser should ever allow his publisher to use cheap ink.

S stands for Success. It is the eighth letter and was placed there to show that only one advertiser out of eight makes good. It also stands for Salve to heal the wounds of the other seven, and Sorrow for the man who doesn't advertise at all.

I, in the second place, stands for Integrity; it is placed after Success to show its relative importance. It also stands for Incidentals, which is the second largest item of cost to the "Ad." publisher. This may seem strange to the novice, but those who have enjoyed the hospitality of the "Ad." solicitor appreciate the fact perfectly.

N stands for Nothing. It is put near the end of advertising to remind us of the old adage, "Nothing ventured, nothing gained," and to teach us that advertising should not be lightly regarded.

G stands for Gold and also for Glory, and was placed at the end of Advertising to show us that consolation awaits the faithful advertiser in one form or the other.—"Dad" Vernicke, in The Macey Monthly.

Rev. Gustave Truinet, a popular Catholic priest of Anacortes, Wash., after purchasing a Victrola from H. L. Dodge, of that city, wrote him the following letter, in part as follows: "I have heard the most beautiful bands and orchestras of Europe, many times I have listened to the grand operas of France and Italy, and I would not hesitate to say that the reproduction of these masterpieces of music, as given by the Victor talking machine, is above praise; it is not only an echo—it is the thing itself."

The Portland (Ore.) Phonograph Co., Victor dealers, have had such an increase in business that two more demonstrating rooms have been added. Esther Cohen has been added to their selling staff.

1866
NYOIL
FOR
1910

Talking Machines,
Typewriters, Phonographs,
Adding Machines, Cash Registers,
Guns and Tools, and on all Polished
Instruments. The
Finest Oil Made.

It Absolutely
Prevents Rust.

NYOIL

Now Sold Everywhere
By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



WANT MORE GOODS IN CINCINNATI.

Dealers Complain About Difficulty in Getting Stock—Cincinnatians Honor Arrival of Talking Machine—Victor Department of the Aeolian Co. to Move to First Floor—Big Fire Destroys Machines and Records—What Various Concerns Have to Report.

(Special to the Talking Machine World.)

Cincinnati, O., Feb. 4, 1911.

What's the matter with the manufacturers? That is the query being put forth by some of the local dealers, who, since January 1, have been unable to supply the demand for popular hits. The trouble lies not with the jobbers, according to the investigators, but the producers. It is a well known fact that the talking machine business is centered in certain seasons of the year and the dealers who are complaining believe the manufacturers should prepare themselves accordingly. As a result of conditions in January much business was lost in this city.

Professor John L. Shearer, of the Ohio Mechanics' Institute, this city, unconsciously gave the talking machine business quite a boost in his talk on "South America" before the Cincinnati chapter of the American Institute of Architects at the January meeting. He showed a scene in Colombia, on a railroad between Porto Colombia and Barranquilla, where the town's entire population had assembled about the little depot, all in holiday regalia. Upon asking the conductor the cause for the assembling of the populace the American was told the gathering was brought about by a desire on the part of the people to do honor to the arrival of a talking machine. This had been imported for use in a festival which was to take place a few days hence. The incident brought forth much laughter from the audience. Why?

The Victor department in the new quarters of the Aeolian Co., 25 West Fourth street, will be located on the first floor. Mr. Ahaus, who has charge of this department, yesterday stated arrangements had practically been made for an entire suite of perfectly ventilated sound-proof rooms, with the prettiest electrical appointments possible. The Aeolian hustlers have already made up their minds not to permit any one interested in talking machines overlooking or not hearing of the Victor department in the new quarters. Last month's business was satisfactory from all standpoints, there being a substantial gain over the preceding month.

Strange things happened to the stock of records of the Joseph Krolage Co. in the fire which took place last Monday night, the conflagration playing havoc with some 4,000 of the cylinder and disc types. The condition of the records showed that the trouble was caused by water and not heat. Those of the ten-inch type, apparently in good condition, have lost all their tone qualities. Others fall to pieces upon being touched. The same is not true of the cylinder records. These are made

of a different composition and went through the fire without being damaged. The disc records were warped and are practically useless. The Krolage Co.'s loss is estimated at \$3,500.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports a splendid January business, in all departments, being particularly pleased over the sales of Grafonola Regents and Favorite, and at no time during the month were they able to supply the demand for these two types.

In the wholesale department the dealers have shown unusual activity in re-ordering goods to replenish their stock sold out during the holidays, and in these re-orders a very noticeable increase is felt in the demand for Grafonolas, and they now fully realize the wide field that is opened up to them by these high-grade instruments, and the new grand opera records. The Alice Nielson records have been received with great enthusiasm.

Marion Dorian, of New York City, one of the high officials of the company, was a visitor the 1st of February, and was very much pleased with the conditions of business in all departments.

The tremendous volume of business done in talking machines during the month of January gives an exceptionally bright outlook for the future, and has resulted in increased enthusiasm on the part of everybody connected with the talking machine department of the Rudolph Wurlitzer Co., both retail and wholesale. Practically all of the petty features which formerly gave both the wholesale and the retail salesmen annoyance, have been eliminated with the advent of the Victrola, and the better class buyer. The business, both to retail and wholesale, consists mostly of big deals that are clean business in every way.

During the past month the retail department of The Rudolph Wurlitzer Co. has been featuring Mr. Johns, of the Victor Co., who has been giving daily concerts in connection with his theater, showing in tableaux various scenes from the opera as they are reproduced faithfully and true to the original scenery and artist. The crowds grew daily, till it was impossible to accommodate those who wished to attend the concerts. The last concert was given January 28, and although numerous requests were received for a continuation of the concerts, Mr. Johns was unable to accede to these requests on account of previous engagements and datings.

At the expressed request of the Rotary Club, an organization of Cincinnati business men, a special concert was given at 8 o'clock, on February 1. The entire list of members were present, with the exception of two, who were out of town on that day. This is an exceptional showing, and tends to bring home the fact that the Victrola is one of the biggest drawing cards in the musical line to-day.

Marked interest is being shown by prospects and Victor owners in the list of Red Seal Records. The demand for selections by artists, who formerly were in little demand, has grown until it now embraces practically the entire list of Victor Red Seal artists.

A recent sale was that of a Victrola XVI. to Mr. Herrmann, concert master of the Cincinnati Symphony Orchestra. Mr. Herrmann especially favors the Instrumental Victor records, and is a frequent visitor to the talking machine salesrooms of the Wurlitzer Co.

John Arnold, the Elm street dealer, is more pleased than ever with his present location, claiming each month's business shows an increase over the corresponding period last year. The wood Cygnet horn of the National Co. is quite popular with his visitors and he is using it exclusively in his demonstrating rooms. Arnold experienced some difficulty in securing the big hits last month and believes his business might have been doubled had this not been the case.

Four Victrolas were among the sales of J. E. Poorman, Jr., in January. His record trade was phenomenal and highly pleasing. During the month thieves broke into his store and evidently thought watches were more valuable than talking machines, for they secured \$75 in tickers.

H. B. Drabelle, of the talking machine department of the R. Wurlitzer Co., is no longer a bachelor. The plunge into the ranks of the Benedicts took place on January 26, the bride being Miss Katherine Reedy. They are now domiciled in a cozy home in Hyde Park.



Stop sending business to your competitors!

That's what you do every time a customer comes into your store, asks for something you don't have, and then walks out again.

Suppose, instead of going to another dealer, the customer consents to wait until you send to your jobber for what he wants. Then suppose your jobber is slow in filling your order, and the customer comes in two or three times and the goods haven't arrived. You surely couldn't blame him for going to another dealer.

Of course, the ideal way is to always have just what people want. The next best thing is to have a jobber who can give you anything you want immediately, if you don't happen to have it.

We can supply you immediately with everything you need in Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, needles, repair parts and accessories of every sort. We send the goods the same day the order reaches us—whether you are in a rush or not.

That kind of service is worth more to you than that of a slow-go-easy jobber, and yet it doesn't cost you any more. You might as well have it and not run the risk of losing customers.

Write today for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to

Victor Distributing and Export Co.

83 Chambers Street  New York



THE USE OF "TALKERS" IN SCHOOLS.

To Receive the Special Attention of Mrs. Frances E. Clark, for Some Time Supervisor of Music of the Milwaukee Public Schools and Who Has Now Joined the Forces of the Victor—A New Departure in Talking Machine Exploitation That Should Meet with Success—Something of Mrs. Clark's Plan.

(Special to the Talking Machine World.)

Milwaukee, Wis. Feb. 9, 1911.

Milwaukee talking machine circles are highly interested in the announcement that Mrs. Frances E. Clark, supervisor of music in this city's public schools, resigned on February 1 to accept a position with the Victor Talking Machine Co., at a salary of \$3,000 per year, an increase of \$1,000 over her present salary. In her new position Mrs. Clark will have charge of the development of the use of the talking machine in schools. She will prepare exercises for the various grades, with special reference to the kindergarten and primary classes, and will then travel about the country assisting in starting the new system in cities where it is adopted.

Mrs. Clark has been supervisor of the music in Milwaukee schools for the past eight years, and she is regarded as the originator of the idea of making use of the talking machine in teaching music in the schools. Her success in her endeavors in this line has been watched with interest all over the country and is of course largely responsible for her excellent offer from the Victor company.

Mrs. Clark's ideas on the use of the talking machine as an aid in the teaching of music in public schools can best be illustrated by quoting from an excellent address which she made on the subject before the last gathering of the Wisconsin State Teachers' Association, held in Milwaukee. She said in part:

"Modern science has come to our relief in the perfecting of the talking machine. It is necessary to reconstruct our old ideas of the wheezy, blaring, blatant, brassy thing we have known in the days ago. The new talking machine with its wood horn, its bamboo needle and the wonderful records obtainable is a joy and a delight—an artistic success. It has come to be an added power in teaching music in the school, conservatory and the home.

"In many schools where the supervisor is unable to sing well, or where the work must be done by the grade teacher, who often possesses a most unmusical voice, it is a priceless boon to thus be able to teach songs correctly. We may speak of a head tone, but the children do not understand by telling; but let them hear a pure head tone as given by Melba or Sembrich, and it becomes clear. We speak of the opera—children have never heard opera—their parents, perhaps, have never heard opera—they do not understand what we mean. But give to an eight grade or a high school chorus the story of "Il Trovatore," or "Ernani," then turn on the record as sung by our great artists, arias, choruses, duets, orchestra and all, and the whole subject is illuminated.

"In our rural schools, villages and smaller cities it is impossible for children of even high school age to hear more than occasional artists. The great singers do not visit the small places. What then must it mean in the education of the youth of our land to be able to bring into every eighth grade and high school, no matter how remote from the great art centers, the reproductions of the voices of the greatest singers the world has ever known?

"We have the talking machine in nearly thirty of our Milwaukee schools. They are giving entire satisfaction to the teachers and principals.

"As yet there are few records made of songs suitable for classes lower than grammar grades. The need of having records suitable for kindergarten and primary classes is immediate. Could we have records of the little classics of child words it would fill the same place in the lower grades that it is now doing in the grammar grades and high schools."

Indications are that the talking machine may become an instructor in the normal schools of Wisconsin as an aid in teaching music. At a recent

meeting held in Milwaukee of the presidents of the various normal schools, with members of the faculties and board of regents, Miss Helen M. Cundiff, teacher of music in the Oshkosh Normal School, made a strong plea for the use of the talking machine. The talking machine, said Miss Cundiff, would serve a splendid purpose in musical instruction, inasmuch as the best trained voices are now recorded on the records.

If the regents give consent to the use of the talking machine in the normal schools of the State, Miss Cundiff urged that records to the worth of \$500 at least be purchased. These records, she said, could be sent to each school, thereby permitting each individual educational institution to avail itself of the benefits of all the records.

The suggestion of the Oshkosh Normal School teacher was received with smiles momentarily by the heads of the various institutions and members of the board of regents, but the humor quickly disappeared as Miss Cundiff explained her suggestion and showed how the talking machine could

be utilized for excellent purposes in the normal schools. Attention was called to the wonderful success which the talking machine has achieved in the Milwaukee schools, and it is believed that as great success can be secured in providing musical training for the future teachers. Theodore Kronshage, a Milwaukee member of the normal board of regents, seems to be favorable to the proposition and urges that the board give the matter careful consideration.

The attention of various cities about Wisconsin has been attracted by the success achieved by the talking machine in the department of music in the Milwaukee schools under the direction of Mrs. Frances E. Clark, and it is expected that before the year is over many of the up-State schools will have adopted the system. Professor Theodore Winkler, superintendent of musical instruction in the Milwaukee public schools, is advocating the use of the talking machine in teaching music and expects to have the system installed in his school before many weeks.

CAN YOU GUESS WHO THIS IS?

The Latest Prize Contest in the Trade—A Prize in the Form of Large Packages of Fine Imported Needles Will Be Presented to the First Fifty Jobbers or Dealers Who Send in Correct Answers to The Talking Machine World.



A list of great names, a catalog of great records and a line of instruments unsurpassed—the whole reinforced with Columbia exclusive selling rights—that is the Columbia proposition before the live dealer to-day.



Columbia Phonograph Co., Genl., Tribune Building, New York.

GOOD BUSINESS IN MILWAUKEE

For the Talking Machine Men During January—Money Easier and Collections Improve—What the Upstate Talking Machine Dealers Have to Report—High Priced Outfits Have the Call—Victrolas in School Concerts—Items of a Personal Nature—Talking Machine Makes Good in Hospital for the Insane—Executive Committee of the Jobbers' Association to Meet in Chicago to Perfect Convention Plans—Other Trade News of the Month Presented in an Interesting Way.

(Special to the Talking Machine World.)

Milwaukee, Wis., Feb. 10, 1911.

Judging from the manner in which the talking machine business has been improving in and about Milwaukee since the opening of the new year, 1911 ought to be a winner. Jobbers and retailers are unanimous in saying that the total volume of trade since January 1 has been far in excess of that of the corresponding period a year ago. It is nothing unusual to find conditions rather dull just at this time, but conditions are certainly satisfactory this year. One bright feature of the situation is the fact that collections have been showing steady but sure improvement. Since early last fall there has been a tendency for people to hang on to their money, figuratively speaking, but the outlook is now brighter and money is moving more freely.

Local retailers feel that they have cause to be thankful over the fact that conditions in the local machinery field are showing decided improvement. Next to the manufacture of the amber-colored fluid that has made Milwaukee famous, the city is noted for its manufacture of heavy producing machinery of all kinds, and when conditions in this field are satisfactory it means better business for everybody. Since before the holidays there has been a depression in the local machinery and steel field, but now genuine improvement is taking place in this field and people are breathing more freely and are again loosening their purse strings. All the leading machinery concerns report a big increase in their bookings and are gradually increasing their working forces.

• Reports from up-State talking machine retailers are to the effect that money is more plentiful in the smaller cities and towns of the State and that prospects for 1911 are especially bright. Just to show that they are sincere, retailers are placing some fine orders with Milwaukee jobbers for machines, records and supplies. In fact, local jobbers say that their business shows signs of a big increase during the month of February.

As is usually the case in Milwaukee, demand is especially strong for the high-class machines, and most of the local dealers report some fine sales. It was noticeable during the past year that the business was conspicuous, not so much for an increase in the number of sales, but in the quality of the trade.

A Victrola, furnished by Lawrence McGreal, the local jobber, and operated by Walter Timbrook, is proving to be one of the leading attractions at the moving picture entertainments which are being given at the various public school buildings by the Milwaukee Journal. These entertainments are at-

tended by the children and their parents and the idea is to instil into the minds of the people that greater use should be made of the school buildings as neighborhood gathering places. Mr. McGreal always sees to it that a fine line of records is on hand for these entertainments and sometimes there is a question as to which is appreciated most, the moving pictures or the Victrola.

F. A. Fritch, a young man aged 20 years, had a narrow escape from death recently at the establishment of Lawrence McGreal, when an explosion of gasoline in the elevator pit at the McGreal store burned him about the face and hands. Fritch was forced to spend some time at the hospital, but is about once more.

Milwaukee talking machine men are much amused over a story that is going the rounds at the expense of Theodore Borup, president of the Wisconsin Humane Society, and a woman member of the organization. Mr. Borup was sitting in his office recently, when the lady in question called him up in a most excited manner.

"Oh, Mr. Borup," said the lady, "I have a most atrocious case that you must investigate right away. It's perfectly terrible. You know, last night, I attended the theater and saw 'The Nigger,' and in one part of the play someone on the stage tortures a number of dogs terribly to make them bark and howl when they are supposed to be chasing a negro who has committed an awful crime. Why, they must stick pins into them or do some other terrible thing to make the poor things cry so."

Mr. Borup at once called upon Harry Singer, manager of the theater in question, and asked why such an outrage should be permitted.

"Why, we have no dogs on the stage," explained the manager. "The effect of the barking, baying hounds is produced by two big talking machines. If you will step back upon the stage I will be very glad to give you a demonstration."

Dr. M. J. White, superintendent of the Milwaukee Hospital for the Insane, at Wauwatosa, suburb of Milwaukee, is putting the talking machine to rather a novel use. It has long been the belief of Dr. White that music properly selected is a balm

to the troubled soul, and he has taken up the method of curing people with troubled minds by the use of music. His theory that music is a cure for insanity has proven practical and it has been a great success at the county institution where he is in charge.

The attendants and nurses who have aided Dr. White in making his observations unite in testifying to the beneficial effects music has on the mind of a patient. It is found that certain airs, such as the hymn, "I Know That My Redeemer Liveth," did not have a very good effect on those who are insane on religious subjects. Dr. White discovered that some of the fine old songs, "Flow Gently, Sweet Afton," "Dixie," "The Last Rose of Summer," and others, had a tendency to calm a patient who became violent. In the course of the experiment it was found that the "Dead March From Saul," "In the Hour of Trial," "Ben Bolt," and "We Are Tenting To-night," had most injurious effects.

"It is only a modern application of an idea that worked wonderful cures in the days when the world was young," said Dr. White. "The ancient Hebrews knew well the power of music. Especially was it true in nervous diseases and maladies of the mind. Witness the tale of the cure wrought on Saul by the sweet playing of the shepherd, David."

The meeting of the arrangement committee of the National Association of Talking Machine Jobbers, which was to have been held in Milwaukee, January 11, 12 and 13, to complete plans for the coming convention of the association, which will be held in Milwaukee July 11, 12 and 13, was postponed and will be held in Chicago February 19 and 20. There will be a meeting of the executive committee of the association held at Chicago on the same date. Lawrence McGreal, of this city, who is a member of both committees, will be in attendance. Judging from letters received by Mr. McGreal, this year's convention at Milwaukee will be largely attended.

A. G. Kunde, Columbia jobber, 516 Grand avenue, is living up to his record of opening one new Columbia branch store in Milwaukee each month.

Linenoid Recording Horn

The recording possibilities of the phonograph which have been especially emphasized lately have given the sale of recording accessories a big impetus.

The Linenoid Recording Horn is made of pure linen, without seam or joint, and, owing to its construction and its peculiar acoustic properties, is best adapted for recording purposes.

Order Through Your Jobber.



Handsomely finished in black enamel and gold striped
RETAIL PRICE, \$2.00

96-104 State St.,

**THE PARDEE-
ELLENBERGER
COMPANY**

NEW HAVEN, CONN.

TRADE NEWS FROM ST. LOUIS.

Talking Machine Men Well Satisfied with Business for the First Month of the Year—E. B. Walthall Loses Father—Two Victrolas for Brewer—Interesting Personal Items—What the Various Houses Are Doing.

(Special to the Talking Machine World.)

St. Louis, Mo., Feb. 6, 1911.

The talking machine business for January was up to the season of the year, some concerns reporting that their trade showed an improvement over the same period a year ago.

E. B. Walthall, manager of the Columbia Phonograph Co., was called to his home in Kentucky by a telegram on Dec. 21, his father having died suddenly. He returned here on Jan. 6. During his absence C. L. Byars looked after the business in a very able manner.

William M. Todd, accountant of the Columbia Phonograph Co., left Jan. 21 to enter the account-

ing department of the company at their Bridgeport, Conn., factory. He is succeeded by B. F. Moore, formerly with the National Bank of Commerce here.

C. Kauffman, traveler for the Columbia Phonograph Co., is making his regular trip through southwest Missouri, and is having a good business.

The Aeolian Co. report having had a very active trade in their wholesale department, and that they had a good business in their retail department, with a large run on the new Caruso records.

C. O. Thompson, in charge of the wholesale talking machine department of the Aeolian Co., has resigned. Mr. Thompson had made himself very popular with all whom he had come in contact with by his very agreeable and obliging ways. All his friends wish him the best of success.

L. A. Cummins, traveler for this concern, is now on a trip through Illinois and Kentucky.

The Silverstone Talking Machine Co. report having had a seasonable month. They completed their new Grand Opera booth on Jan. 15. It is encased in art glass and handsomely decorated, presenting a very attractive appearance.

The Koerber-Brenner Music Co. report their January trade as being well up to the season. W. A. Brenner, secretary of this concern, will return the latter part of February from a six weeks' trip to the coast.

J. J. Clegg, traveler for this concern, is now on a three months' trip through the Southwest. A. M. Page, traveler for the same concern, is on a three months' trip through the North.

D. K. Myers, the well known Zonophone jobber, reports trade for January as being fair with improving prospects.

The Thiebes Piano Co. report the sale of two Victrolas to a prominent local brewer, who bought one for his sister-in-law. He also had a selection of \$200 worth of records sent with each instrument on approval. The records were so satisfying that he thanked the firm for the nice selections and kept them all. This firm reports a good January trade.

The Bollman Bros.' Piano Co. report their talking machine business quite satisfactory for the month.

O. A. Gressing, manager of the talking machine department of the Aeolian Co. at New York and branches, is expected here shortly on a visit.

"Doc" O'Neil, the globe trotter of the Victor Talking Machine Co., spent a few days here recently on his way home from a trip to the Orient. The doctor had some very enthusiastic audiences listening to his entertaining tales of his trip.

J. M. Means, formerly assistant manager of the talking machine department of the O. K. Houck Piano Co., Memphis, has been made manager of the same department.

S. W. Goldsmith, traveler for the Victor Talking Machine Co., from the home office, spent a few days here recently calling on the trade.

William Vedder, of the Excelsior Co., Cape Girardeau, Mo., a talking machine dealer, was a recent visitor here.

WHERE CLOCKS SAVED TIME.

With Time Always in Sight Employes Did Not Have to Stop Work and Begin Gossiping.

Every employe who watches the clock is losing time. Yet clock watching is necessary in planning work. Employes watch clocks because they are set at tasks and want to keep posted on the passing of time as their work progresses through the day.

The superintendent of a big city office was annoyed by the constant interchange among employes of information touching the date and the hour, says System. To eliminate these inquiries he installed a large wall clock at each end of the office and arranged all desks so that everyone could see one or the other. Under each clock he placed a large calendar—the largest he could get. Over each calendar he placed an electric lamp that was lighted at dusk. Thus at a glance, any employe could learn the date, hour, minute and second, without disturbing anyone else in the process.

The clocks cost \$24 a year; the lights were estimated at \$3 a year for current and maintenance; the calendars were supplied gratis by a firm whose imprint they bore. The manager saved the entire year's investment during the first month in employes' time that had formerly been wasted.

Fifth and last. When you come to your place of business each morning have the determination in view that you will earn your salary that day, and when you leave at night be sure that all orders which have been given you have been looked after properly. Thus you will increase your employer's business, secure your own advancement, and make yourself a man to be desired, and one who is never out of a good position.

WHICH ARE YOU—LIFTER OR LEANER?

There are two kinds of people on earth to-day;
Just two kinds of people, no more, I say.

Not the sinner and saint, for it's well understood,
The good are half bad and the bad are half good.

Not the rich and the poor, for to rate a man's wealth,
You must first know the state of his conscience and health.

Not the humble and proud, for in life's little span,
Who puts on vain airs is not counted a man.

Not the happy and sad, for the swift flying years
Bring each man his laughter and each man his tears.

No; the two kinds of people on earth I mean,
Are the people who lift and the people who lean.

Wherever you go, you will find the earth's masses
Are always divided in just these two classes.

And oddly enough, you will find too, I wean,
There's only one lifter to twenty who lean.

In which class are you? Are you easing the load
Of overtaxed lifters, who toil down the road?

Or, are you a leaner, who lets others share
Your portion of labor and worry and care?

—Ella Wheeler Wilcox, in The Cosmopolitan.

GEO. P. METZGER'S CAREER

As Published in Tabloid Form in Printer's Ink Recently.

Among the interesting paragraphs appearing in Printer's Ink recently in connection with the publication of the portraits of a number of the contributors to that magazine during 1910 were the following facts connected with the career of Geo. P. Metzger, advertising manager of the Columbia Phonograph Co., New York, who has recently written a number of interesting and able articles on advertising for that publication:

"George P. Metzger, advertising manager, Columbia Phonograph Co., was born in Kansas in 1871, but came East while very young. He was a 'printers' devil' on the Lynn, Mass., Bee, until it failed, and then became proofreader on the Springfield Republican. Determining to learn selling he got a factory experience with a typewriter concern and later started a bicycle business of his own. He later traveled for 'Vim' tires and got started in advertising through writing catalogs. Mr. Metzger's next experience was in connection with the Wanamaker Book Club. After having served as advertising manager of Everybody's Magazine he became the chief member of the Hampton's Advertising Agency staff and continued there until he formed his present connection."

A. O. PETIT IN NEW COMPANY.

A. O. Petit, formerly head of the Edsonia Co., Newark, N. J., and well-known in the talking machine trade, is the head of the Petit Realty Co., recently incorporated in that city with capital stock of \$100,000 for the purpose of acting as real estate dealers, builders, contractors, etc.

You positively cannot succeed now with any kind of salesmanship but the honest kind. No other sort is scientific, practical, or useful in any way. It would not seem that there is need to reiterate such a statement, but one meets constantly with young men who have yet to learn that straight honesty in selling is of paramount importance.

SONORA

The Instrument of Quality

Highest Class

Talking
Machines



and
Records



Styles O and P, \$25 list.

Other Machines \$40, \$50, \$60, \$75, \$100 and \$200
Stands and Cabinets, \$10, \$30 and \$50

We are happy to be able to say that we now have a most desirable line of records to sell with our machines, and that we will add to the list at the rate of about 40 titles per month, all of the highest grade of their kind. They are all hill and valley (sapphire), cut for use with sapphire point. SAPPHIRE RECORDS AND SAPPHIRE POINTS ARE PRACTICALLY INDESTRUCTIBLE. Think of these advantages calmly and conclude what they mean.

Our TONE MODERATOR, AUTOMATIC STOP, INVISIBLE HORN and other points of favorable comparison make Sonora goods exceedingly attractive.

That you, Mr. Dealer, are reading these lines may indicate to you that we are still doing business, and that bluster alone does not constitute facts. We are very much alive, and will be heard from effectively in many ways before many days.

1911 will not be very far gone before you will be glad to be a "Sonora man," or wish you were.

We want general agents of good standing and responsibility.

Sonora Phonograph Co.
78 Reade Street, New York

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)
Washington, D. C., Feb. 10, 1911.

DIAPHRAGM FOR SOUND REPRODUCERS. Nathan Stowell Wakefield, Los Angeles, Cal. Patent No. 980,713.

This invention relates to a diaphragm designed especially for phonographs, telephones, or other sound-reproducing instruments, and the principal object of the invention is the provision of an extremely simple and inexpensive diaphragm possessing superior sound-reproducing properties.

Another object of the invention is to provide a diaphragm of the chambered type consisting of a novel arrangement of discs fastened together to form a unitary structure, and so designed as to reproduce the delicate tones or sound shades as well as accurately reproducing the volume and register of the original sound without disagreeableness, as is the case with diaphragms commonly in use.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a perspective view of the diaphragm. Figure 2 is a perspective view showing the inner disc of the diaphragm in section. Fig. 3 is a diametrical section of the diaphragm. Fig. 4 is a plan view showing the inner face of the inner disc. Fig. 5 is an enlarged sectional view of the central portion of the diaphragm.

SOUND-BOX. Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 978,566.

The objects of this invention are to provide a sound-box casing of durable form consisting of easily constructed parts, few in number, and which may be readily taken apart or assembled; to provide a light and rigid stylus bar; to provide a ring or gasket for the diaphragm which is symmetrical in construction and which is securely seated within the casing; to provide an improved form of pneumatic ring or gasket for the mounting of the diaphragm and to make provision for inflating said gasket; to provide a torsional spring mounting for the stylus bar which restrains said bar to oscillate in a plane perpendicular to and upon an axis substantially in the plane of the diaphragm, and to provide means for the convenient and accurate adjustment of the tension upon said spring; to provide means for equalizing the cushioning effect of the atmosphere upon the opposite sides of the diaphragm and to prevent the loss of energy by the leaking of air past the diaphragm in order that the full effect of the action of the diaphragm upon the air may be delivered through the outlet of the sound-box to the amplifying means; and to provide other improvements.

In the drawings, Figure 1 is a front elevation partly in section of a sound-box constructed in accordance with this invention; Fig. 2 a section on line 2-2 of Fig. 1; Fig. 3 a fragmentary side elevation of the sound-box; Fig. 4 a section on line 4-4 of Fig. 3, looking in the direction of the arrows; Figs. 5, 6, 7 and 8 are enlarged perspective views of details of construction, and Fig. 9 is a sectional view on the line 9-9 of Fig. 2, and

Fig. 10 shows modified forms of hollow stylus bars.

TALKING MACHINE DIAPHRAGM. William W. Young, Springfield, Mass. Patent No. 982,197.

This invention relates to improvements in reproducing diaphragms for talking machines, and consists of a more or less porous material impregnated and permeated and surface treated with a filling material or materials of suitable character, hardened, and provided with a raised portion or integral protuberance, if desired, all as hereinafter set forth. This diaphragm is exceedingly compact, hard, and tough, although thin, has smooth and even surfaces, and possesses a uniform thickness throughout, excepting in the center, where may be located the above-mentioned protuberance.

As is well-known, it is not possible to obtain the best results with reproducing diaphragms made of mica or sheet-metal, these, especially the former, being the kind commonly used in talking machines, and besides the mica disks or diaphragms are extremely fragile and also expensive because of the waste incident to procuring discs of the proper size, and the primary object of the invention is to produce a substitute for mica, sheet-metal, and other varieties of diaphragms, which substitute possesses the necessary or desirable features outlined in the preceding paragraph, and in addition is resilient and resonant, is impervious to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great depth and volume, of evenly distributing the sound waves and quickly, completely and perfectly recovering its stable equilibrium, and of lessening to a great extent, if not eradicating altogether, all alien and discordant noises such as blasts and scratching sounds which are so frequent with the ordinary diaphragm.

Figure 1 is a side view of a diaphragm which embodies the invention, and Fig. 2, a cross-section, on a large scale, of said diaphragm.

STOP FOR GRAMOPHONES. John A. Johnson, Sauk Center, Minn. Patent No. 982,138.

This invention relates to gramophones and particularly to brakes for the same which will stop the rotation of the turn table when the extremity of the record has been reached.

It also contemplates the construction of a device of this type which may be retained from operation while the same is being set.

A further object is the provision of a means whereby the records may be gauged and the brake set to conform with the size of the record.

Figure 1 is a top plan view of a gramophone embodying the present invention, illustrating the box and turn table diagrammatically; Fig. 2 is a central longitudinal section of the brake operating mechanism; Fig. 3 is an interior elevation of one of the operating shaft engaging levers; Fig. 4 is an end elevation of the brake operating shaft illustrating the co-operation thereof with the gramophone shaft.

METHOD OF MAKING ACOUSTIC DIAPHRAGMS. Wm. W. Young, Springfield, Mass. Patent No. 982,027.

This invention relates to improvements in methods of manufacturing acoustic diaphragms for talking machines, telephones and the like.

The object of this invention is to produce an acoustic diaphragm, of the class indicated above, which possesses in a marked degree not only the

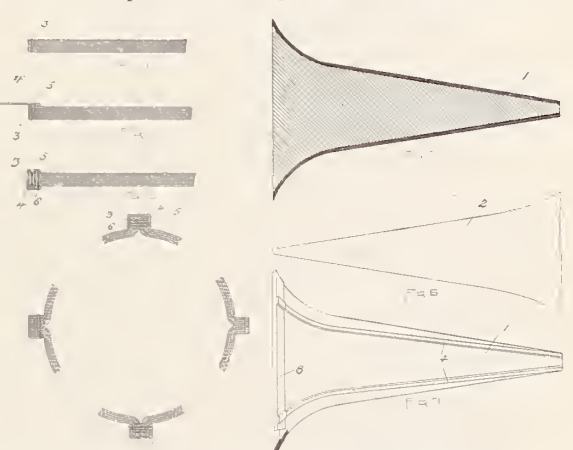
essential but the desirable characteristics and qualities of a device of this kind, such as durability and stability, resiliency and resonance, capability of giving out clear, loud and distinct tones of great volume and depth, and of evenly distributing the sound waves, and quickly, completely and perfectly recovering its stable equilibrium, and immunity from blasts and scratching sounds and other alien and discordant noises.

In the accompanying drawings Figs. 1 and 2 are side views of two diaphragms made in accordance with the new method, showing different formations and arrangements of the lesser or minor diaphragms, and Figs. 3, 4, 5, 6 and 7 are sectional views of five diaphragms, on an enlarged or exaggerated scale, illustrating different combinations or arrangements of the diaphragm-forming elements, incident to the putting into effect of said method.

TALKING MACHINE HORN. Wendell Hess, Jr., Troy, N. Y. Patent No. 981,648.

The invention relates to improvements in talking machine horns.

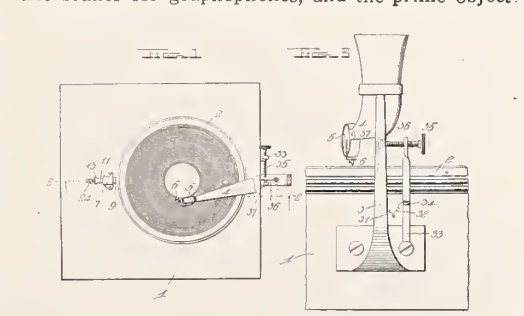
Figures 1, 2, 3 and 4 are sectional views illustrating successive steps in the securing together of plies of cloth in the manufacture of my improved phonograph-horn. Fig. 5 is a central, vertical, longitudinal section showing the cloth-body stretched upon a horn-shaped form. Fig. 6 is a



plan view of one of the segmental blanks of cloth used in the manufacture of the horn. Fig. 7 is a view in side elevation of the horn with a portion of the edge broken away and shown in central, longitudinal section.

ELECTRIC BRAKE FOR GRAMOPHONES. John E. Means, Oil City, Pa. Patent No. 981,935.

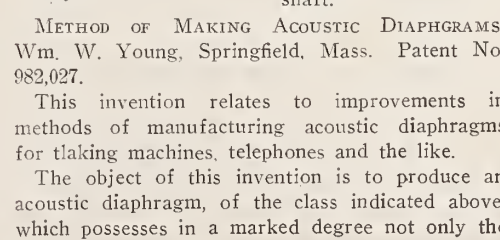
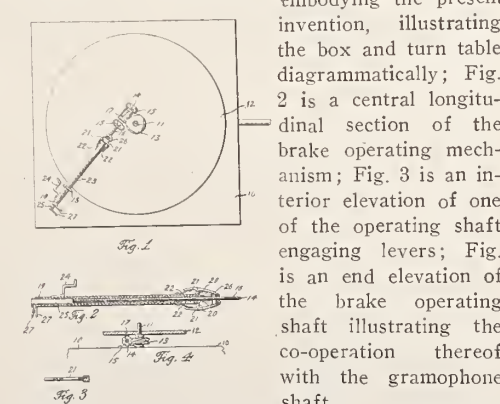
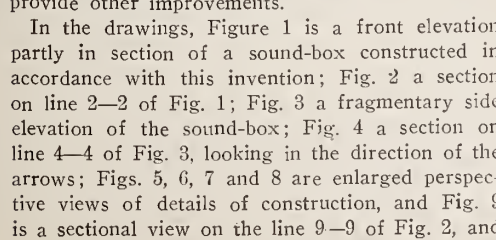
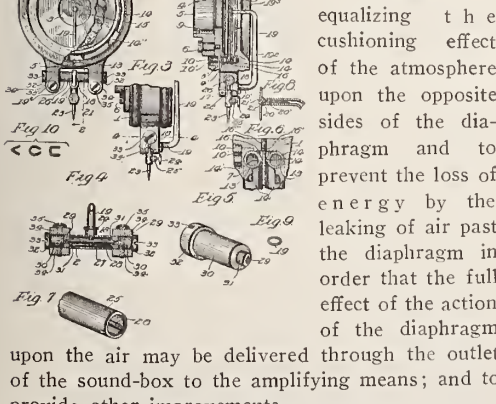
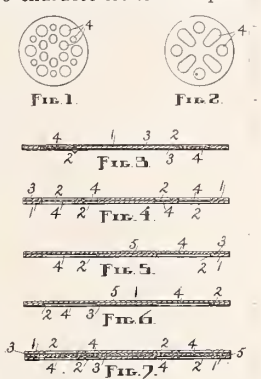
This invention relates to improvements in electric brakes for gramophones, and the prime object



is to provide an improved construction of electric brake mechanism for gramophones whereby the machine will be automatically stopped.

Another object is to provide means whereby the circuit closing mechanism of the electric brake releasing mechanism may be adjusted to operate the brake when the needle has reached any desired place on the record.

In the accompanying drawings: Figure 1 is a plan view of a disc gramophone with parts broken away and showing the application of the invention; Fig. 2 is a vertical section of the same on the line 2-2 of Fig. 1; Fig. 3 is a rear view; Fig.

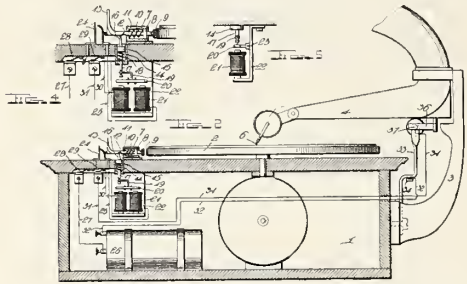


The more you realize that in the future of this business the best results are yet to come, the more freely you must admit that the Columbia is the only line worth the investment of your time, your energy, and your capital — because Columbia exclusive selling rights protect you.



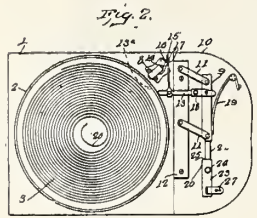
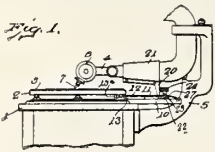
Columbia Phonograph Co., Genl., Tribune Building, New York

1 is a vertical section of a portion of the machine showing the brake releasing mechanism on an enlarged scale, and Fig. 5 is a similar view showing



an end elevation of the electro-magnets for operating the brake releasing devices.

AUTOMATIC STOP FOR TALKING MACHINES. Delphos C. Nelson, Marion O. Patent No. 982,293.



This invention relates to automatic stops for talking machines, and the object of the invention is to provide means for automatically stopping the movement of a record support when the sound-reproducing device has reached the end of the record, and to provide adjustable means for controlling the actuating mechanism for the stop.

In the accompanying drawings, Figure 1 is a side elevation of a talking machine equipped with this invention, and Fig. 2 is a top plan view of the same, with the sound-reproducing device and its support removed.

COLUMBIA EXCHANGE PLANS.

Some of the Details Set Forth That Will Interest the Talking Machine Trade.

The Columbia Phonograph Co., General, recently notified their trade of the "One-for-one exchange of cut-out disc records," effective January, 1911. The essential portion of this decidedly interesting document is appended:

"To the Trade—The attached list represents all cut-out records announced from time to time since our last record exchange. In view of the advance notice given we presume many dealers have taken advantage of the opportunity thus given to sell their stock, but for benefit of the trade that still have a stock on hand the following exchange is authorized:

"First. Records returnable—Records from the attached list may be returned for full credit upon the following conditions being fully complied with.

"Second. Records not returnable — Broken, cracked or worn records, or records not appearing on the list of cut-out records attached will not be

accepted under any condition. This includes records broken in transit.

"Third. Order required—One new record must be ordered for every old record returned. It may be a record of any selection or price taken from our current double-disc catalog. If the record ordered is of a higher price than the record returned a charge for the difference in price will be made.

"Fourth. Credit—Credit for records returned will be given only upon an equal number of new records being ordered and shipped, and will not be applied on a dealer's account or against any other order for records than the order which must accompany notice of the returned shipment."

Particulars as to notice of shipment and shipping instructions are given. The company also adds:

"No retail exchange is authorized. Any records returned under the terms of this proposition must be all sent in one shipment, on or before February 15, 1911. Positively no records will be accepted or credit allowed for records returned after that date.

"The acceptance of the conditions herein specified must be fully agreed to and carried out, otherwise we reserve the right to refuse the privilege of this exchange to any dealer not complying with the said conditions. The shipment or return of records to us will be considered as an acceptance of all the terms and conditions of this exchange proposition, which is open to bona-fide Columbia dealers only."

SECTIONAL RECORD CABINETS

Are Being Placed on the Market by the Columbia Phonograph Co.

A new departure has been made by the Columbia Phonograph Co. in their record cabinet line. Within a week or so they will place on the market what they call a bookcase cabinet, familiar to the public as sectional book cases. This Columbia book case cabinet is arranged to accommodate disc records BN, BNW and BII. The cabinet is to sell for \$25 and \$30 list. The \$25 cabinet is equipped with racks for albums, while the \$30 cabinet will accommodate nine albums, bound in substantial cloth, with gold lettering to suit, fitting ten and twelve-inch disc records, with a capacity of 100 records. The cabinet work is in golden oak to

harmonize with the machine outfit of the same finish.

As an introduction, only two cabinets, with a high base, will be offered, and later other sections will be marketed with the usual low, solid base.

NATIONAL CO.'S PROMOTION PLAN.

The promotion plan for increasing the sales of Edison phonographs and records, which has been in operation since July last, has been greatly stimulated by the holiday sales; and as a result Edison dealers are now applying themselves to its exploitation more aggressively than ever before. The sales department say that promotion certificates have been reaching them since the holidays from dealers who previously thereto had been skeptical of the merits of the plan and had therefore refrained from pushing it to any extent, but who have since become impressed with its possibilities and are now actively circulating the promotion literature and special record catalogs among Edison owners. One instance is mentioned of just such a dealer in the East who had done absolutely nothing with the plan, but who since the holidays has sent in eight promotion certificates to Orange, N. J., representing sales made during and since the holidays as a direct result of the plan. Sales Manager Dolbeer is sanguine of big things for the plan, now that the Edison trade generally is waking up to its possibilities.

Every customer who enters your store is impressed with the manner in which you conduct your business, the greeting he receives and the courtesies extended him by every one employed in the store. Your personal appearance and the appearance of the store go a long way toward making of him a permanent and profitable customer.

Recently Ben Feinberg, special road representative of the Columbia Co.'s wholesale department, after a very successful short trip, was admitted to Lodge No. 1 of the Elks, New York city. This popular traveler, who lands great orders for his company, is besides a member of the Blue Lodge in Freemasonry, and a member of the uniformed rank Knights of Pythias, and maybe a Knight of Malta and a Granger. At any rate, he is right on the job irrespective of time and place. The latest is Mr. Feinberg landed an order in New York city this week exceeding \$25,000.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR MARCH, 1911

VICTOR TALKING MACHINE CO.

| No. | Size. | Artist/Title |
|---------------------------------|-------|---|
| | | Arthur Pryor's Band. |
| 31812 | 12 | Hungarian Rhapsody No. 12 (Rhapsodie Hongroise) Liszt |
| 5,819 | 10 | Loving (from New York Hippodrome Production) Klein |
| TWO NEW RECORDS BY REED MILLER. | | |
| | | Reed Miller, Tenor (with Orch.). |
| 5820 | 10 | Kathleen Mavourneen Crawford-Crouch |
| 5821 | 10 | Beauty's Eyes Weatherly-Tosti |
| 5822 | 10 | Rockin' in de Win' Neidlinger |
| 5823 | 10 | Teach Me to Pray Graff-Jewett |
| 5825 | 10 | Dixie Rose Dave Reed |
| 5826 | 10 | Gallagher (You Can't Keep the Irish Down) Sterling-H. Von Tilzer |
| 5827 | 10 | Put Your Arms Around Me, Honey (That Girl) Quartet, (with Orch.) |
| 31811 | 12 | Gems from "The Sirenade" Smith-Herbert |
| 31814 | 12 | Gems from "Babes in Toyland" Macdonough-Herbert |
| BLANCHE RING'S LATEST HIT. | | |
| | | By Blanche Ring, Comedienne. 10-inch Purple Label. |
| 60032 | 10 | Come, Josephine, in My Flying Machine. Bryan-Fischer |
| DOUBLE-FACED RECORDS. | | |
| 16705 | 10 | Oh, That We Two Were Maying (Kingsley-Nevin) Mr. and Mrs. Wheeler |
| 16708 | 10 | Put Your Arms Around Me, Honey (McCree-A. Von Tilzer) Collins and Harlan |
| 16709 | 10 | Full Surrender ("I Surrender All") (Pollard-Towner) Trinity Choir |
| 16712 | 10 | Think it Over, Mary (Gray Piantadosi) Trinity Choir |
| 16713 | 10 | Norine Maureen (Devere-Fox) Stanley & Burr |
| 16714 | 10 | Last Night (Kjerulf) (Sehnsucht) Helen Clark |
| 16715 | 10 | Aida Selection (Verdi) Arthur Pryor's Band |
| 16834 | 10 | Some of These Days (Shelton Brooks) American Quartet |
| 16836 | 10 | Under the Yum Yum Tree (Sterling-H. Von Tilzer) Collins and Harlan |
| 35143 | 12 | Minstrels, No. 18—"A Hot Time in the Old Town," "Good-Bye, My Lady Love," "Dar's a Watermelon Spoilin' Down at Johnson's" Victor Minstrel Company |
| 35145 | 12 | Nanon Selection (Genée) Arthur Pryor's Band |
| 16835 | 10 | Spring Voices (Frühlingstimmer) (Strauss) Guido Gialdini |
| | | Birds of the Forest Gavotte (Waldvogel) (Adolf) Guido Gialdini |
| NEW RED SEAL RECORDS. | | |
| | | Enrico Caruso, Tenor. |
| | | 10-inch, with harp accomp.—In Italian. |

| | | |
|---|--|---|
| 87072 | | Cavalleria Rusticana—Siciliana ("Thy Lips Like Crimson Berries.") Mascagni |
| 89049 | | Trovatore—Mal reggendo all' aspro assalto ("At My Mercy Lay the Foe") Verdi |
| THE GREAT AMNERIS-RHADAMES SCENE BY CARUSO AND HOMER. | | |
| 89050 | | Aida—Duet, Amneris-Rhadames, Act. IV.—Part I. Già i sacerdoti adunansi (The Priests Assemble) Verdi |
| 89051 | | Aida—Duet, Amneris-Rhadames, Act. IV.—Part II. Aida a me togliesi (Aida Thou Hast Taken) Verdi |
| 88278 | | Carmen—Habanera (Love is Like a Wood-Bird) Bizet |
| 64162 | | Faust—Le parlate d'amor (Flower Song) Gounod |
| 74211 | | Romeo et Juliette—Chanson de Stephano (Page Song) Gounod |
| 87080 | | For You Alone (In English) O'Reilly-Geehl |
| 37071 | | Otello—Ora e per sempre addio (Now Forever Farewell) (In Italian) Verdi |
| 88279 | | Pagliacci—No, Pagliacci non son! (No, Punchinello No More) Leoncavallo |
| 88280 | | Good Bye (Addio) Tosti |

THE NIGHTINGALE RECORD.

| | | |
|-------|----------|-----------------------|
| 64161 | 10-inch. | Song of a Nightingale |
|-------|----------|-----------------------|

COLUMBIA PHONOGRAPH CO., GENERAL

| 10-INCH DOUBLE-DISC RECORDS. | | |
|---|--|---|
| A960 | | The Butterfly—Morceau Characteristic—Theo. Bendix. Flute and Clarinet Duet, orch. accomp. Marshall P. Lufsky and Thos. Hughes |
| A961 | | Tarry with Me—O. Nicolai. Baritone and Tenor Duet, orch. accomp. Harrison and Anthony |
| A962 | | In Old Madrid—H. Troter. Baritone Solo, orch. accomp. Vernon Archibald |
| A963 | | Robin Hood—Armorer's Song—De Koven. Bass Solo, orch. accomp. William McDonald |
| A964 | | Dreams, Just Dreams—Berlin and Snyder. Tenor Solo, orch. accomp. James Reed |
| A965 | | Think it Over, Mary—Al. Piantadosi. Tenor Solo, orch. accomp. Byron G. Harlan |
| A966 | | Come, Josephine, in My Flying Machine—Al. Bryan and Fred Fisher. Tenor Solo, orch. accomp. Harry Tally |
| A967 | | Washington Gray's March—Grafulla. Prince's Band |
| A968 | | Cyrus Pippin's Wedding Day—Wm. McKenna. Tenor Solo, orch. accomp. Byron G. Harlan |
| 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS. | | |
| A968 | | Song Without Words (Chanson sans paroles)—No. 2—J. Dubcz. Harp Solo. Charles Schuetz |

| | | |
|---|--|--|
| | | Love's Old Sweet Song—Molloy. Violin, 'Cello and Harp Trio. Messrs. Stehl, Richard & Schuetz |
| A969 | | The Longest Way Round is the Sweetest Way Home—Kerry Mills. Counter Tenor Solo, orch. accomp. Will Oakland |
| | | I Love the Name of Mary—Chauncey Olcott and Ernest R. Ball. Counter Tenor Solo, orch. accomp. Will Oakland |
| A970 | | 'Way Down East—Joe Young and Harold Norman. Vocal Quartet, Male Voices, unaccomp. Columbia Quartette |
| | | Winter—Albert Gumble. Vocal Quartette, Male Voices, orch. accomp. Columbia Quartette |
| 12-INCH DOUBLE-DISC RECORDS. | | |
| A5251 | | Darkies' Schooldays. Vaudeville, orch. accomp. Golden and Hughes |
| | | Minstrels—introducing: Opening Chorus, "Carrie from Caroline"; Baritone Solo, "Happy Days in Dixie"; Closing Chorus, "Balmoral." Minstrels, orch. accomp. Prince's Orchestra |
| A5252 | | To Thee—Waltz—Waldteufel. Dance Music. Prince's Orchestra |
| | | Emperor Frederick—March and Two-Step—Carl Friedeman. Dance Music. Prince's Orchestra |
| A5253 | | The Flying Dutchman (Der Fliegende Holländer)—Overture—Wagner. Prince's Military Band |
| | | A March of Homage (Huldigungsmarsch)—Wagner. Prince's Band |
| A5254 | | Faust—Ballet Music—1st Movement, "Alle-gretto, Mouvement de Valse"—Gounod. Prince's Orchestra |
| | | Faust—Ballet Music—2d Movement, "Adagio"—Gounod. Prince's Orchestra |
| A5255 | | Naughty Marietta—Neath the Southern Moon—Victor Herbert. Contralto Solo, orch. accomp. Miss Merle Tillotson |
| | | The Girl in the Train—Follow Me—Leo Fall. Mezzo-Soprano and Tenor Duet, orch. accomp. Miss M. Mayew and Henry Burr |
| 12-INCH DOUBLE-DISC BLUE-LABEL RECORDS. | | |
| A5256 | | Nadeschda—My Heart is Weary—A. Gorin. Thomas. Contralto Solo, orch. accomp. Miss Mary Desmond |
| | | Beloved, It Is Morn—Florence Aylward. Contralto Solo, orch. accomp. Miss Mary Desmond |
| A5257 | | In the Days of Old—Robyn, Baritone Solo, orch. accomp. Raymond Hitchcock |
| | | Recollection—A. Baldwin Sloane. Baritone Solo, orch. accomp. Raymond Hitchcock |
| 12-INCH DOUBLE-DISC SYMPHONY RECORDS. | | |
| A5258 | | Elijah—Lord God of Abraham—Mendelssohn. Baritone Solo, orch. accomp. David Bispham |
| | | St. Paul—O God Have Mercy—Mendelssohn. Baritone Solo, orch. accomp. David Bispham |
| A5259 | | Samson and Delilah—Mon coeur s'ouvre a ta voix (Softly awakes my Heart)—C. Saint-Saens. Contralto Solo, sung in French, orch. accomp. Miss Mary Desmond |
| | | Mignon—Me voici dans son boudoir—(Here Am I in Her Boudoir)—Thomas. Contralto Solo, sung in French, orch. accomp. Miss Mary Desmond |

NATIONAL PHONOGRAPH CO.

| EDISON AMBEROL RECORDS. | | |
|-------------------------|--|--|
| 620 | | Napoleon's Last Charge—New York Military Band |
| 621 | | (a) A Dream, (b) Last Night—Frank Ormsby |
| 622 | | Barcarole, from "The Tales of Hoffman"—Metropolitan Quartet |
| 623 | | Where the River Shannon Flows—Will Oakland and Chorus |
| 624 | | Lo! Hear the Gentle Lark—Stanzone and Finkelstein and Edison Concert Band |
| 625 | | Those Songs My Mother Used to Sing—Elizabeth Spencer |
| 626 | | Down on the Mississippi—Premier Quartet |
| 627 | | My Ramapo—Indian Novelties—American Standard Orchestra |
| 628 | | I Feel Religion Comin' On—Arthur Collins |
| 629 | | Hear Me, Norma, Inez Barbour and Elizabeth Spencer |
| 630 | | General Heywood and Our Glorious Banner Marches—U. S. Marine Band |
| 631 | | Gee! But It's Great to Meet a Friend from Your Home Town—Billy Murray and Chorus |
| 632 | | John Anderson, My Jo—Irving Gillette |
| 633 | | I Hope I Don't Intrude—Charles Daab |
| 634 | | Before the Dawn—Berrick von Norden |
| 635 | | (a) The Son of God Goes Forth to War, (b) Now the Day is Over—Edison Mixed Quartet |
| 636 | | Jolly Fellows Waltz—Sousa's Band |
| 637 | | Let Me Call You Sweetheart—Arthur C. Clough |
| 638 | | The Jingle of Jungle Joe—Premier Quartet |
| 639 | | Meet Me To-Night in Dreamland, Medley—Waltz—New York Military Band |

| EDISON STANDARD RECORDS. | | |
|--------------------------|--|--|
| 10476 | | Hobomoko—An Indian Romance—Sousa's Band |
| 10477 | | Just A-Wearyin' for You—Elizabeth Spencer |
| 10478 | | 'Way Down in Georgia—Collins and Harlan |
| 10479 | | When the Roses Bloom—Leon Rice |
| 10480 | | Receuse—Victor Herbert and His Orchestra |
| 10481 | | Dreams, Just Dreams—W. H. Thompson |
| 10482 | | Teach Me to Pray—Anthony and Harrison |
| 10483 | | Cyrus Pippin's Wedding Day—Byron G. Harlan |
| 10484 | | Nightingale—Premier Quartet |
| 10485 | | Dance of the Merry Larks—Charles Daab |

| EDISON GRAND OPERA AMBEROL RECORDS. | | |
|-------------------------------------|--|--|
| 40041 | | Faust—Gegruesset sei mir (All hail, thou dwelling) (Cavatine) Gounod—Leo Slezak, Tenor |
| 35016 | | Mignon—Styrienne (I know a poor Maiden) (Thomas)—Selma Kurz, Soprano |
| 30038 | | Gioconda—Cielo e mar (Heaven and Ocean) (Ponchielli)—Florencio Constantino, Tenor |
| 30039 | | Aida—O cieli azzurri (Nile Aria) (O sky of azure (Verdi)—Marie Rappold, Soprano |
| 35017 | | La Boheme—Ah! Mimi, tu piu (Ah! Mimi, false one!) (Puccini)—Giorgini and Beneditti, Tenor and Baritone |
| 30040 | | Martha—M'appari (Ah! so pure) (Plotow)—Aristodemo Giorgini, Tenor |
| 85018 | | Traviata—Sempre libers (The round of pleasure) (Verdi)—Maria Galvany, Soprano |
| 50041 | | Pagliacci—Prologo (Prologue) (Leoncavallo)—Carlo Gaffei, Baritone |
| 35019 | | Girofle-Girofla—Brindisi (Drinking Song) (Lecoq)—Blanche Arral, Soprano |
| 40042 | | Manon—Le Reve (The Dream) (Massenet)—Karl Jörn, Tenor |

| NEW AMBEROL RECORDS BY HARRY LAUDER. | | |
|--------------------------------------|--|----------------------------------|
| 12260 | | Queen Among the Heather (Lauder) |
| 12277 | | Breakfast in Bed (Lauder) |
| 12283 | | The Picnic (Lauder) |

UNIVERSAL TALKING MACHINE CO.

| NEW ZON-O-PHONE DOUBLE RECORD DISC. | | |
|-------------------------------------|--------------|---------------------------|
| | | 10 inch. |
| | | Zon-o-Phone Concert Band. |
| 5680 | A—Con Amore. | B—St. Edmund March |

(Continued on page 54.)

When in need of
Talking Machine Needles

go to

FR. REINGRUBER
Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.

- 5681 A—Kaisermarch. B—Der Weg Zum Herzen (The Way to the Heart).
 5682 A—Home, Sweet Home, Waltz. B—Patrol—Continental Guards Parade.
 5683 A—Clarabella. B—Real Reels.
 5684 A—Santarella, Waltz. B—Seeing Paris, Two-Step.
 5685 A—Jamais, Valse Lente. B—O Sole Mio, Waltz.
 Vocal Selections with Orch. Accomp.
 Henry Burr.
 5686 A—At Twilight. B—Fiona.
 Billy Murray.
 5687 A—Jimmy Valentine. B—Think it Over Carefully.
 Frank C. Stanley and Henry Burr.
 5688 A—Oh, That Moonlight Glide. B—The Bloom Is On the Rye.
 Miscellaneous Vocal Selections with Orch. Accomp.
 5689 A—Come, Josephine, in My Flying Machine.
 Ada Jones and Billy Murray
 B—Playing School.
 4690 A—Rambler Minstrels No. 19.
 B—I Love It.
 5691 A—Curly Head.
 B—Sweet, Miss Mary.
 5692 A—Way Down in Georgia.
 B—Rambler Minstrels No. 18.
 5693 A—Answer.
 B—A Dream.

KEEPING UP SALESMEN'S SPIRITS.

Sales Act as a Tonic to the Man Who Is After Business—How to Avoid or Counteract the "Blue Devils."

"Sales," says a man who has managed traveling salesmen for the most of his business life, in the Hardware Dealers' Magazine, "are to the salesmen what applause is to the actor. When they are difficult and far apart this is bound to react on the seller. Only those who have seen it know how a big, strong man can suffer at such time—or a small, nervous, energetic one.

"Some of the standard remedies for blue devils are those of the salesmen who cure themselves. They have learned that nervous energy runs in periods. Instead of blindly battering themselves against difficult situations on adverse days, they go off and take a rest."

An old hardware salesman whose route card carries him into certain parts of Pennsylvania has for years made it a rule to avoid any territory that is upset by strike, a flood, a mine disaster, or other local disturbance. He says that under such conditions the trade is not worth looking after. So he dodges around the afflicted towns and takes to the others.

How does the "blue day" begin? Perhaps with a customer's complaint about goods previously sent him. Perhaps when he leaves for his office, a batch of unusually heavy household bills have come in. His breakfast has been heavy, or he was up too late the night before.

When he goes out to sell he is not in the mood to do a thing, and usually does not earn his salt while the blue devils are on his back.

What does the sensible salesmen do under such circumstances? He takes an afternoon off, goes to the theater; sits down somewhere with an entertaining book. The next day he goes out with new vigor, and makes a hit.

INSTALMENT SALES PLAN

Inaugurated by the Columbia Co. for the Purpose of Stimulating Sales of Records.

In order to aid and stimulate record sales the Columbia Phonograph Co., General, have evolved a new instalment sales plan, which they have placed before the trade in a recent circular letter, in part as follows:

"This is the season of all others when record sales can be legitimately pushed. The enormous sale of talking machines over the holidays naturally suggests that the first outfit of records will, by this time, be rather familiar to the owner, and he is ready, according to all the results which have been checked up in past years, to add to his record collection. We believe that a great many of these owners can be approached for the sale of a very large additional outfit of records, instead of one or two new records if they are permitted to make the same payments to you which they would if they only bought two or three records, and are permitted to take possession of the complete outfit at once.

"This is, of course, merely an instalment method of selling records—which has never been worked out yet and should prove extremely profitable to your store. The proposition is one which will give you the best and most profitable sales through your store trade and we do not wish to pay agents or canvassers commission, therefore the sale should be promoted through advertising the store, and by any and all of a half dozen different ways except such as would require your paying a commission to agents or canvassers.

"See what use you can make of this advertisement (copies of which were enclosed) and plan of selling records. If your appropriation does not admit of it make a request for such as you think will be needed. Until further notice this plan of selling records may be used over the months of January, February and March, and under the above terms may be sold at regular list price without adding the usual 10 per cent."

J. B. Lane, who has been in charge of the talking machine department of Fred'k Loeser & Co., the premier dry goods emporium of Brooklyn, N. Y., has severed his connection with the firm and C. Hamilton, in charge of the piano section, is now assuming the duties. Possibly this arrangement may be permanent, though a few "stars" in the line are looking up the job.

Opportunity has no set "calling days." But it is both good form and good business to be about the house when the Old Fellow does slip around.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

AN ECONOMICAL BILLING SYSTEM.

A Method That Cut Down Expenses Nearly \$7,000 Annually Described in "System."

In a certain office eight men and four girls were engaged in the work of figuring, copying, extending, adding and verifying bills. To add still further to the complexity of the department's work, press copies of each were made for the files and for the accounting department.

This is how \$6,680 was chopped off this company's payroll.

An entirely new billing system was installed by which machines were used for the work. With one writing were made the original bill, the duplicate for the customer, the office copy, the file copy and the ledger entry. The figuring, of course, had to be done on the order, but this was necessary in any system while the verifying was done before the invoice was made out.

Two men took the orders as they came through and figured them. Turned over to machine operators, these were copied and all records were made at one writing. Accumulators on each machine added one or a dozen columns and proved the work as they went along. To prove the addition the operator noted the columns in the accumulator as the total was copied on the sheet. If it stood at zero in all columns, the addition was correct, and the amount verified.

Previous to the change, much night work had been necessary, and the department rarely caught up with the shipments. Mistakes were made constantly, while the billing department was very expensive. With the installation of machines, only half the floor space was required, half the furniture, fewer printed forms and less stationery. Instead of twelve employes the department was conducted better with six. The cost of the equipment—\$1,000—was saved again and again during the first year. Six thousand, six hundred and eighty dollars were saved on the salary account, although the pay of those who remained was raised.

NATIONAL CO.'S SELLING AND SHIPPING DATES.

The selling and shipping dates of the National Phonograph Co., Orange, N. J., during 1911, follow: Shipping—January, February, March and April on the 24th of the month, May and June on the 23d, July and August on the 24th, September on the 23d, October and November on the 24th, December on the 22d. Selling—With the exception of June, which will be on the 24th, and December on the 23d, the other months will be on the 25th. The company also cautions the trade that any jobber or dealer who anticipates the date and the hour (8 a. m. on each day named) of shipping and selling specified, violates the terms of his agreement.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
 213 South High Street, Columbus, Ohio.
 Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

D. K. MYERS
 3839 Finney Avenue ST. LOUIS, MO.
 Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
 We Fill Orders Complete Give us a Trial

JOHN M. DEAN

Makers of Puritone Needles—the fastest-selling needle on the market.
 Daily capacity of plant, 2,000,000 needles.

Jobbers! Needles put up in printed envelopes bearing your advertisement. Special low price for this service. Write us.
PUTNAM, CONN.

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 March list.

Leading Jobbers of Talking Machines in America

The Oliver Ditson Company

are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.

Stocks always complete
Deliveries always prompt

MACHINES and RECORDS
always in prime condition

Our turn-over is so large that accumulations of defective Machines and Records are impossible.

We would value your business and invite correspondence.

OLIVER DITSON COMPANY

150 Tremont Street, BOSTON, MASS.
CHAS. H. DITSON & CO. J. E. DITSON & CO.
8-10-12 East 34th St. 1632 Chestnut St.
NEW YORK, N. Y. PHILADELPHIA, PA.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: } Quick Service and a Saving
} in Transportation Charges

VICTOR DISTRIBUTORS
WASHINGTON, D. C.
The ROBT. C. ROGERS CO.

Boston Cycle & Sundry Co.
48 HANOVER STREET BOSTON, MASS.
Exclusive Edison Jobbers with the biggest
and most complete stock in New England

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

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



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., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 822 Main St.
Chicago, Ill., Columbia Phonograph Co., 210 Washash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., G. J. Probeck & Co., 420 Prospect Ave.
Dallas, Tex., Columbia Phonograph Co., 315 Main St.
Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
Hartford, Conn., Columbia Phonograph Co., 941 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Little Rock, Ark., Hollenberg Talking Machine Co.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
Nashville, Tenn., Phillips & Buttorff Mfg. Co., 223 Third Ave. N. (College).
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 120 Carondelet St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 545 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 810 Riverside Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 233 Superior St.
Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

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

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

HARGER & BLISH JOBBERS

VICTOR EDISON

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

Des Moines IOWA Dubuque

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

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

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eighth Street, between Walnut and Locust
DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best service in IOWA

Jacot Music Box Co.,
25 W. 35th St., New York

Mira and Stella Music Boxes.
Edison and Victor Machines
and Records

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

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 firm in the March list.



Heinemann's Amberol Records

- 15,150, "Die Uhr" (Loewe)
 15,151, "In einem kühlen
 Grunde" (Volkslied)
 15,152, "Fridericus Rex"
 (Loewe)
 15,153, "Litanei" (Schubert)
 15,154, "Trauungsgesang"
 (Roessel)
 15,155, "Hans und Liese"
 (Volkslied)
 15,156, "Herr, den ich tief im
 Herzen trage" (Hiller)
 15,157, "Heinrich der Vo-
 gler" (Loewe)

HEINEMANN

Here's what the press
 says of Heinemann
 the great German baritone
 and the Amberol Records he
 has made for

THE EDISON PHONOGRAPH

"Mr. Heinemann has more to his credit than merely a beautiful voice, great and agreeable as this asset may be. He is an interpreter of authority and of dignity."

"Perhaps the most important thing to be said about the coming of an artist of this caliber is that he is an admirable example to singers of what tone reproduction, style, diction and artistic singing should be."

Do your part. Line up with the rest of the live Edison dealers who are going to make this big boost to their Edison Phonograph sales bring them a big additional profit. Write your jobber today.

National Phonograph Company

59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1911



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON=O=PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

Zon-o-phone Records are pre-eminently the **BEST** that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

ZON=O=PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE DEALERS CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS

Hot Springs.....Joe Hilliard, 216 Central Ave.
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CONNECTICUT

Bridgeport.....F. E. Beach, 962 Main St.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 78 Fifth Ave.

KANSAS

Topeka.....Emahiser-Spielman Farn. Co., 517-519
Kansas Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 31-33 W. 5th St.

MICHIGAN

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 2839 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 208 Washington St.

NEW YORK

Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.
Grand Forks.....Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1831
Arch St.
Philadelphia.....S. Nittinger, 1202 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Baumont.....K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 552 12th St.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 237 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 3.

New York, March 15, 1911.

Price Ten Cents

BUILDING A PERMANENT BUSINESS.

Some Pertinent Observations Regarding Methods That Ensure a Solid Business Structure—Where the Inexperienced Man Is at a Disadvantage in the Talking Machine Trade—Where Moderate Profits in Hand Are Better Than Double Profits in Prospective—Doing Business Within the Limits of Capital—How the Business Frequently Gets Beyond The Dealer—Figuring Quick Assets at Their Real Value.

According to what the captains of industry, the men who have made their pile by gouging the public for a million dollars and then giving back one hundred thousand in the guise of philanthropy, tell us, one of the greatest evils that can befall a young man is the habit of living beyond his income. Of course, in our personal opinion that depends upon how much credit that young man has and how long he can get away with it. The same obnoxious habit, however, in another form is found in the business world. The habit acquired by the small dealer in endeavoring to do a business far beyond his capital. As J. Newcomb Blackman pointed out in last month's World a man with a limited capital cannot expect to meet a well organized and financially strong competitor on equal terms, and an attempt to do so only means a disastrous failure for the weaker party. It is a case where the old adage applies, namely, "Don't bite off more than you can chew."

A man with, we will say, \$2,000 capital may, through frequent turnover of stock, do a business of \$10,000 yearly, and do it in a fairly conservative way, but he has to be careful. Should he attempt to keep up with a strong competitor with hundreds of thousands of dollars back of him and endeavor to increase his \$10,000 business to \$20,000 there is going to be work for the sheriff or a new job for the receiver.

The trouble in any line of business where instalment accounts figure largely is the tendency of the inexperienced man to figure every sale at its face value, and to figure in his current assets all outstanding instalment accounts. Say a man has \$1,500 worth of stock. He has \$3,000 in outstanding instalment accounts, and, in seeking credit immediately figures that his business is worth \$4,500. When the business is dissolved he is surprised and the creditors considerably peeved to learn that the assets have shrunk in the liquidation process to less than half the value placed upon them by the dealer.

Here is where the knowledge of the business really comes in. A dealer can carry a full line of machines at all times and a sufficient stock of records to meet 90 per cent. of any sudden demand, and all at a minimum outlay. That is, if he knows his business. If the dealer can judge the class of trade in his locality he should stock the machines and records that will appeal to that class of trade, and have, say, half a dozen each of the best selling machines on hand at all times. The balance of the line of machines and records made by the manufacturer he represents can be carried as samples at a minimum of expense, and the samples replaced when sold.

When a business gets so far beyond the dealer that instead of being able to meet his jobbers' bills promptly he is forced to use every dollar collected in running expenses, the sooner he puts the "To Rent" sign in the window the better off he will be. Carrying on a successful talking machine business is a great deal like practising as a long distance runner. In the beginning a 100-yard run causes fatigue; but, the practice is kept up and gradually the distance is increased until the runner is capable of doing a Marathon. The talking machine dealer who increases his business gradually, never loses his grasp of every detail, and keeps well within the limits of credit commensurate with his capital, is not going to be thrown on his beam ends suddenly by being asked to settle his jobber's account. Of course there are times when certain conditions arise that cause embarrassment to even the most careful dealer, as, for instance, the 1907 panic, or a local disturbance of that character. At such a

time his reputation for solid business practices in the past will stand him in good stead.

An excellent business rule as laid down by a well-known successful merchant is well worthy of consideration. He said: "When I started in business I endeavored to adjust my affairs so that my assets were sufficiently in excess of my liabilities to preclude any chance of my being ruined by any sudden demand. I kept in such close touch with my business that before going home at night I knew just how my affairs stood, and there was never any worry on my part regarding what the morning might bring forth."

There is really no logic in making a temporary profit of \$5,000 with a chance that the business will be wiped out and result in a total loss when a quarter of that amount may be cleared without danger. It's the material things that count, not the figures on paper. It reminds us of the story of the negro bellboy earning \$1 a week and board who was offered a job of \$50 a week with a traveling one-horse minstrel show. He considered the offer seriously for a moment, then turned to the manager of the show and said: "Looky here, boss, yo' know ah gits dis dollar a week."

A nice, conservative business operating safely within the margin of the capital, and therefore increasing that capital gradually while the business itself is growing is greater than a great big show. A business of the bubble variety may explode at any minute. In this connection it is interesting to note the experience of a man in the stationery field who had with difficulty struggled along for several years without making headway and who was being pressed by creditors. This dealer occupied a great double store at a high rental and had difficulty in stocking it up to make an impressive appearance. Finally he got wise to himself. Securing the permission of the landlord he rented half the store to a man who opened a racket store in his section and also paid for the partitions. The stationery stock was condensed into the half store, a complete assortment was kept without the necessity of the dealer overstocking himself for appearances sake, and the racket store attracted a great crowd of people, many of whom dropped into the stationer's. The business had been brought down to a basis where the dealer could control it.

SCIENTIFIC VALUE OF RECORDS.

The Great Aid of the Talking Machine Record in the Domain of Anthropology and Ethnology Demonstrated in the Use Made of the Records of the Music, Songs and Ritual of the Indian Tribes as Shown in the Play, "The Arrow Maker" at the New Theater.

The latest play presented to the New York public at the New Theater is especially worthy the attention of all connected with the talking machine industry, for the talking machine has had a most important part in its composition. The story is as follows:

"The Arrow Maker," for such is the name of the play, is a dramatization of the American Indian. Mary Austin, the author, has put on the stage the primeval Indian as he himself has described his life in legend, picture writing and tribal custom. And out of it all she has made a three-act play of profound dramatic importance. In order to obtain local color for her work and to make quite certain that the native songs and chants introduced from time to time should be in every way genuine and correct, Miss Austin sought out the collection of Indian talking machine records gathered by the

Government and stored in the Museum of Natural History. It is well known that the Indian authorities of the Government have for some time been encouraging the collection of records designed to preserve the music, songs and ritual of the Indian tribes. And in consequence a large number of such records have already been made, which now preserve to posterity an accurate reproduction of the musical art practiced by the disappearing Indian tribes.

The present occasion, we believe, is the first where such records have been applied to the service of dramatic art. And it is a very proper source of pride for us to know that yet one more avenue of usefulness has been opened to the talking machine and record. In the great commercial development of talking machines, in the almost universal acceptance of the instrument as a means for pleasure and for that only, we have already been prone to forget its equally great scientific value as an aid to the student of anthropology and ethnology, to the acoustician and the physicist. To these utilities has now been added another. The talking machine has taken its place as a legitimate factor in the art of playwriting and as a regular assistant in studying the theory of historical drama.

Almost every day sees new extensions of the usefulness of talking machines in new domains of art and science. That so many of these go unnoticed is the more regrettable when we consider that the public does not even yet take the talking machine with enough seriousness. We are all of us too much inclined to regard it principally as a means for entertainment or as a ready seller to those who want light amusement. But we ought by all means to give due regard to the higher value of the talking machine, if for no other reason than that every addition to its scientific and artistic prestige is so much more advertising.

KEEPING A TIDY WINDOW.

Should Be Watched Constantly in Order that the Displays May Not Become Disarranged—The Dusty, Untidy Talking Machine Window Is an Injury to Any Business.

Speaking of window dressing, as you go in and out to meals keep an eye on your own window and see that nothing has fallen down, says a dealer. I saw a window the other day in which four price tickets had fallen over, and there were two would-be customers outside wondering what the right price was, and they did not seem to like to go in and ask in case it was beyond their pockets. This keeping things smart and tidy is worth a lot. I can tell you of one who was great on "just dusting" when he was free from other work. One day the manager came in and saw him at it, and this is what he said: "So you look after my interests, do you? Well, I will see to it that I don't forget yours." To-day, ten years after, he is second in command of that business house.

HIS SIMPLE RULES.

One of the most successful business men of America has laid down these rules for business: Capital can do nothing without brains to direct it.

No general can fight his battles alone. He must depend upon his lieutenant, and his success depends upon his ability to select his right man for the right place.

Good men are not cheap.

Most men talk too much. Much of my success has been due to keeping my mouth shut.

Too many retailers feel that it is the duty of the manufacturers to do all the advertising, while they sit back and wait for the goods to be called for.

Victor



The Duet of the Flowers from Madame Butterfly by Farrar and Homer (89008). By Farrar and Jacoby (89026)



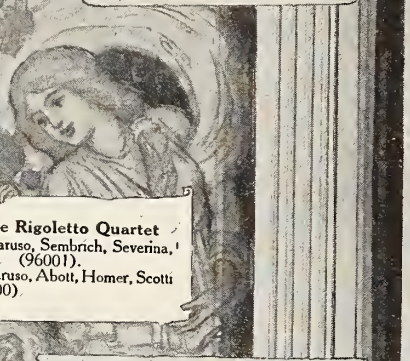
The Complete Garden Scene from Faust in eight parts—by Farrar, Caruso, Journet and Mme. Gilbert



The Famous Sextet from Lucia by Sembrich, Severina, Caruso, Scotti, Journet, Daddi. (96200)



The Rigoletto Quartet by Caruso, Sembrich, Severina, Scotti (96001). By Caruso, Abott, Homer, Scotti (96000)



The Great Aida Duet Finale to Act IV, in two parts, by Gadski and Caruso (La fatal pietra) (89028) (O terra addio) (89029)



The Forza del Destino Duet by Caruso and Scotti (Soleme in quest' ora) (89001)



Caruso Melba Schumann-Heink Martin McCormack Tetrzzini Sem

make records

Music such as you have never heard

Just think of it—to hear in your own home the soul-stirring arias and concerted numbers that have immortalized the names of Verdi, Gounod, Donizetti, Mozart, Wagner, Puccini, Leoncavallo and all other great composers. To hear the masterpieces of music that before the days of the Victor were hidden mysteries which few indeed could ever know and understand.

But the Victor has wrought a change so overwhelming that these great concerted numbers are now revealed to music lovers in every corner of the world.

The gems of opera here portrayed are but an introduction to the hundreds of other marvelous Victor records.

And be sure to hear

This interesting and instructive advertisement occupied the double center page of the Saturday Evening Post, February 18, 1911, and brought several million people to a realization of the privileges to be enjoyed by having a Victor in their homes. A splendid advertisement! Fully worth the \$7,200.00 it cost us for the one insertion.

t o r



The Miserere from Trovatore by Caruso, Alda and Chorus of the Metropolitan Opera House (89030)



Duet from Trovatore by Homer and Caruso. (A nostri monti) (89018)



The Quartet from Bohème by Farrar, Viafara, Caruso, Scotti (96002)



Duet from Bohème by Melba and Caruso (O soave fanciulla) (95200)



Eames Scotti Journet
ski Homer Farrar

the Victor



The "Solo, profugo" from Martha by Caruso and Journet. (89036)



The Complete Prison Scene from Faust in three parts—by Farrar, Caruso, Journet

before — right in your own home

atic selections that will awaken in you a realization of the Victor's great influence—an influence that mainly responsible for the aroused interest in music throughout the United States; and promises, in its tinued growth, a musical nation that will eventually make our country foremost in the recognition of great art.

If you haven't recently heard a Victor, you haven't a clear understanding of its wonderful perfection. And music is so necessary to every American home, it is one of the great duties you owe yourself to go to any or dealer's and hear this most wonderful of all musical instruments.

the Victor-Victrola

And remember, this is only one of our series of double-pages and back covers in the Saturday Evening Post—and they are but links in our extensive chain of magazine advertising which we are doing for the benefit of Victor dealers every month in the year.

Victor Talking Machine Company.

The Columbia exclusive selling rights policy *protects* the dealer and the distributor. That's a fact they *both* know.



Columbia Phonograph Co., Genl., Tribune Building, New York.

MASTER RECORDS NOT DUTIABLE.

Board of United States General Appraisers Decides That Master Records Used in the Construction of Talking Machines Are Not Dutiable as Parts of Phonographs and Therefore the Duty Is Reduced from 45 Per Cent. to 25 Per Cent.

In sustaining claims filed by the Columbia Phonograph Co. and the American Graphophone Co., the Board of United States General Appraisers has just decided that so-called "master records," used in the construction of phonographs, gramophones, graphophones, or similar instruments, are dutiable under the tariff of 1909 as "manufactures composed wholly or in chief value of wax," with duty at the rate of 25 per cent. on the value.

The board's decision, which is written by Judge Sharretts, reverses the action of the Custom House authorities in classifying the records, at 45 per cent. ad valorem, as "parts of phonographs," as specified in paragraph 468. At the same time the board fails to grant the claim of the importers for free entry under the provision in the new tariff act for "models of improvements in the arts, to be used exclusively as models and incapable of any other use," although the alternative claim at 25 per cent. is upheld.

The master records in question are in the form of discs of relatively soft wax, 11½ inches in diameter and 1 inch in thickness, upon one surface of each of which the needle of a recording machine

has impressed a series of vibrations caused by the human voice or by musical instruments. It appears that master records are the initial, but to an important degree essential, part of a process of constructing phonographs and similar articles, and are regarded by the board of appraisers in the same category as negative cinematograph films imported into the United States which have no adaptation for use other than in the production of positive films or photographs.

The testimony placed before the board shows conclusively, in the opinion of Judge Sharretts, that the master records used on graphophones or similar instruments for the production of sound, and that any attempt to so use them would result in the ruin of the record. The testimony also disclosed the processes of manufacture intervening between the initial impressions of sounds on master records and their reproduction on the surface of commercial records capable of use on graphophones, phonographs, or other like instruments.

After reviewing the testimony adduced before the board the General Appraiser reached the conclusion that the government's classification as "parts of" phonographs is untenable, as is the contention of the protestants that the records are "models" and, as such, free of duty. The decision points out that the models contemplated by Congress are those that had for many years been regarded by the Treasury Department as limited to such merchandise as miniature examples that cannot be used for any other purpose than to illustrate the articles of which they are models.

The importers' plea for duty lower than that assessed, therefore, turned on the claim for a rate of 25 per cent. on the records as "manufacturers of wax," which is sustained.

TRADE GOOD IN DETROIT.

Various Talking Machine Houses Well Satisfied with Conditions—Daily Concerts at Grinnell's—Other News of Interest.

(Special to the Talking Machine World.)

Detroit, Mich., March 9, 1911.

Although retail piano dealers are not having as large a trade this spring as they expected, the talking machine dealers are doing a rushing business, they say. The dealers say the trade so far this year has been a big surprise to them. The Henry Doran Phonograph Co., the Columbia Phonograph Co. and Grinnell Bros. all report big business and say the best of the trade is that nearly every sale they make is a high-class machine.

Max Strasburg, manager of Grinnell Bros., talking machine department, is conducting a daily concert in Victrola Hall. All the concerts are largely attended, they being held in the afternoon, and most of the audience is composed of women. The high-class records are played and enjoyed. Mr. Strasburg has made arrangements to have Ernest John, of the Victor Talking Machine Co., with his figures to give concerts and demonstrate the Victor talking machines at Victrola Hall next week. These concerts will be invitation concerts and the general public will not be admitted.

K. M. Johns, manager Columbia Phonograph Co.'s local branch, is in New York.

NEW TEXAS ASSOCIATION.

Owners of Talking Machines in Southwest Organize in Dallas—Robert N. Watkin Elected President—Objects of the Association.

(Special to the Talking Machine World.)

Dallas, Tex., March 8, 1911.

Robert N. Watkin has been elected president of the newly formed association of talking machine owners of the Southwest. Other officers are: Mrs. Clyde Grazier, Temple, Tex., first vice-president; L. A. Stuart, Hope, Ark., second vice-president; Jas. A. Camp, Sentinel, Okla., secretary, and A. A. Carr, Ivan, La., treasurer.

The purpose of the organization, as stated, is to keep talking machine owners interested in the machines and through co-operation to get the greatest enjoyment out of the records, which are at the disposal of anyone owning a machine. All owners of talking machines are eligible to membership.

Never let a customer go out of your store dissatisfied. It is usually up to the salesman. There are some fellows who would rather lose a small sale than work hard to make it. We must take the bad with the good. If a person spends 50 cents now, that does not mean that they always will buy so little, and even if they did, his pleasant words of the store may mean a great deal.

Disk and Cylinder RECORD CABINETS

Our 1911 Catalogue Is Ready
SHOWS AN ENTIRELY NEW LINE

Be Sure and Get a Copy
Cylinder Cabinets with Clamps instead of Pegs
Disk Cabinets Equipped With
BROWN'S PATENT FILING SYSTEM

Attractive Prices to the Trade

If You Do Not Handle Our
"GRAND OPERA" NEEDLE
You Are Not Supplying Your Customers With The Best

Send For Samples and Prices

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.
DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES.

EDUCATION IN BUSINESS.

The Real Salesman of To-day Should Have an Intimate Knowledge of Every Detail of the Goods He Is Selling—Some Suggestions for the Talking Machine Dealer—Wants His Sales Fêrêe to Make Mòre Money for Him.

Education in business is a subject that is receiving a great deal of business from men in all lines of trade at the present time. It is recognized that it is not sufficient for a salesman simply to be experienced in selling any particular line of goods. To measure up to the standard nowadays he must possess a knowledge of every detail. With the great corporations it is the habit to form frequent conventions of their sales forces, at which time they are not only addressed by the sales manager on pure topics of salesmanship, but are filled with details regarding every department of manufacture by the superintendents of these departments. In other words, the superintendent of the branch factory making a certain product sells that particular product to the salesman and uses every argument at his command. He explains just how that product is made and why, and what it is intended to do.

Here is a subject for the talking machine dealers to consider. Does your salesman know every part of every model of machine, why it is made in that particular way and what it is intended to do? Can he explain the mechanism to the customer in an intelligent manner? Though he may be a good salesman generally, if he can't do this the dealer is losing money by not educating him.

Then, again, can the salesman describe the records in detail, tell who it was that made them, tell something of the music contained thereon and in short show a thorough knowledge of the personal and mechanical features entering into the making of that particular record? If he can't there is more room for education. A fifteen year old stock boy may know the titles and numbers of records, but the salesman should know all about them.

The live talking machine dealer will consider this question of education very carefully. He will find that it will pay to take an hour each week at a time when the store is not filled with customers to get his sales staff together and go over the details of his line very carefully. He should give suggestions and ask for them. Whenever new records are issued or new machines are put on the market the data issued by the company regarding same should be read by the staff assembled for that purpose and discussed in detail until every feature is familiar. There is no question but that every one of the talking machine factories will be glad to send a representative to the store of the dealer where possible, to explain to the sales staff the details of manufacture, for such knowledge on the part of the salesman helps the business of the manufacturer as well as that of the dealer.

Of course, there are some dealers who will say they are not running public schools for the benefit of the salesman—that the salesman are supposed to know their business before they enter the dealer's employ. Such dealers have only to think of their tax bills and consider the amount they are paying for public education—for the education of people whose knowledge will never bring a dollar into the dealer's pocket. In that case does it hurt to spend a little money at home?

A CLEVER WINDOW DISPLAY

Made Around the Edison Business Phonograph by the Stone Piano Co., Fargo, N. D.

The Stone Piano Co., Fargo, N. D., recently had a very attractive window display devoted entirely to the Edison business phonograph, consisting of a completely equipped office with a stenographer at work all day transcribing from records. On the exterior of the window was drawn in white with an air pencil the figure of a business man dictating into the Edison business phonograph and the words, "Shorten your day with the Edison business phonograph." A drawing of a clock showed the short Edison day, ending at

three o'clock, as compared with the old business day ending at six o'clock. The clever idea, conceived by Manager Poppler, of the talking machine department, attracted much attention from the passersby and a number of excellent prospects were secured from among those who realized the force of the argument.

A LIVE STORE IN A GOOD LOCATION.

F. L. Steers Controls a Large Share of the Victor Business on Washington Heights—His Attractive Quarters.

The Washington Heights section of New York, that section lying north of 135th street on the extreme west side, is devoted almost entirely to apartment houses of the better class and inhabited by people fairly well off in worldly goods. This is the class of people who make good customers for talking machines, yet surprising to say, there are few dealers who have made an attempt to corner any of that trade.

One man at least has awakened to the opportunity, and he is F. L. Steers, who last May opened a store at the corner of Broadway and 143d street, where he handles the Victor line of machines and records exclusively and with excellent results. The store, though small, is most conveniently arranged and besides the main showroom, containing a sample of each style of Victor machine, handsome shelving for the record stock, there are two sound-proof demonstration parlors, a shipping room and a spacious office. Being located on the corner there are offered three large windows for display purposes and Mr. Steers sees to it that they are always trimmed in attractive manner, chiefly with the window trims designed by Ellis Hansen and furnished by the Victor Talking Machine Co.

The record trade of the store has already grown to surprising proportions and it is the boast of the proprietor that 90 per cent. of any record order may be filled at any time. The store is kept open several hours in the evening as in this section of homes that is the busiest time and im-

promptu recitals in the main showroom are of nightly occurrence. The attractiveness of the store combined with the excellent service rendered at all times have combined to make success possible for Mr. Steers.

F. L. Steers is assisted by his brother, A. L. Steers, and both are real hustlers, sticking to the up-to-date methods, and are strong exceptions to the class of New York dealers who came in for criticism in last month's World.

COLUMBIA AGENCY IN COEUR D'ALENE

Formal Opening the Occasion of Quite a Celebration at Young's Pharmacy.

(Special to the Talking Machine World.)

Spokane, Wash., March 2, 1911.

The Columbia Phonograph Co., of which W. S. Storms is manager in this city, have just placed the agency for their line with Young's Pharmacy in Coeur D'Alene, Idaho. At the formal opening on Saturday evening there was an excellent Grafonola concert and in connection therewith a souvenir in the form of a white carnation was given to each visitor to which a card reading as follows was attached: "The Columbia Phonograph Co. beg to announce the placing of the exclusive agency for Coeur D'Alene with Young's Pharmacy, who will handle a complete line of graphophones, grafonolas, double disc and indestructible records." There was a large attendance and the various Columbia grand opera records were featured in splendid shape. Mr. Storms reports an increase of over 32 per cent. in business for February over last year and is well pleased with the general outlook.

THE FOUNDATION OF SUCCESS.

Systematic promptness lies at the foundation of success. Learn to drive your business, and never let your business drive you. Be careful what you agree to do, but do what you have agreed, and do it promptly.



**Won't You
Have a
Lesson in
Spanish?**

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

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

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

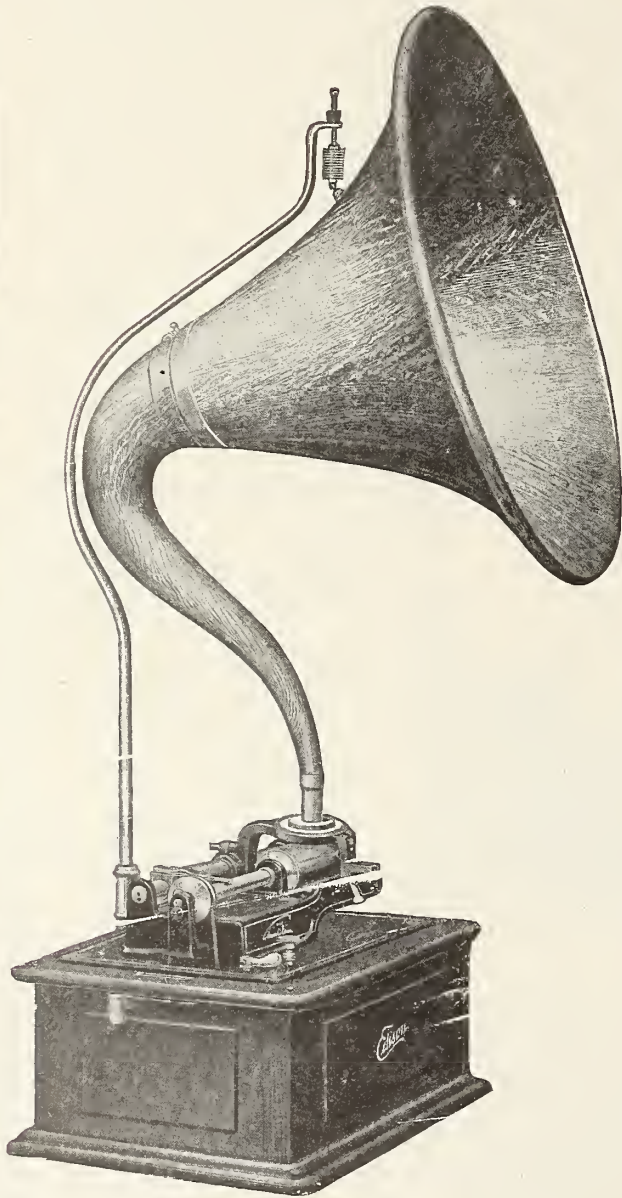
If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa

The Edison Triumph

\$75.00 Outfit

With Music Master Horn and Model O Reproducer—



as beautiful in outline as it is wonderful in tone quality—just the type of instrument for the great mass of people of high artistic sense and musical taste who can't quite afford the Amberola.

Edison dealers everywhere are making a clean-up on this irresistible instrument—turning Home, Standard and Fireside prospects into Triumph customers.

Order from your Edison jobber to-day.

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

Thomas A. Edison, Inc., is the new corporate name by which the National Phonograph Co. will hereafter be known.

Are you well stocked on Edison Recording Equipment for the Gem, Fireside and Standard?

Home Record making is featured in much of our national advertising and the demand created has swamped many Edison dealers who were not able to supply recording equipment and blank records.

Recording equipment is furnished as part of the regular outfit with Home, Triumph and Idelia styles—it is not furnished with Gem, Standard or Fireside. There's a well worth while additional profit for you in recording equipment, and you ought to sell a recorder every time you sell a machine. All you have to do is mention the home recording feature—and the sale is made.

Selling recording equipment builds up your blank record market—the blank record is the most rapid and continuous record market there is—and by all odds the least troublesome. You don't have to demonstrate blanks.

Write your Edison jobber to-day and get your recorder and blank record stock lined up.



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

Thomas A. Edison, Inc., is the new corporate name by which
the National Phonograph Co. will hereafter be known.



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NEW YORK, MARCH 15, 1911.

IT has not been the policy of this publica-
tion to comment upon the legal battles
which from time to time have been
waged in this industry with considerable
vigor in defense of patent rights.

We have left those matters entirely with
the courts, which presumably are competent
to deal with them.

The patent situation has been always more
or less uncertain and vast sums of money
have been expended in support of legal con-
tentions, and it would seem as if there was
going to be no particular subsidence of bat-
tles in this particular.

CONDITIONS in the talking machine
industry, owing to important changes
which it is believed will occur within
the very near future, have been somewhat
acute.

The meeting of the Executive Committee
of the Talking Machine Jobbers' Associa-
tion in Chicago did not settle important
matters, and unquestionably there will be
happenings of material interest to the in-
dustry occurring from time to time within
the near future.

The matters affecting records, exchanges,
territory, lines handled—all bid fair to form
topics for considerable discussion within
trade circles.

The talking machine industry, so far as
its jobbing distribution is concerned, is con-
trolled by comparatively few houses, and
they are all keenly alive to the situation.

TRADE conditions continue fair and
there is every reason to believe that
the year will prove a satisfactory one

from many viewpoints. General business is
going steadily better.

The talking machine trade is in an 'ex-
pansive condition, and the output for 1911
bids fair to far eclipse that of any previous
year in point of money totals.

Reports indicate an excellent measure of
activity in the talking machine industry for
the past month. There are exceptions, of
course, but broadly considered, business has
been most satisfactory. It is hardly neces-
sary to say that the dealers who believe in
progressive methods in their business affairs
have profited most.

Business these days gravitates toward the
men who conduct their establishments ac-
cording to up-to-date rules. This is per-
fectly logical. In all lines effort is neces-
sary to win success, and those who "stand
pat" and expect business to come their way
without working for it, are naturally disap-
pointed.

THE business man who refuses to
modify or change his plans is apt to
go backward instead of forward, be-
cause as business competition develops he
cannot make progress in the trade battle.
He lacks the proper weapons and ammuni-
tion, and he has failed to work out plans
to develop and master the campaign.

This is the type of merchant who is al-
ways complaining and finding fault, and not
seeking the reason why "fate is against
him."

There is no standing still in business to-
day. The methods of yesterday will not do
for to-morrow. The man who is up-to-date
is constantly conforming his business to the
changing times, and it is the wise talking
machine man who acts accordingly.

The general trade outlook is excellent,
and the prospects are for a very lively
spring and summer trade. But, after all,
it is up to the dealer to make business ac-
tive. The manufacturers are doing their
share in educating the public—in making a
market for talking machines and records of
all kinds—and the dealer must be original
enough to conceive means of taking advan-
tage of this good work and applying it
locally, to the end that he may profit ac-
cordingly.

THERE is no one subject of more im-
portance in the talking machine trade
to-day than that of credits. If busi-
ness is to be conserved and developed along
healthy lines, jobbers and dealers alike must
watch their credits. How much better at
the end of the year to have restricted sales
to those of known integrity and ability than
to have on the books a lot of bad risks.
How much better to have goods on hand at
inventory time than to have them out with
people of questionable financial standing. It
gives the dealer a much better rating with
the jobber to have these goods on hand than
to show these same goods as "notes and
accounts" past due and carried over.

ONE of the greatest weaknesses in
credits is the matter of collecting.
It is an axiom that many a good
merchant has failed in business because he
was a poor collector. He may be a good

salesman, a good judge of human nature,
popular with his fellow-man and do the
largest business of any merchant in his com-
munity, but if he does a credit business, and
is a poor collector, his failure sooner or
later is inevitable.

Indifference on the part of talking ma-
chine men to this vital department of their
business is certain to wreck it. Every dol-
lar lost on a poor customer means one lost
on a good customer, or, as J. T. Laws, a
well-known credit man, puts it, "You are
compelled to take the dollar made on the
good customer and pay for the goods sold
the bad customer."

It is always well to bear in mind that the
dealer who collects when due has more
money and more friends than the man who
renews the mortgage.

THE extraordinary efficiency of The
Talking Machine World as an ad-
vertising medium has been the sub-
ject of most favorable comments from time
to time, while its merits in a literary way,
as well, have been acknowledged by firms,
companies, individual dealers and jobbers in
every section of the globe. Hundreds of
communications in our files testify to this,
and only recently the S. B. Davega Co., the
prominent Victor and Edison jobbers of
New York, wrote the following unsolicited
letter, which speaks for itself:

"Gentlemen—It gives us great pleasure to
inform you that we have received more re-
plies to our last month's 'ad' and had
greater results therefrom than any 'ad' we
ever had in your paper. Almost two car-
loads of cabinets were disposed of in one
month's time; in fact, one complete carload
of our No. 100 cabinets alone were sold.
The results obtained from our Simplex
Needle Box 'ads' in previous issues were
also very gratifying, and we do not hesitate
to say that The Talking Machine World
has been our best medium for advertising
all of our specialties."

ANOTHER pleasing tribute to the lit-
erary quality and the general excel-
lence of The World reaches us from
Thomas Edens Osborne, the progressive
talking machine jobber of Belfast, Ireland,
who says: "I am sure you will believe me
when I say that one copy of The Talking
Machine World is worth all the other papers
connected with the talking machine indus-
try."

The World has won its place in the fore-
most rank of trade papers throughout the
world because it believes, firstly, in furnishing
the trade not only with the news of the
world, but with helpful, stimulating, educa-
tional articles covering every branch of the
industry; secondly, it believes in giving the
advertiser the value of legitimate circula-
tion—of persistently and systematically get-
ting after old and new dealers and bringing
the specialties advertised in The World to
their attention.

It is safe to say that The Talking Ma-
chine World to-day has a circulation in for-
eign countries which far exceeds all other
publications devoted to talking machines
combined, while in the United States it is

the only publication devoted exclusively to this important industry.

It is not the custom of The World to boost itself, but the number of complimentary letters recently received from subscribers and advertisers have been such that this outburst is pardonable.

TRADE GOOD IN MILWAUKEE.

Spring Business Opens Up in Satisfactory Shape—Good Reports From All Over the State—Summary of the Situation—A Columbia Co. Record—Arrangements Completed for Jobbers' Convention—Concert Program in Advance by Means of Talking Machines—The New Idea Cabinets in Demand—Recent Visitors—The Trade News of the Month in Brief.

(Special to the Talking Machine World.)

Milwaukee, Wis., March 9, 1911.

The spring business has opened in a highly satisfactory manner in Wisconsin talking machine circles and the prospects everywhere indicate that the total volume of trade will be far in excess of the same period a year ago. Optimistic reports are arriving from all over the State from retailers who are confident that much is to be expected this year. Local retailers are finding that business has taken on new life with the arrival of favorable spring weather and a general improvement in the local industrial situation.

Local wholesalers are well pleased with results thus far and say that dealers are placing good orders for the spring trade. Demand seems to be equally good for machines and records of the higher class and this is taken as a most hopeful sign. The new March records in all lines seem to be proving popular with the trade.

The favorable spring weather has created a feeling of confidence about the State and the money that was garnered from the heavy crops of last fall is being let loose more freely. The decidedly better tone in the local heavy machinery situation and the better outlook in labor circles has also worked wonders.

While A. G. Kunde, 516 Grand avenue, Columbia jobber of Milwaukee, was not able to keep up his regular record of establishing one new Columbia dealer in Milwaukee each month during February, he reports that he has several dealers under consideration who are expected to take up the Columbia line within the near future. "Business is good," said Mr. Kunde, "and the prospects are especially fine. We hope to be able to line up an unusually fine trade this spring. Business at the present time is considerably larger in volume than it was at this time a year ago."

Lawrence McGreal, Edison and Victor jobber of Milwaukee, and a member of the arrangement committee of the National Association of Talking Machine Jobbers, has practically completed all arrangements for the convention which meets in Milwaukee, July 10, 11, 12 and 13. Headquarters of the gathering will be at the Hotel Pfister, one of the best known convention hostleries in the Northwest. An interesting program which will be carried out during the convention has been rounded into form by Mr. McGreal and will be made public by the press committee of the association. Milwaukee ranks well to the front as an ideal convention city, with attractions galore, and a most successful convention is promised. Mr. McGreal was in attendance at the meeting of the executive committee of the association held in Chicago, February 19 and 20.

The talking machine was put to a rather unique use at La Crosse, Wis., recently when Prof. L. P. Benezet, who, with Prof. Harry Ross, later brought the St. Paul Symphony Orchestra to La Crosse for two concerts, prepared the public for the treat in store for them by giving a series of three or four talking machine concerns at which the programs to be played by the famous orchestra were reproduced in advance. The idea met with decided favor with the school children and the public at large, who later found themselves more familiar with the music and in a position to better enjoy

the concerts. Preliminary programs were given for the State normal, high school and graded school students.

The Chippewa Phonograph Co., of Chippewa Falls, Wis., recently suffered a loss of about \$6,000 when its entire stock, including talking machines, records, accessories, pianos and other musical instruments was destroyed by fire. An insurance of only \$2,000 was carried. The fire was of unknown origin and destroyed the entire Taylor block, the location of the talking machine company and several other establishments. It is understood that the talking machine company will open up at once in new quarters.

Miss Gertrude Gannon, proprietress of the McGreal retail store, has returned to Milwaukee from a three weeks' pleasure trip in the South. Miss Gannon visited at San Antonio, Tex., New Orleans, La., and at St. Louis, Mo. She reports that conditions in the South are showing much improvement.

The New Idea Cabinet Co., manufacturing the "New Idea" disc cabinet with interchangeable tops for the various types of machines, has installed considerable new equipment in its plant at 180 Fourth street, rear. Two new woodworking machines have been placed in operation, together with considerable smaller equipment. Business has been so good with the company that it is planning to secure larger and more adequate quarters just as soon as its lease on the present building expires. Lawrence McGreal and William Schmidt, two of the officials of the company, report an excellent demand for cabinets.

William Schmidt, traveling salesman in southwestern and western Wisconsin for Lawrence McGreal, is covering his territory once more after a short sojourn in Milwaukee.

Joseph F. Gannon, brother of Mrs. Lawrence McGreal, who has been traveling for the Victor Talking Machine Co. in Illinois, Kentucky and Tennessee, is visiting Milwaukee relatives and assisting in the wholesale department of Lawrence McGreal.

Among the out-of-town Wisconsin dealers who were recent Milwaukee visitors were: W. J. Augustine, of Fond du Lac and Oshkosh, and D. M. Groulx, of Green Bay, Wis. Both dealers were well pleased with the spring outlook.

William P. Hope, traveling representative of the National Phonograph Co., who is now making his headquarters at Marinette, Wis., was a recent Milwaukee visitor.

F. A. Scheuber, mayor of Livingston, Mont., and representative of the Columbia Phonograph Co.,

in Montana, Wyoming and the western portion of North and South Dakota, visited relatives in Milwaukee recently while on his return from a visit to the Columbia factory in the East. Mr. Scheuber is a brother-in-law of A. G. Kunde, Milwaukee Columbia jobber. In addition to the Columbia Mr. Scheuber has taken on the agency for a strong line of pianos while in the East.

"HENRY VIII." CINEMATOGRAPH.

Elaborate Reproduction Secured of Sir Beerbohm Tree's Great Show.

This most ambitious piece of cinematograph work yet done in England has been the photographing of the five chief scenes of Sir Beerbohm Tree's elaborate production of "Henry VIII." Special scenery painted like that at His Majesty's Theater was prepared at a suburban studio. All the other properties were used as at the theater. The whole company of 180 persons, including Will Bouchier and Violet Vanbrugh, went through the scenes, speaking their lines. The film will show for twenty-five minutes.

EDISON STATUE IN ROSELLE, N. J.

To commemorate the fact that Roselle, N. J., was the first place in the United States to have incandescent lights in a building, a statue is to be erected here to Thomas A. Edison. Edison once had a plant in that borough and he tried out the incandescent lights in the First Presbyterian Church.

RECENTLY INCORPORATED.

The Standard Time Co., Chicago, Ill., have incorporated with capital stock of \$20,000 for the purpose of manufacturing phonographs, clocks and slot machines. The incorporators are George Walker, David Marr and C. L. Waldon.

The Universal Phonograph & Record Co., New York, have incorporated for the purpose of manufacturing and selling talking machines, records, etc., with a capital stock of \$100,000. The incorporators are C. Haas, M. E. Ward and S. A. Fuchs, all of New York.

The Chippewa Phonograph Co., Chippewa Falls, Wis., were recently burned out. The loss was partly covered by insurance.

The Henry Co., talking machine dealers of Pittsburgh, Pa., have leased the building at 614 Penn street, that city, for a term of three years.

Get Ready

for the spring trade in vacuum cleaners. Spring housecleaning will soon be here, when cleaners sell more readily than at any other time. Prepare to handle

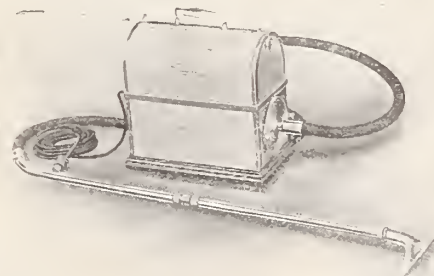
REGINA Pneumatic Cleaners

They are liberally advertised for the benefit of the trade and carry a name which your customers know and recognize.

REGINAS have *double suction pumps* and do the work twice as quickly and with less effort than others.

They are easy to operate and easy to sell—beautifully constructed and fully guaranteed. Made in our own factory by skilled workmen and sold at a reasonable price. We have hand operated and electric models.

Your jobber can supply you with Regina cleaners if he carries them. If not, write to us for full particulars. The proposition is an inviting one.



THE REGINA CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO

Licensed under the basic patents covering vacuum cleaners.

We Have Proved that the Wonderful

U-S

Combination

PHONOGRAPH

The U-S Phonograph is not simply "another phonograph." It is a NEW Phonograph—new in mechanical simplicity, new in ease of operation, new in its marvelously rich musical reproduction—NEW FROM THE GROUND UP!

If you are one of those who have been led to believe that the U-S is a "copy," look at the Flexible Tone Arm—did you ever see anything like THAT before? Look at the Self-changing Reproducer Carriage—did you ever see anything like THAT before? Look at the Motor construction, the Pulley Balance Wheel or the wonderful new Improved Diaphragm and "Speaker"—did you ever see anything like THESE before? No! They were introduced for the first time by the U-S and are found *only* in the U-S.

And U-S Everlasting Records are the embodiment of hitherto unheard-of improvements

We want every music and phonograph dealer to make a rigid comparison, by actual side-by-side comparison of our Phonograph and Record and any other phonograph on the market. The result will be none.

That is all we ask. We are left to the dealer's judgment whether to buy or not.

We also positively guarantee that we will not make or injure in any way the sapphire or any other part of the machine is used.

Then, if you conclude that our phonograph is a big opportunity every week includes horn and cabinet machines and records ranging from the classics to the latest and instrumental. We maintain a large stock in New York and are constantly in touch with the world.

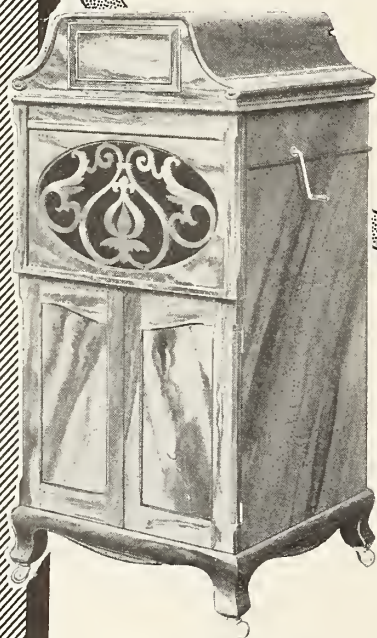
Your Time

Fill out and mail the accompanying card and we will tell you our proposition. It's a big business proposition with no "strings attached" to it.

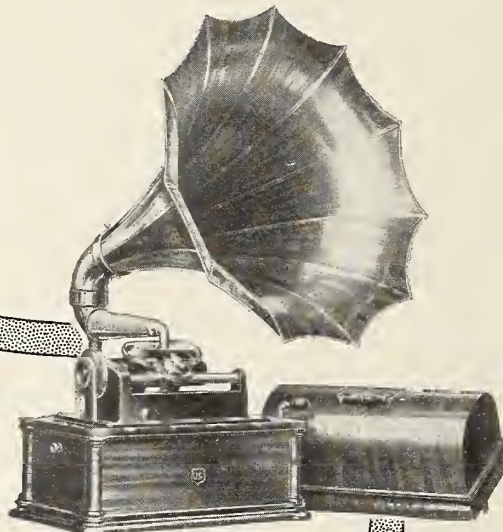
U-S Phonograph

1013 Oregon Avenue

U.S.



U-S Peerless \$200.



U-S Banner \$45.



U-S Grand \$85.

Phonograph was Capable of Improvement

U-S Everlasting RECORDS

They are not wax, but made of a special material of our own manufacture—positively indestructible and everlasting.

They will not scratch; dropping, rough handling or sudden changes in temperature will not affect them.

Other records scratch and break, but ours play on forever.

U-S Records can be played on any cylinder machine, and the U-S Phonograph will play other cylinder records. But the two together produce musical effects which we

challenge the world to equal. By them, the reproduction of the human voice and of every musical instrument is made more realistic, richer and truer to the original, than was ever dreamed possible. The usual scratching and hissing is practically eliminated, making the U-S not a mere reproducing machine, but in itself a *genuine musical instrument*.

dealer in the country to make buying, between the U-S Phonograph and record he chooses, bar

vide by such a test and leave what we claim is true.

records will not wear, scratch or ding points, no matter what

is true, you are losing money without the U-S line. This line includes, and an extensive list of recent minute popular airs, both vocal and instrumental. Recording Laboratories in New York City and best talent.

Now

write a postal, and let us know. We offer you the largest and an all-around clean-cut line with no unreasonable restrictions

Company

Cleveland, Ohio



U-S Opera \$65.



U-S Junior \$30.



Two and Four Minute Records.

Mar.

U-S Phonograph Co.

1013 Oregon Ave. Cleveland, Ohio

FILL OUT THIS COUPON

Gentlemen: Please send full particulars concerning the U-S Line of Phonographs and Records.

Name.....

Address.....

City.....

State.....

CONDITIONS IN CLEVELAND.

Both Jobbing and Retail Business Very Favorable—Talkers Getting Firmer Hold on Music Lovers—What the Various Concerns Are Doing—Eclipse Music Co. Move to New Location—Have Handsome Quarters—Interesting Personal Items—Hum of Industry in Factory of U. S. Phonograph Co.—Other News of Current Interest.

(Special to the Talking Machine World.)

Cleveland, O., March 10, 1911.

Conditions generally this winter have been very favorable in the talking machine trade, and Cleveland dealers, both distributors and retailers, are very well satisfied with the business of the past month.

Victor dealers have been handicapped owing to the impossibility of procuring sufficient Victrolas to supply the demand, the factories being unable to

turn out the machines fast enough. In the other grades of machines there has been no difficulty in securing an ample stock.

That the talking machine business in Cleveland is growing is evidenced in the constant additions, extensions and removals to larger quarters by nearly all the dealers in the city. In fact, some dealers are carrying five times the stock they did two years ago, and still feel they are not meeting the requirements of the trade.

The fact is that the talking machine is constantly taking a firmer hold on musically inclined people, and every day sees the business assuming a more popular and prominent position in the music world.

Parties in this city are working on a new disc machine which they claim is a decided improvement, and taken in connection with the low cost of manufacture, will prove a successful venture.

A series of moving picture lectures showing the wanderings of the children of Israel from the time they were led out of Egypt until they entered Canaan are being delivered in a number of Cleveland churches. Columbia records intersperse appropriate music. The entertainments are conducted by Rev. H. W. Cook and are very attractive.

Fire in a block near Collister & Sayle, March 3, resulted in considerable damage by water. Business, however, was continued uninterruptedly.

The Scharwenka piano records of the Columbia Co. have met with popular approval and are making a big hit. The remarkably perfect tone of the piano in these records has been much commented on.

To oppose legislation detrimental to moving picture interests the proprietors of Cleveland motion picture theaters have formed an organization. The purpose also is to take a determined stand against the so-called "motion picture trust." According to local motion picture men they have had no voice in the selection of films, the views they have exhibited being arbitrarily sent out by the exchanges.

At an expense of several thousand dollars, T. H. Towell, president of the Eclipse Musical Co. for several years located at 1870 East Ninth street, has fitted up and furnished what is said to be the largest and finest appointed talking machine store extant. The store has a frontage of 25 feet, at 1130 Euclid avenue, in the new and beautiful Athletic Club fourteen-story building, and extends back 150 feet to an alley. The reception room, 25 x 30 feet, is finished in a color scheme of white and gold, and the walls and ceiling in old gold tints. Amply supplied with easy chairs and rockers, the floor covered with two large rugs, and on one side a display of all the various styles of machines, makes it a most attractive place. At the rear of the reception room are five finely-appointed demonstration rooms, finished in white and gold, constructed of full-length beveled plate glass panels. These rooms extend back, opening from one into the other, and leading to the office in the rear. A passageway runs through on one side of the rooms to the office and shipping room, which is connected with the wholesale department by an elevator. This passage also affords entrance, separately, to each demonstration room. On the opposite side are the record shelves, with tables for the machines, conveniently arranged for the purpose intended.

All the rooms are brilliantly electrically illuminated, sumptuously furnished, and the walls adorned with oil paintings. In fact, everything has been artistically, tastily arranged, and all with an eye to comfort and convenience in transacting business. The opening day occurred on the 3d, and was the Euclid avenue attraction on that occasion.

Conditions in the talking machine department of the Bailey Co. are pleasing and of the most satisfactory character. Mr. Friedlander says the past month has been one of the busiest in sales of machines, of all grades, he has had in some time, and that business is steadily on the increase. He says his record sales are more than double those of a year ago, and largely for Red Seal and the higher-priced productions.

Geo. R. Madson, the energetic, enterprising manager of the Columbia Phonograph Co.'s Cleveland store, is meeting with a hearty welcome and making friends with all with whom he comes in contact. He reports business in February, the first

month of the Columbia's new store under his management, was very satisfactory. "We are increasing our list of record buying customers," said Mr. Madson, "at a wonderful rate, through our 'Demonstration' record. This record is making a big hit in Cleveland. We find a demand for all grades of our products, and exceptionally so for our \$50 Favorite Grafonola, which far exceeds our ability to supply. Our new store at 913 Euclid avenue is rapidly being remodeled and we hope to be settled and have an opening there by the 25th of this month."

G. J. Probeck, manager of the Dictaphone department, reports excellent business.

W. H. Buescher & Sons say February sales of Victor machines and records considerably exceeded those for the same period a year ago, and sales are continually expanding.

The busy hum of industry prevalent at the factory of the U-S Phonograph Co. indicates a growing, prosperous business, and judging from the activity displayed in all departments there has been no falling off in trade since the holidays. "More dealers," said the manager of the sales department, "have taken on this improved line during February than in any previous month, and all, without exception, speak in the very highest terms of commendation regarding the Combination phonograph and Everlasting record. We are in daily receipt of reports from every section of the country, showing that business conditions are fine; in fact, that they were never better, and the wide-awake dealer who pushes the line energetically and enthusiastically is bound to reap a golden harvest during the coming spring months."

McMillen's have been and are still doing a very excellent business in both Victor and Edison goods. Mr. Kellogg has rearranged this department, as well as the piano, making a more presentable display of the instruments and adding to the convenience of demonstrations. H. E. McMillen, the head of the house, is spending the winter in the South and writes that he is much improved in health.

Collister & Sayle are again partially supplied with Victrolas and are making a fine window display of the various styles and different woods. The demand, Mr. Dorn states, continues for the higher-priced instruments and Red Seal records.

Charles I. Davis is making strenuous efforts in connection with his music and other lines to build up a large talking machine trade. He has just remodeled the Victor department and now has three fine demonstration rooms on the ground floor, conveniently and neatly fitted up. The Edison department, reached by a marble stairway to the basement, consists of a fine reception hall and four beautifully arranged demonstration rooms. The whole arrangement is homelike and attractive and his business is rapidly growing.

The Talking Machine Store, for a long time located at 27 Taylor Arcade, has disposed of the goods and the store is closed.

The Talking Machine Co., Flesheim & Smith, and the Aldrich-Harney Co. report business very satisfactory and look for a good, healthy spring trade.

CHANGE NAME AND REDUCE CAPITAL.

(Special to the Talking Machine World.)

Dallas, Tex., March 6, 1911.

The Petmecky Supply Co., of this city, well known in the talking machine trade, have filed amendments to their charter, changing the name of the company to the Talking Machine Co. of Texas, and reducing the capital stock from \$50,000 to \$34,500.

TALKER MUSIC BY WIRE.

Talking machine music transmitted by electricity was one of the novelties at the Electrical Show held in Philadelphia. Two talking machines were installed in a room at a distance from the main showroom and the horns replaced by telephone transmitters. The music was carried to the main room through the medium of wires, where it was listened to through regular telephone receivers.

DAVEGA'S SPECIALTIES

MEAN

\$ \$ \$ \$ \$ \$

TO YOU

No. 100 DISK RECORD CABINETS

So confident are we that our No. 100 cabinet at \$6.75 each is the best value on the market to-day that we are willing to send a sample—freight prepaid—and if the cabinet is not to your liking, return at our expense within 48 hours. Could we say more?

MAGNETIC NEEDLES

The finest tempered steel needle made. Scientifically cut and ground to fit the groove in the record—American made—and lower in price than any other high-grade needle.

"Every needle guaranteed."

VICTROLA PROTECTORS

Save your machines from damp, dust and injury. Every one of your Victrola customers will purchase one.

"BUILT UP WOOD"

DIAPHRAGMS

For loud, clear, natural reproductions they have no equal. A trial will convince you.

SIMPLEX NEEDLE BOXES

A handy, convenient and necessary attachment.

SIMPLEX RECORD CLEANERS

Get right down into the grooves of the record and clean them good.

Progressive Dealers and
Jobbers Stock These Lines
DO YOU?

We will be pleased to quote
prices and full information
upon request.

WON'T YOU WRITE TODAY?

S. B. DAVEGA CO.
126 UNIVERSITY PL., NEW YORK

THE OLDEST JOBBER IN GREATER NEW YORK

José María Restrepo Millán

Apartado 229, Bogotá, Colombia

—>>>—

2/28/11

Bogotá, February 1st 1911

VICTOR TALKING MACHINE COMPANY,

Camden.

As I have had occasion of telling you, my Talking Machine is an excellent Victor III furnished with very handsome records, such as those of Caruso, Melba, Tetrizzini &c.

I have always used Victor needles & always the results have been perfect.

Some days ago a friend of mine begged me to lend him the machine, I acceded with pleasure. As soon as the Graphophone was returned back, I played some records to try how it was; but I must advise you that the needles that my friend sent with the machine were not of "Victor" manufacture.

You cannot guess how afflicted I grew when remarked that the voices had not the beauty & purity by which my Graphophone was especially admired: Caruso's "Vesti la Giubba" was detestable, Tetrizzini's "Io son Titania" had lost entirely its charm.

What I first thought was that the man who had asked it of me had damaged it. However some one observed that I was using needles of other manufacture; directly I sent for a box of Victor needles. With great anxiety I tried the first, think of my joy when I recognised the beauty of the records, when all that were hearing the machine felt that it was as good as ever.

If this letter may be useful for you, you are authorised to publish it. Here, I will induce everyone having a "Victor" to use only your needles. Experience has shown me that the best results are only obtained with Victor products.

Congratulating you for the absolute perfection of your manufacture & wishing for the VICTOR all the good exit it deserves

I am your most enthusiast admirator

J. M. Restrepo-Millán

The Columbia *exclusive* dealer runs his own business to suit himself—what we do is to supply the best machines and records that can be made, and guarantee that he has no Columbia competitors. He has no fear of the others.



Columbia Phonograph Co., Genl., Tribune Building, New York.

TRADE NEWS FROM GOLDEN GATE.

Business Hampered by Weather Conditions, but Shows Steady Improvement—Jobbers at Other Points on the Coast—A. R. Pommer to Visit the East—Pushing the Edison Line—Hauschildt Music Co. Take Over Clark Wise & Co. Stock—A. G. McCarthy Visits Sherman, Clay & Co. Branches—Important Columbia Co. Connection.

(Special to the Talking Machine World.)

San Francisco, Cal., Feb. 28, 1911.

Business has been somewhat hampered by bad weather for the last month, but on the whole there has been considerable improvement over January in both wholesale and retail business. As is natural at this season, the demand for records has been the principal feature and has run heavier than last winter on all lines, but particularly on the more expensive and higher classes of goods. The demand for machines of most descriptions is still quiet, but there is a steady inquiry for some of the newer models, in some cases exceeding the supply immediately available.

The local distributing firms take a very optimistic view of the outlook for the year. Sufficient time has elapsed since the holidays to size up the situation and there is every indication of at least as great a gain as was experienced in 1910. The ground is already pretty well covered in the cities and larger towns of the coast, but all of them, from Seattle to San Diego, are growing rapidly, and at the same time the talking machine is rapidly increasing in favor. The growth outside the cities is hardly less rapid and it is fairly certain that the year will bring the establishment of large numbers of new stores and agencies through the country. Moreover, every new improvement to the talking machine brings it into favor with a host of people who formerly gave it no attention, and the replacement of old machines with new ones of better quality is steadily going on.

A. R. Pommer, head of the Pacific Phonograph Co., expects to leave for the East early in April, or perhaps sooner. He took a short trip to Sacramento early this month and reports the business there in excellent shape with a fine outlook for the distributive business all over the Sacramento Valley. In fact, he considers this one of the best parts of his territory this season. Mr. Pommer reports an exceptionally heavy demand in some lines this month, the sale of records being a surprise, while the Music Master horn has been selling in a larger way than was expected at this time of year. There was some delay in getting new goods during the stormy period, as some shipments were tied up for a week or more. This firm, however, makes a specialty of keeping a complete stock of Edison goods on hand and the provision made for such emergencies just about carried it through. The various improvements in the company's quarters are now complete and it is safe to say that it has one of the most convenient, as well as largest, wholesale talking machine warehouses in the country.

W. A. Voltz, the Edison factory representative in this territory, spent the early part of the month

in San Francisco and vicinity, visiting the Pacific Phonograph Co., Peter Bacigalupi & Sons and leading Edison dealers. He is now traveling through the northern part of the State, calling on every Edison dealer along the route. Mr. Voltz expresses high approval of Babson Bros.' entrance into this territory, saying that their success will give a practical illustration of the possibility of handling Edison goods exclusively, which few, if any, dealers in this territory have done in the past. He covered the greater part of southern California and the oil fields before coming here and found conditions only fair in the South after the first of the year. The oil district, he says, is booming, with few towns springing up all over the country. Mr. Voltz is giving a lot of attention to the Model O, over which he is quite enthusiastic.

Mr. Hopkins, formerly of the Hopkins Bros. Co., of Des Moines, one of the best known talking machine men in the Middle West, arrived here a couple of weeks ago and expects to make this his home and place of business. He says he decided on San Francisco as his future place of residence some six years ago, on his first visit, but has been unable to leave Des Moines until now. He intends to handle Edison goods and is at present with Peter Bacigalupi & Sons in the business phonograph department.

The most important bit of news that has come out in a long time is the announcement just made public that Clark Wise & Co. have sold out their entire business to the Hauschildt Music Co. Mr. Wise has expressed some dissatisfaction with the piano business for several years, but regarded the talking machine department as a decidedly good thing. He has decided, however, to take up an office specialty line, which will require all his attention. He believes that his talking machine department was one of the largest retail concerns of this class in the city and its acquisition will certainly be an important matter for the Hauschildt Music Co. The latter house has also had a large talking machine department in the past and has been gradually gaining headway in the local trade. The company's department in Oakland has had a large business for several years.

Andrew G. McCarthy, head of Sherman, Clay & Co.'s talking machine and small goods business, returned recently from a visit to the branches in the north, cutting his trip rather short to be in at the celebration of the success of the Panama-Pacific Exposition boosters. He is well satisfied with the recent record of the northern branches and is confident that they will show a remarkable increase this year. The situation at Portland is especially encouraging. Mr. McCarthy has been importuned by retailers all over the territory for more Victrolas, and while practically all the machines received are shipped out as fast as they come in, it has been impossible for the last few weeks to prevent an accumulation of back orders. He believes, however, that the number of these machines shipped to the coast will again be increased this year and hopes to fill all orders promptly from now on.

An important arrangement recently closed is the placing of the Columbia goods with the Hauschildt

Music Co. Complete stocks of this line have been taken on at both the San Francisco and Oakland establishments, and with the company's growing business in both cities, the deal is expected to be of considerable benefit to the Columbia Co. A number of other dealers around the State have been supplied with new stocks of Columbia goods during the month and the regular business of the San Francisco office is going ahead in fine shape.

The Geo. J. Birkel Co. are now comfortably settled in their new building in Los Angeles. The structure was especially designed for this firm, with special attention to the talking machine department, and according to all reports from the southern city it is one of the best equipped departments on the coast.

A VISITOR FROM MONTANA.

F. A. Scheuber, of the Scheuber Drug Co., Livingston, Mont., who also handle pianos—a rather strange combination—as well as the Columbia graphophone line, was in New York for several days last week, going home Friday. He visited the executive offices of the Columbia Phonograph Co., General, and renewed their agreement. The company have the exclusive Columbia rights in Montana and the half each of North and South Dakota.

EDISON'S VOICE FOR WIFE ALONE.

The Inventor Declines Soldan High School Boys' Request for a Phonographic Record.

(Special to The Talking Machine World.)

St. Louis, Feb. 28, 1911.

That no record of his voice will ever be made except for his wife is what Thomas A. Edison, inventor of the phonograph, has written to the president of the boys' science department of Soldan High School, who wrote the inventor asking for such a record.

The science club was organized last year and was named the "Edison club." On Monday an "Edison day" was held and desiring to supplement it with a phonographic reproduction of the inventor's own voice, Harry P. Schienberg, the club president, wrote and asked Mr. Edison for a record.

In reply was received Mr. Edison's letter saying that only his wife would ever possess a record of his voice through phonographic perpetuation. The letter is to be framed by the boys of the club.

PROSPERITY AND FREEDOM.

Prosperity is bad for a man or woman if it does not lead them to think nobler thoughts and do nobler deeds. A man may be worth his millions and still be a slave. Let the cogs in your thought-mill be firmly imbedded in the body of the wheel. Then let the thought-wheels whirl as do the worlds in space, until new thought-worlds fly off—Ah! that brain-mill within the cranium is a wonderful piece of mechanism.

Many a six-story brow fronts a one-story intellect.

AN IMPORTANT DECISION.

Interesting Details of the Victory Won by the National Phonograph Co. in Appeal from the Australian High Courts to the Privy Council of the British Empire—Position of United States Courts Virtually Upheld.

Reference was made in the February issue of The World to the case of the National Phonograph Co., of Australia, against Walter T. Menck, a dealer of New South Wales, which was successfully appealed to the Privy Council of the British empire. Further details by S. Dyke, chief of the legal department of the home company, now Thomas A. Edison, Inc., is as follows:

"This is the first time that a case involving these principles has been decided by a Court of ultimate last resort. In this country decisions of the Circuit Courts or of the United States Circuit Courts of Appeals have been uniformly in favor of the basic principles upon which the selling system is founded and the price cutters and other defendants, who have been defeated in these courts, have never had sufficient confidence in their position to carry the case to the Supreme Court of the United States.

"That the Australian case now decided by the Privy Council was taken up to and decided by that tribunal, which is the court of last resort for England and the British Colonies and which corresponds precisely to the Supreme Court of this country, was due to the fact that both the Australian Court to which the case was originally presented and the High Court of Australia, to which it went from there, decided against the National Phonograph Co. of Australia and in favor of the defendant, Menck, though this decision was in defendant's favor in the High Court of Australia by the narrow margin of a vote of three to two, the case being heard by a court consisting of five judges.

"By this decision the principles supporting the

system under which Edison phonographs and records are sold is firmly established, not only for Australia, but also for all the British possessions. The decision will undoubtedly have great weight with the Supreme Court of the United States, should that tribunal be called upon to decide the same or similar issues.

"The views of the Law Lords who sat on the Privy Council may be clearly understood from the following extracts of the opinion, which is so lengthy that we cannot reprint it as a whole:—

"The general doctrine of absolute freedom of disposal of chattels of an ordinary kind is, in the case of patented chattels, subject to the restriction that the person purchasing them, and in the knowledge of the conditions attached by the patentee, which knowledge is clearly brought home to himself at the time of sale, shall be bound by that knowledge and accept the situation of ownership subject to the limitations. These limitations are merely the respect paid and the effect given to those conditions of transfer of the patented article which the law, laid down by statute, gave the original patentee a power to impose."

"And after reviewing the earlier cases, the decision continues:

"In their Lordships' opinion, it is thus demonstrated by a clear course of authority, first, that it is open to licensee, by virtue of his statutory monopoly, to make a sale *sub modo*, or accompanied by restrictive conditions which would not apply in the case of ordinary chattels; secondly, that the imposition of these conditions in the case of a sale is not presumed, but on the contrary, a sale having occurred, the presumption is that the full right of ownership was meant to be vested in the purchaser; while thirdly, the owner's rights in a patented chattels will be limited if there is brought home to him the knowledge of conditions imposed, by the patentee or those representing the patentee, upon him at the time of sale."

An advertising appropriation which is judiciously spent adds no more to the selling price than rent.

CREDIT VERSUS RATING.

Rating a Cold Blooded Proposition on Dollars and Cents Basis—What Credit Means in Relation to a Man's Moral Character.

In these days every business man is careful to maintain his rating, but here and there is one who is careless with his credit. The statement may seem a paradox, but is it?

Printed rating is based on the amount of cold dollars a man may possess, and his record for having met his obligations without delay—resources and business honesty. Let us look at the broader scope of credit.

To copy Webster, our definition of the word would be "belief, trust, influence and reputation."

The question arises, "What course must a man pursue to maintain for himself these four requisites of credit?" The mercantile agencies, in their books for general circulation, do not show the moral status of a man; but, nevertheless, the keen business world to-day does not lose sight of morals in looking up financial standing.

The intemperate man, or the man who speculates or who leads a loose life generally, should be aware of the fact that those in touch with him are going to use care that he does not go beyond his actual assets. An impaired rating, in its more confined sense, can eventually be built up again if not too badly damaged, but the process of restoring lost credit is an uphill job—a decidedly discouraging one at best.

THE FORM LETTER.

Here is a sensible suggestion which one man is carrying out regularly: When you have finished a form letter, no matter how good it seems, mail it to yourself, or to your wife. Look it over two days later, after it has "cooled." If you have a wife, let her read it first and ask her for her honest idea of whether or not it will sell goods. Then you can know.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

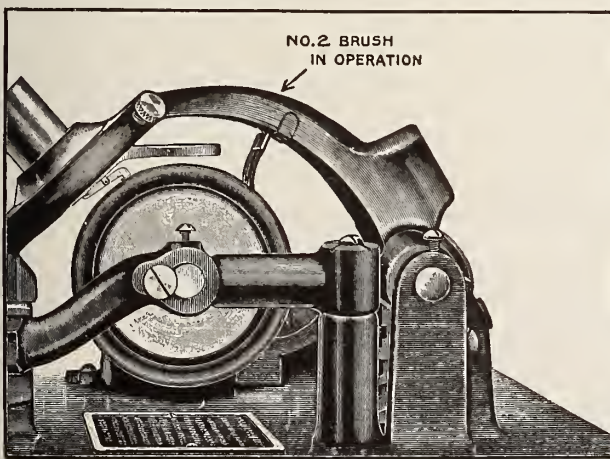
USE THE PLACE AUTOMATIC RECORD BRUSH

Patented Sept. 25 and Oct. 2, 1906, Sept. 10, 1907.

IT'S
THE BEST POLICY

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



NO. 2 BRUSH
IN OPERATION



No. 1.
Fits Triumph

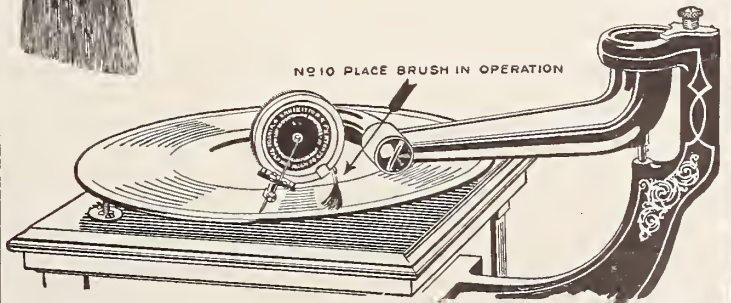
No. 2.
Standard and Home

No. 3.
Gem and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.



NO. 10 PLACE BRUSH IN OPERATION

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. **Write Now**

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"

The Talking Machine Trade in New England

TRADE GOOD IN PROVIDENCE.

Jobbers and Dealers Enthusiastic Over Prospects—J. A. Foster Co.'s Excellent Edison Business—What "The Outlook" and the Columbia Co. Are Doing.

(Special to the Talking Machine World.)

Providence, R. I., March 9, 1911.

Although general business has not been any too startling, the talking machine trade is up to a high standard. Jobbers and retailers alike are enthusiastic and there is every indication of a fine year.

John H. Massey, manager of the phonograph department of the J. A. Foster Co., Edison jobbers, is about again following a brief illness, and reports that business is exceptionally good. He feels sure that 1911 will be a banner Edison year. "Our customers have taken a great deal of interest in the new model 'O' reproducer," added Mr. Massey, "and this has been the means of bringing a number of idle phonographs into use." This company are also selling a great number of their "special diaphragms," a device of their own make, which they claim is an excellent tone builder. The cost of this is small and hundreds are being sold.

William L. Veale, of the talking machine department of J. Samuels & Bro., known as The Outlet, attests a good strong trade in both Victor and Edison goods. February sales were excellent and business is booming. Commenting on this subject, Mr. Veale remarked: "We have been unable to obtain shipments of Victrolas to fully supply the trade, but there is no question that the factory will soon be in a position to satisfy the demand. These signs augur well for a fine trade."

As usual with large cities, the Columbia Phonograph Co. have fine distributing quarters and are reaping a good business.

GIVING SUCCESSFUL RECITALS.

(Special to the Talking Machine World.)

South Berwick, Me., March 8, 1911.

M. A. Gordon, the live Edison dealer in this vicinity, is giving a number of recitals to the public and is featuring this end of the business prominently. These are held in Newichawanick Hall, and Mr. Gordon is generous enough to allow the free use of this name for needle or machine products. Say it quickly—Newichawanick!

CO-OPERATING WITH THE DEALERS.

(Special to the Talking Machine World.)

Boston, Mass., March 8, 1911.

"With the opening of spring," says Charles R. Cooper, head of the Edison jobbing end of the Boston Cycle & Sundry Co., "some dealers need a tonic to sort of boost along their energy. To meet this condition we have inaugurated a special

Edison delivery and co-operation, and if our efforts will do it, all our dealers will have a good, bountiful spring business." "Give me your proposition" on a postal will secure the outline of this plan from Mr. Cooper.

WILL FEATURE THE VICTOR LINE.

(Special to the Talking Machine World.)

Newtonville, Mass., March 6, 1911.

Charles Farrington Atwood has undertaken the agency for Victor talking machines, equipping his store with a complete line. He says he will feature Victrolas, this city being a wealthy suburb of Boston.

A LIVE DEALER IN KEENE, N. H.

(Special to the Talking Machine World.)

Keene, N. H., March 7, 1911.

Certainly a live talking machine dealer here is A. W. Dickerman, who sells Edison and Victor goods. He also handles a line of sporting goods and cameras. Mr. Dickerson ranks with the leaders in volume of talking machine sales.

NEW CLAREMONT, N. H., HOUSE.

(Special to the Talking Machine World.)

Claremont, N. H., March 6, 1911.

Quinby & Quinby are new dealers here. They will handle the Columbia products and will open with a complete line.

E. D. EASTON A BOSTON VISITOR.

(Special to The Talking Machine World.)

Boston, Mass., March 4, 1911.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, accompanied by Mrs. Easton, was a recent visitor to this city, primarily to attend several performances of grand opera, in which he is greatly interested.

VERMONT DEALER STOCKING UP.

(Special to the Talking Machine World.)

Rutland, Vt., March 6, 1911.

M. A. McClure, the Columbia and Victor dealer, is at present in Boston looking after a "spring stock" supply. He is a piano man of wide experience and has most commodious warerooms in "The Altorf," one of the modern buildings in the city, and transacts a good talking machine trade.

E. T. M. ASSOCIATES' MINSTREL SHOW.

(Special to The Talking Machine World.)

Boston, Mass., March 6, 1911.

S. J. Freeman, publicity manager of the E. T. M. Associates, Edison and Victor enthusiasts, says

that April 17 is the eventful minstrel show day, and that there will be big doings, particularly by the end men, S. H. Brown and W. J. Fitzgerald. A number of prominent New England dealers are planning to attend this big yearly event.

SUCCESS OF THE PETMECKY NEEDLE.

Self-Sharpening Petmecky Multi-Tone Needle Made by W. H. Bagshaw, Makes Strong Appeal to Talking Machine Owners.

(Special to the Talking Machine World.)

Lowell, Mass., March 10, 1911.

It is evident if you want to secure a good profit from needles that it pays to handle the famous Petmecky Multi-Tone (self-sharpening) needles, according to the advertisement elsewhere in this issue of the manufacturer, W. H. Bagshaw, of this city. These retail for 25 cents a hundred, or \$2.50 a thousand, which allows a good margin for the dealer. Ten tunes can be played with each needle, with loud, soft or intermediate tones as desired, from the same needle. Over half the output of the Petmecky needle is sold abroad, which is indicative that the foreign trade is alert to good features in the industry.

C. H. Bagshaw, of this well-known needle house, is greatly pleased at the large Petmecky sales, saying: "The use of this needle will prolong the life of the record for years, and old and scratchy records are made as smooth and musical as new ones. Owing to its peculiar construction the Petmecky is self-sharpening and can be used ten times." Full directions for using this needle are printed on every envelope and dealers can secure them from their jobbers.

A NEW COLUMBIA DEPARTMENT.

(Special to the Talking Machine World.)

Boston, Mass., March 5, 1911.

James A. Holohan has been appointed manager of the new Columbia department of Carl Fischer, who recently installed a complete line. This house is in the Back Bay section of the city, and Mr. Holohan expects to do a lively business.

COLUMBIA TRADE IN SPRINGFIELD.

(Special to the Talking Machine World.)

Springfield, Mass., March 6, 1911.

A. A. Magowan is the hustling local manager of the Columbia Phonograph Co.'s warerooms, where he is creating some big sales totals. He is very joyous, so to speak, over business prospects, as well as over the fittings of the Columbia store, saying: "Our store is very complete and it is not stretching the truth to say it is the finest equipped one in the city. The soundproof booths are a special feature and we have received many compliments on these from our customers."

BOSTON CYCLE & SUNDRY CO.

J. M. LINSOTT, MGR.

48 HANOVER STREET, BOSTON, MASS.

**Fast
Exclusive
Edison
Service**

Mr. Talking Machine Man! Why don't you take a "spring tonic" for your Edison sales? Get an Edison Service and co-operation that will permit the increased profits that you deserve. A "service" that is in sympathy with your business—regular, "on-the-dot" shipments plus fast service when it's required to clinch retail sales.

**Fast
Exclusive
Edison
Service**

We guarantee an Edison Service that will make you the dominating talking machine factor in your territory.

Send us a postal card with "Give me your proposition" and learn what our service means. No obligation at all!

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., March 9, 1911.

While the past month exceeded 1910's period, yet business was a little disappointing to the trade, particularly in the retail division. It is probable that their hopes were elevated too high, caused by a bountiful January, and while February was really an excellent month, comparatively speaking, it did not seem so large. March has opened up magnificently and the most conservative talking machine man is enthusiastic over the present month's probabilities.

Eastern Talking Machine Co. Doings.

It was with regret that E. F. Taft, general manager of the Eastern Talking Machine Co., was unable to be present at the Jobbers' Association executive committee meeting at Chicago, as he was confined to his house by illness.

The E. T. M. Co. associates have decided that April 17 will mark the minstrel happenings for 1911. Last year the "show" was witnessed by several hundred people and the attendance on the 17th proximo ought to be in excess of a year ago. Brown, Fitzgerald & Co., end men factors, are going to pull some very funny stunts off, so be present!

One of the "acts" on this week's bill at B. F. Keith's theater is Caruso on a Victor, furnished by the Eastern Talking Machine Co. Special scenery accompanies Caruso and the entire bill makes a hit.

This company have also sold a Victor to the State Normal School at Bridgewater, which will be used in conjunction with music teaching, the idea being to show by Victor records how songs should be properly sung.

"It is evident that there is a much better feeling generally throughout New England. Various disturbing elements have been or are being amicably adjusted in the different communities that at one time were threatened with possible trouble, and I am convinced that this will be a tremendous year," remarked E. F. Taft, general manager of the E. T. M. Co., in a chat with The World representative. Mr. Taft's optimism speaks for itself!

The Victor Campaign at Ditson's.

"The right principle and the perfecting of every mechanical detail make the Victor a perfect musical instrument and give it a recognized and exclusive place in conservatories of music, in colleges and universities, in the studios of great musical artists and in the homes of music lovers throughout the world," say the Oliber Ditson Co., Victor jobbers, in some of their good retail ad-

vertising. Business with this well-known house is right up to the mark.

The "Talking Machine Truckman."

Boston boasts of a "talking machine truckman" and he is E. G. Wilkinson, who does a lot of teaming for the various companies. He has been in the field since the inception of the industry and claims to have handled the first wholesale shipment coming into Boston.

Boston Cycle & Sundry Co.'s Good Report.

Edison business with the Boston Cycle & Sundry Co. is decidedly brisk, according to the cheery reports of Charles R. Cooper, manager of that department. Shipments from the Edison factories are held but the shortest period before they are re-shipped to the various New England dealers, who swear by the "Boston Cycle" service.

Mr. Cooper says they are still selling Edison machines to prospects who called at their exhibition at the Mechanics' Fair last fall, at which time the Edison Co. held their big display. It is evident that this exhibit was a tremendous success.

Guy R. Coner, traveling representative, is doing some very forcible work in behalf of the B. C. & S. Co. in New Hampshire and Vermont.

A recent visitor to these quarters was H. N. McMenimen, manager of Sheip & Vandegrift, Inc., Philadelphia, Pa., makers of the famous Music Master horns.

Big Demand for Dean's Needles.

Charles E. Dean, of the house of Dean, Putnam, Conn., makers of Puritone and other brands of high grade talking machine needles, writes that their immense plant is exceedingly busy. Their needle output is shipped all over the country and is held in high esteem by the trade.

A Columbia Co. Veteran—Arthur C. Erisman.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., whose likeness The World is pleased to publish herewith, has been connected with the company going to twelve years. He has been in Boston for the past three years, prior to which he was in Toledo, O., for two years; before that at Detroit, Mich., for four years, and preceding that at Philadelphia for three years, all the time being in the Columbia service. He enjoyed doing business when there was no competition and when disc machines sold for \$40 which to-day wouldn't bring \$2. To show how the industry has been revolutionized, Mr. Erisman remarked that years ago if a person could understand one word when a record was being played he would exclaim involuntarily, "Ah!" and this would only occur occasionally. To-day

they'll say "Ah!" if they miss one word, which seldom happens. This is most conclusive evidence as to the successful development of the talking machine and shows that "perfection" has been attained to a wonderful degree.

You wouldn't think that such an "old timer" as A. C. could possess such a youthful appearance, not dwelling at all on his "handsome" qualities, but he attributes the foregoing to living so long in the lively Columbia atmosphere. One can also see, by studying his right hand, the correct way of re-



ARTHUR C. ERISMAN.

straining robust Flora de Hemps when they attempt to escape the camera lens. Under his arm is a pair of skates, as this was taken when he was en route to the skating rink to cut some Columbia double faced discs on the ice. But seriously, Mr. Erisman is decidedly popular with the dealers and retail trade, and that his regime has been successful is best cited by the voluminous growth of the local Columbia business since he undertook the management.

A Visitor from Buenos Aires.

Ernesto S. Tosi, representing Casa Tagini, the big Columbia jobbers of Buenos Aires, South America, was a Boston visitor this month. He has been in the United States for quite a period, but leaves for home in two weeks. Mr. Tosi reports a fine talking machine business in his territory. They maintain a most extensive store, having twenty-

(Continued on page 22.)

Directions for Playing the Petmecky Multi-tone Needle

To obtain a loud tone play the needle with the flatted portion facing the record. For soft tone play with edge facing the record. For intermediate tones play at intermediate angles. Any tone, from the loudest to the softest can be obtained with this needle. To play more than one record change the position of the needle after each record, i. e., turn the needle half-way round. The same needle can be used for soft and loud tone without injury to the record. Each needle will play ten records. Owing to its peculiar construction this needle is self-sharpening, and can be used on the same or different records. The use of this needle will prolong the life of the record for years, and old and scratchy records are made as smooth and musical as new ones.

ENVELOPE—FRONT VIEW

We are the manufacturers of the FAMOUS

PETMECKY MULTI-TONE NEEDLES



which are used extensively in this country and exported all over the world. This needle has superior tone qualities and will play either Loud, Medium or Soft Tone. The retail price—25c. per 100—allows an excellent profit for both jobber and dealer. Samples and prices to jobbers on application. If your jobber cannot supply you, write us direct!

W. H. BAGSHAW, LOWELL, MASS.

Largest Manufacturers of Talking Machine Needles

Plays ten records, Preserves the record, Improves the tone quality, Price 25c. per 100; \$2.50 per 1000 by mail prepaid.

100 PETMECKY MULTI-TONE

Self-Sharpening

NEEDLES

For Use on All Makes of Disc Talking Machines

CHEAPEST AND BEST

PETMECKY COMPANY

Sole Manufacturers, 506 N. Y. Life Bldg., Kansas City, Mo.

United States patent allowed. All foreign patents pending.

ENVELOPE—BACK VIEW

FROM OUR BOSTON HEADQUARTERS.

Jordan Marsh Co. have opened their new Victor department in their recently constructed building. This department is in charge of E. C. Holmes.

"Every Knock a Boost."

People have talked for some time concerning competitors "knocking" each other. This isn't done to a great extent with the Boston fraternity, that is, by the heads of the houses, but there is one salesman, who by right of effort, deserves the presidency of the Knockers' Klub. But the funny part of the whole thing is that he talks so energetically that he is actually driving sales into a competitor. The latter remarked to the writer that he could afford to pay that fellow to "keep talking," and while I hate to give this good thing away, still there is a moral to the story that is worth considering by the whole trade. It surely illustrates the old saying that "every knock is a boost," and when you feel tempted to lower a customer's estimation of a competitive product in an unfair manner, don't do it. It's an advertisement for him—one that he gets from you free!

F. E. Matthewson, legal man for the National Phonograph Co., Orange, N. J., arrived here recently and will spend a couple of weeks.

"A GOOD SALESMAN."

"A good salesman," says a manager, "is a man who has the ability and courage to constantly talk quality and sell his goods through pointing out their merits instead of their defects; a man who is undismayed when he learns that a weak sister has cut prices cent-per cent, but one who in such cases buckles on his armor of quality more firmly and by sheer force of argument and honest representation instills into his customers the confidence he himself feels in his own line.

The function of advertising is to inform, not to instruct. Readers want neither to be yanked, nor to be spanked into buying your goods. They want the bald facts, uncovered by a wig of words and unsprinkled with cajolery.

AROUND THE BALTIMORE TRADE.

Business Conditions Excellent in the Talking Machine Trade—High Priced Machines and Records Have the Call, According to the Managers of Leading Houses.

(Special to the Talking Machine World.)

Baltimore, Md., March 7, 1911.

"People of the Monumental City may be looked upon as a conservative lot of individuals, but when they take to a thing they do not hold back on making purchases," is the way one of the well-known local dealers started out, in telling of the present condition of the talking machine situation in Baltimore. "I have experienced this for the past few months in my line of business. Many of the dealers in pianos and other articles have been telling about Baltimoreans being tight with their money and slow, thus making the road for business men hard to travel when slumps arrive. I cannot agree with these fellows, for things have been moving along in fine style and the prospects are just as bright for the spring and summer as they have been since last fall. The people of this city too are not confining their purchases to small machines and cheap records, but seek the most expensive in both cases."

This statement is pretty much along the lines of those made by all the local talking machine men. Good runs are the go in every instance. It is a noticeable feature that the operatic records continue to be great favorites. This was the case about this time last year when the opera season was in full bloom, as it is now. This year, however, the offerings by the Chicago organization have been entirely new and, consequently, the demand for these productions has been just as heavy if not heavier than last year, when old favorites in the operatic line were produced.

Manager Roberts, of E. F. Droop & Sons Co., in speaking of the trade conditions said:

"You can put me down as an optimist, for I am thoroughly satisfied with the showing for Feb-

ruary. It is true that this month was not quite up to December, but it was far past the same month of 1910. Baltimore is all right and business, from all indications, is going to keep up in fine style at least until the late summer. Then we have to look for a slight lull when many people are away from the city. I am having a good retail demand for the Victor Victrolas, while the high priced Edison machines are also in favor. While I have many requests for smaller machines, most of these are from the dealers or from storekeepers in the rural districts. In regard to records, the operas have caused the run on high grade discs to be very heavy, while of the popular variety the purple seals are in best demand.

Manager Laurie, of the local agency for the Columbia Phonograph Co., reports a good month with the Columbia line of machines and records. In order to better handle the large number of customers two additional sound proof music rooms have been arranged on the first floor in front of the office.

The Victor and Columbia machines have been in good demand at Sanders & Stayman. Like the other dealers, Manager Albert Bowden, of the talking machine department, said that the Victrolas and Grafonolas were the most sought after. President G. Wright Nicols, of the firm, has just returned from a delightful pleasure trip to Bermuda and Florida. Mr. Nicols is the picture of health. He says that his mission was simply for pleasure after a strenuous winter business campaign.

Cohen & Hughes also had good results during February with the Victor and Edison lines, according to Manager Morris Silverstein.

WHAT RECIPROCITY MEANS.

Reciprocity, which means the mutual interchange of rights and privileges, should go hand in hand with the protective policy, to be automatically and instantly used whenever our industries are of sufficient size to require larger markets than our own country affords.

POLYPHON MUSIKWERKE A-G

WAHREN-LEIPZIG, GERMANY

Are the MANUFACTURERS of High Class

TALKING MACHINES

With Visible and Invisible Horns

POLYPHON DISC RECORDS

10 Inch Double-Sided A low priced record equal to the best on the market

Dutch, English, German, Hungarian, Italian,
Jewish, Polish, Roumanian, Russian, Spanish

RECORDS

POLYPHON MUSICAL BOXES

POLYPHON ORCHESTRIONS

POLYPHONA ELECTRIC PIANOS

AGENTS AND JOBBERS WANTED to apply for Catalogues and Price Lists

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Business Keeps Up in a Manner Satisfactory to Factors and Retailers—Where Enterprising Man Wins Out—New National Phonograph Co. Productions—Will Not Record Coronation Address—The Copyright Bill Now a Topic of Interest—Musical Instrument Traders Meet to Discuss Exhibition Plan—Carl Lindstrom and Beka Record Co. Make Excellent Report for 1910—Gramophone Lose in Appeal to House of Lords While National Phonograph Co. Win Their Appeal—The New Record List Reviewed—New Exchange Scheme Introduced by Pathe Freres—Some Attractive Columbia-Rena Records—The International Musical Congress—New Gramophone Booklet—One Frenchman Who Fell Down—Getting Close to the Continent—Recording Cries of Street Hawkers—Sheffield Choir to Make Tour of the World—The Trade Happenings in the Provinces—The Talking Machine as an Aid to Study of Modern Languages—Other News.

(Special to the Talking Machine World.)

London, E. C., March 1, 1911.

Things here in the talking machine industry have been decidedly good this last week or so, and business continues to hold up satisfactorily. True, sales have not an upward tendency; it is hardly to be expected, perhaps, at this particular time of the year, but of one thing there is sure evidence, and it is that talking machine trade in bulk is very considerably ahead of even time last season. Signs are not wanting, too, of a prolongation of the period usually ascribed to the season proper, without doubt to a great extent due to the sustained activity of certain manufacturers in the advertising field, one effect of which has been to arouse renewed interest among some of the talking machine distributors in the cycle trade section. And while many of the latter class of dealers have allowed interest and energy to lag, others of a more enterprising nature—and who shall say but what they are not on the increase?—are stimulated by the vitality of the manufacturers to maintain at least some semblance of concrete effort in the "selling" direction—more especially, perhaps, in records. But the real reason of this prolonged trade activity is in part found in the ever-increasing and more desirable class of distributor, to wit, musical instrument dealers, in whose hands we have confidence that a proper regard to the requirements of talking machine trading is best exhibited. In some regard the future prosperity of this industry is centered in the exercise of musical knowledge applied to record salesmanship, and if only for this reason, the handling of talking machine goods by the musical instrument dealer should be assiduously cultivated; not necessarily to the entire exclusion of the cycle section, for, while faults may be found, the fact remains that they are responsible for an enormous turnover each year. Like it or not, we can scarcely dispense with this channel of trade, and who knows but what after all the much-maligned cycle man will reform? Treat him well, introduce more frequent exchange schemes, and it is possible the error of his price-cutting ways may in time be revealed to him.

National Phonograph Co. Plans.

From time to time reference has been made in these columns to certain new Edison productions which the National Phonograph Co. intend putting on the market in the near future, but detailed information is still withheld for reasons which must be fairly obvious to my readers. In common with ourselves the factors and many dealers are more or less acquainted with an idea as to the nature of these goods, and it is generally agreed that the company are exercising a wise discretion in withholding the news from the public until such time as sufficient stock is on hand to meet the big demand expected immediately the company make known their proposition. One thing the National

people will shortly put into effect is a new plan to increase the sale of combination attachments with a view to stimulating the Amberol record sales. To successfully launch the proposition the company require information as to the exact number of attachments dealers and factors have in stock, and as soon as this information is tendered the scheme will go ahead quickly. More anon.

Will Not Publish Coronation Address by Gramophone.

The King has decided not to publish his coronation address to the people by means of the gramophone, more's the pity.

Model O Reproducers for Concert Types.

Owing to the success of the model O reproducer, the National Phonograph Co. have advised the trade that they will now issue it for the concert type of phonograph.

Anent the Copyright Bill.

Little information is available as to the actual late upon which the Copyright bill will be introduced, but it is expected to be dealt with during the present Parliamentary session. G. R. Askwith, of the Board of Trade, advises me that in accordance with the usual practice, the fact that the bill passed through one or more stages in the previous Parliament will not exempt it from the necessity of passing through all stages in the present Parliament. During the remainder of the session now in force government business only is to be legislated upon, so that a first reading of the Copyright bill will not be long deferred. Whether or not amendments are contemplated it is impossible to glean with any certainty. Clause 24, par. (D) of the bill published last year provides that "the sole right of making and authorizing the making of records, perforated rolls, or other contrivances by means of which literary, dramatic, or musical works may be mechanically performed shall not be enjoyed by the owner of the copyright in any literary, dramatic, or musical work for the mechanical performance of which any such contrivances have been lawfully made within the parts of His Majesty's dominions to which this act extends by any person before the 26th day of July, 1910." The latter date was probably fixed in expectation of the bill passing into law about that time, and it is a matter of common knowledge of how the delay in getting it through the necessary Parliamentary stages finally resulted in its entire suspension for the time being. Then came the dissolution of the 1910 Parliament in November, and with it, of course, all chance of the bill becoming law that year vanished. Under the circumstances we may, therefore expect the Copyright bill to carry certain amendments, not the least of which will probably be an extension of the aforesaid date to July, 1911, when the bill may pass into law. In one clause of the Copyright bill it is expressly stated that authors will not be assigned under the act any retrospective rights in the matter of the mechanical reproduction of their copyright compositions which shall have been lawfully done before the act comes into force. Whether or not this will actually apply in the Copyright bill shortly to be reintroduced in Parliament is a question which only future events can determine.

Discuss Music Trades Exhibition.

At the invitation of F. W. Bridges, a representative meeting of musical instrument traders was recently convened at the Holborn Restaurant to discuss the advisability of holding a Music Trades Exhibition. Among those present were: W. H. Green (the Gramophone Co., Ltd.), H. J. Cullum (Cullum & Best), and H. H. Glaussent (Pathé Frères), in addition to a large number of pianoforte manufacturers. After discussion, the following resolution, proposed by Mr. Cullum and seconded by Mr. Wood, was carried unanimously: "That in view of the fact that F. W. Bridges has decided to organize an International Pianoforte and Music Trades Exhibition, for the trade only,

AFTER MARCH 25 THE LONDON OFFICE OF THE TALKING MACHINE WORLD WILL BE LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL St., E. C.

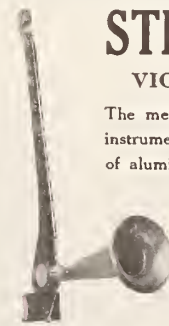
at the Royal Agricultural Hall, from August 14 to 19, next, the entire responsibility and liability for which will be undertaken by himself, all at this meeting hereby form themselves into an honorary advisory trades council, with power to add to their number, with the object of co-operating with the organizer in order that the exhibition may be thoroughly representative and of the greatest benefit to the pianoforte and music trades generally." An executive committee was then elected. Such an exhibition should afford profitable scope for talking machine manufacturers to get into direct touch with the best class of musical instrument dealers, and we trust they will not neglect this favorable opportunity. The hall is admirably situated for the purpose, easy of access from all parts of London, and there is every reason to feel that the time chosen—August—is very suitable, in view of the fact that it is the month when provincial dealers can best afford the time for a trip to London. Mr. Bridges has organized similar exhibitions in the past, and in his hands we have no doubt but what the one in prospect will prove highly successful.

Carl Lindstrom's Excellent Report.

Carl Lindstrom's balance sheet for 1910 has just been published, and fully indicates the remarkable progress of talking machine trade in general, and of Lindstrom machine sales in particular. The year's figures show an increased turnover of over 50 per cent. against the previous year, and the number of employes has increased in the same proportion. The actual figures are 6,520,000 marks gross turnover, as against 4,035,000 in 1909, the gross profit amounting to 1,600,541 marks. After allowing 838,971 marks for working expenses and writing off 209,000 marks for machinery, patents, etc., and placing 629,750 marks to reserve, the net profit available for dividend amounts to 575,754 marks. The dividend declared is 20 per cent. These figures speak for themselves, and we congratulate Messrs. Lindstrom upon a very successful year.

Beka Record Co. Have Good Year.

A similar satisfactory report is to hand from the Beka Record Co. This concern, it will be remembered, absorbed the Fritz Puppel Talking Machine Co. during the year, and they in turn were



One String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

acquired by Carl Lindstrom. The turnover of Beka Record Co. in discs and the Puppel Co. in machines during 1909 amounted to 1,200,000 marks each; their joint turnover during 1910 amounts to 4,500,000 marks, which shows tremendous progress. The gross profit is 1,522,318 marks, from which has been written off for buildings, machinery, matrices, patents, etc., 173,889 marks; general working expenses, 816,920 marks, leaving a net profit of 531,509 marks. A dividend of 8 per cent. has been paid, a portion of the remainder being allocated to writing off further amounts against depreciation, which, by the way, leaves the value of certain property in the balance sheet at the nominal amount of one mark. They further provide for reserve 100,000 marks, bringing a balance of 23,848 marks forward to the next account.

House of Lords Dismisses Gramophone Co. Appeal.

In the House of Lords, February 13, judgment was given in the appeal of the Gramophone Co., Ltd., against the Magazine Holder Co. (now trading under the title of Perfectophone, Ltd.), which raised a question as to the infringement of patent rights in the design of a gramophone cabinet machine. The Gramophone Co. had registered a certain design, and contending that the Magazine Holder Co. had infringed it by a design registered on a later date, brought an action for an injunction. This action was dismissed by Justice Warrington, who held that respondent's cabinet was not an infringement. The court of appeal were of the same opinion, and dismissed the appeal with costs. Against this decision the Gramophone Co. now appealed to the House of Lords. The case for appellants was that their registered design was new and original, while respondents contended that their design only resembled that of the appellants in details which were not new at the time the earlier design was registered. The Lord Chancellor moved that the appeal be dismissed. In his opinion there had not been an infringement of appellants' design. The Earl of Halsbury and

Lords Atkinson and Shaw concurring, the appeal was accordingly dismissed with costs.

The Latest Klingsor Record.

The Regimental Band of H. M. Irish Guards again figure in the current list of Klingsor records with some pleasing selections, of which the following are good examples: "Musical Snapshots" Nos. 1 and 2, "Reminiscences of Wales," "Samson and Delilah," "The Mouse," "Gaily Through the World," and "Land of Hope and Glory." Harry Bluff is well represented; he sings "Our Wedding," "The Whist Drive," "Just for a Girl," and "There's Another Fellow Just Like Me." Four good songs go to the credit of Harry Trevor: "The Sailor's Dance," "The Old Side Car," "My Old Shako," and "The Rebel." All are up to the usual excellent standard of recording, and should be in good demand. Dealers can have lists complete upon application.

National Phonograph Co. Win on Appeal to House of Lords.

Before Lords Macnaughton, Atkinson, Shaw and Robson, and Sir Arthur Wilson, February 4, the National Phonograph Co. of Australia prosecuted their appeal against an Australian dealer of the name of Menck, to restrain him from acting in breach of a contract between them and from infringing their patent rights. The High Court had dismissed the company's action with costs. The company own three patents for improvements in phonographs, sound records, or blanks granted under the patents act (Australia), 1903. In the course of their business the company sold Edison phonographs, records and blanks made under the protection of the patents. They sold to jobbers under jobbers' contracts. Jobbers had power to sell to dealers, but the dealers' contracts were made direct with the company. The respondent (Mr. Menck) was a dealer, and had various dealers' agreements in 1906, and the company entered him on their dealers' list—a position, it was said, of commercial importance. By the ninth head of the dealers' agreement it was provided that "deal-

ers violating any of the foregoing conditions of sale or any other reasonable conditions that may from time to time be imposed by the company may be at once withdrawn from the dealers' list." On the dealer's part it was promised that in case of his name being so removed he would in no way "handle, sell or deal in, or use, either directly or indirectly, Edison phonographs and parts thereof, etc., unless authorized to do so in writing by the company." It was alleged by the company that Mr. Menck had acted in breach of this contract, and also in breach of their rights as patentees. The Australian court decided generally in regard to the alleged breach of contract that no special damage was proved, and none of the alleged breaches was substantiated, but that there had been, in regard to one clause, a trivial violation which technically justified Mr. Menck's removal from the dealer's list. As to the alleged violation of the company's rights as patentees, the High Court thought that there had been no violation. Lord Shaw, in giving their lordships' judgment, said the main objects of the agreements was to secure that there should be no selling of the company's production at less than their standard prices to the public. Commissions were paid to jobbers and dealers, but no undercutting of prices was permitted. As the High Court found, Mr. Menck never even contemplated such a thing, nor did he ever engage in that method of business, either before or after his name was deleted from the dealers' list. A second object of the agreements was to secure, by the prevention of exchange, that the articles of rival manufacturers should not, by the assistance of jobbers or dealers be, so to speak, put into circulation. It was found as a fact that Mr. Menck, in one solitary and small transaction, exchanged a Gem phonograph of the company's make for another of the company's phonographs, and twenty-one records also of their make. Their lordships thought that such a transaction, apparently perfectly reasonable from the point of view of business, did not constitute a con-

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of

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THE GENUINE

GRAMOPHONE



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OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVE
OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

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vention of the agreement of the parties. The respondent, on having his name deleted, stood free of obligations to the company so far as they were contractual, and considered himself as free as any ordinary member of the public with regard to the dealing in and sale of the company's goods. But Mr. Menck's misfortune consisted in this—that, by the very fact that he entered into contractual relations with the company, he had become seized with the knowledge of the conditions under which they disposed of their goods, and he was not free to urge that such conditions had not been brought home to him. When he, therefore, announced his intention to deal in those articles as ordinary articles of commerce, he must be held to have pursued a mistaken course, the course of treating himself as an unrestricted instead of a restricted trader. The result might involve some hardships to him, but their lordships could not see their way to depart from the principle that a restriction rested upon a purchaser of goods to which were covered by a grant of patent, and which had come into the possession of a purchaser in the full knowledge of the restriction imposed by the patent upon their disposal.

Their lordships reversed the judgment of the High Court, and issued an injunction in a limited sense against Mr. Menck, restraining him, his servants or agents from infringing the company's letters patent. The award of costs in respondent's favor in the court below would stand, and he would also be entitled to his costs as between solicitor and client in the present appeal, according to the condition under which the appeal was granted. Mr. Walter, K. C., and J. H. Gray (instructed by R. O. Read) appeared for the appellants; Mr. Levinson, of the Australian Bar (instructed by Bartlett & Gluckenstein) for the respondent.

Pathé Frères Have New Exchange Scheme.

Throughout the month of March Pathé Frères have an exchange scheme in force on the three-to-one basis, which will offer dealers an opportunity of substituting new records for old, broken or otherwise soiled stock. It is appropriate that the March list of titles is especially strong, and will therefore be a big inducement to take full advantage of this seasonable exchange proposition. Among the vocal selections on the Pathé 10-inch supplement for this month dealers will find some very excellent items, such as "The Quaker Girl," "Your Eyes Have Told Me So," "Don't Go Down in the Mine, Dad," "You Were Coming Through the Corn, Molly Dear," "Sweet Caroline," and many others of an equally popular character.

New "Cardigan" Zonophone Selling Well.

I learn that dealers are placing good orders for the new "Cardigan" Zonophone, selling at £7 10s.; it is such fine value!

The New Favorite Record List.

The Favorite lists always contain much of interest to dealers abroad desirous of handling only up-to-date London successes in vocal and instrumental music. Practically all the Favorite titles are of known value, having made their mark here as quick sellers. The recording, too, is all that one could desire in the matter of tone quality, clearness and volume, and in the matter of surface the Favorite record is characterized by smoothness

and absence of harsh foreign noises. Here are a few of the latest titles: "British Empire March" (original), and "Big Ben" (Hesse), xylophone and orchestra, R. White; "Beautiful Garden of Roses" (J. C. Schmid), and "I Wonder If You Miss Me Sometimes," Stanley Kirkby; "The Chocolate Soldier," and "That Would Be Lovely," from "The Chocolate Soldier" (Strauss), duets by Miss Violet Essex and Stanley Wentworth; "My Dreams" (Tosti), and "An Evening Song" (Blumenthal), Philip Ritte; selections from "The Quaker Girl" and waltz from "The Quaker Girl" (Lionel Monckton), the Favorite London Orchestra; and "Rag-time Frolics" and "Kentucky Patrol," xylophone with orchestra, played by R. White.

In Parliament.

"Half the electors of the country had considerable reason to complain of the Parliamentary procedure of the Radical ministry, who have reduced the House of Commons to the condition of a gramophone, only to register the decrees of the executive, and they proposed next week to reduce the other chamber to the impotency of a chamber of waxworks!" (Laughter and cheers.)

When Is Edison Coming?

When is Mr. Edison coming over? Coronation time is a good time. Is it to be a double event?

Columbia-Rena Notes.

The strong demand for the famous music hall sketches "Parker PC" and "Parker's Progress" on Columbia-Rena still continues unabated. Certainly the enterprise that prompted this departure in records deserves success, and this "Parker PC" and its sequel has undoubtedly attained in full measure.

It is curious to remember that the play "Rosamunde," for which Schubert composed the incidental music and overture, only reached a second performance. That was in 1823, and although the play has never been heard of since, yet Schubert's incidental music lives to-day, one of the composer's greatest masterpieces. The overture to "Rosamunde" is a very popular item with concert audiences, and the musical "elect" esteem it very highly. All of which makes the twelve-inch record of the delightful overture issued this month on Columbia-Rena especially welcome. It is played by the Regimental Band of H. M. Scots Guards, who also, in the reverse of the same disc, contribute Weber's "Invitation to the Dance."

No one will be surprised to learn that Sergeant Leggett's magnificent twelve-inch record cornet solos issued last month has proved the biggest seller in instrumental records yet issued on twelve-inch Columbia-Rena. In the new list we observe that those top favorites in pantomime, "Beautiful Garden of Roses" and "I Wonder If You Miss Me Sometimes" are treated as cornet solos on a ten-inch record by the popular sergeant.

Some Good Sellers in Columbia-Rena Records.

Other good selling titles from the March list are the following: 12-inch records—"1911 Pantomime Pot-Pourri," parts 1 and 2, Band of H. M. Scots Guards; "Old Black Joe" (Foster), and "My Old Kentucky Home" (Foster), Mrs. A. Stewart Holt; 10-inch records—"Boss of the House" and "It's the First Time That I've Been in Love" (Jack Pleasants), Jack Baker; "Miss O'Hara in Her Emerald

Tiara" (Maurice Scott), and "What D'Ye Say, Molly Molloy?" (Bennett Scott), Miss Vera Moore; "Maggie Ryan from Dublin Town" (John Leat), Stanley Kirkby, and "Marie Louise" (Harry Gifford), Jack Charman; "Torchlight March" (Scottson Clark), and "Solferino March" (G. Allier), Band of H. M. Scots Guards; "Keeping Bees" and "The Knights in Armor" (with patter), Will Evans; "There Is a Flower That Bloometh" and "Yes, Let Me Like a Soldier Fall," from "Maritana" (Wallace), Walter Wheatley; "March Past of the Brigade" (arr. E. Hesse), King's Military Band, and "Wee Macgregor Patrol" (H. G. Amers), Band of H. M. Scots Guards.

The International Musica Congress in London.

A very important gathering in London this year will be the assembly of most of the leading musicians of the world at the end of May. The International Musical Congress, the first conference of the kind ever held in the United Kingdom, will afford the opportunity of demonstrating to the public of all lands that some of the best of lyrical music, not to mention the larger works, bears the name of English composers and is worthy of taking equal rank to that of foreign nations. Prominent musicians have associated themselves with this eminently desirable object, and the principal of the Royal Academy of Music, Sir A. C. Mackenzie, has accepted the position of chairman of the executive committee, which he is peculiarly entitled to in view of the fact that he was the president of the last congress held two years ago in Vienna.

Two Special Twin Records.

In addition to an especially strong list of titles for March, the Twin Record Co. have issued a double disc (No. 385), containing those two beautiful ballads, "Heroes of the Mine" and "The Toilers," excellently sung by that popular artist, Herbert Payne. The record, needless to say, is in great demand.

Recent Trade Visitors.

A. Bodansky (Beka Record, Ltd.), Berlin, and M. Straus, of Carl Lindstrom's, were recent visitors to this city.

Developing Trade With the Colonies.

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FROM OUR LONDON HEADQUARTERS—(Continued.)

Sons, Ltd., have redoubled their efforts in the direction of cultivating trade in all kinds of musical instruments with our colonies and dependencies, and to that end Edgar B. Samuel spends most of his time abroad. He returned home February 25 after being away thirteen months on a tour covering the chief cities of Australia and New Zealand. From all accounts the trip was in every way a business success, for here, there and everywhere may now be found dealers handling the Odeon and Jumbo records, Dulcephone machines, pianos and many other musical instruments made by B. S. & S. Mr. Samuel says talking machine trade conditions are distinctly good in the colonies, and things are improving all the time. What especially impressed him was the enormous business in Edison cylinder goods prevailing throughout Australasia, where practically every musical instrument dealer features these products, often to the exclusion of all other talking machine lines. But our export trade is increasing each month and the disc is gaining in popularity abroad to a surprising extent, which is not a little due to the enterprise of Barnett Samuel & Sons, Ltd.

The New Gramophone Records for March.

"His Master's Voice" records for March are of a diverse and pleasing character—the right kind of selections at the right time. It is decidedly a strong list, and such a one that dealers can with the utmost confidence place big stock orders. The titles follow: "Pique Dame" overture (Suppé); "La Sirene" overture (Auber); "Ballet Music and Rustic Dance, Colomba" (Mackenzie); and "In Memoriam" overture (Sullivan), by the Band of H. M. Coldstream Guards; "La Source" ballet, selections 1 and 2, and "La Source" ballet, selections 3 and 4 (Déliès), Mayfair Orchestra; "I Will Extol Thee, Eli" (Costa), Mme. Agnes Nicholls; "God Shall Wipe Away All Tears," "The Light of the World" (Sullivan), and "The Pretty Creature" (arranged by Lane Wilson), Mme.

Kirkby Lunn; "Crossing the Bar" (Willeby), Evan Williams; "Pleading" (Elgar), Walter Hyde; "Young Tom o' Devon" (Russell), Charles Tree; "A Soldier's Toast" (Airlie Dix), Harry Dearth; "Flow Gently, Deva" (Parry), Evan Williams and Robert Radford; "De Ole Banjo" (Scott Gatty), and "Dat's Berry Queer" (Scott Gatty), The Minster Singers; "Scherzo" (Bonniseau), piccolo, Eli Hudson; andante and variations, "Kreutzer" sonata (Beethoven), violin, Joska Szigeti; "It's Just Like Being at Home," Harry Lauder; "Waltz Me Round Again, Willie" (Ren Shields), George Grossmith, Jr.; "Tut, Tut! That's a Bygone," Mark Sheridan; "We Really Had a Most Delightful Evening" (David and Lee), Harry Carlton; "The Bassoon" (Quentin Ashlyn), W. H. Berry; "O! Ha Byddain Haf O Hyd" (Davies), and "Mentra Gwen" (old Welsh song), Evan Williams. Selections from Mozart's "Twelfth Mass," "Glorious Is Thy Name" (Gloria in excelsis); "Praise the Lord" (Quoniam tu Solus Sanctus); "Thou, Lord, Art God Alone" (Cum Sancto Spiritu); "Bow Down and Hear Me" (Et incarnatus est); "He Is Blessed" (Benedictus), and "Holy, Lord God of Saboath" (Sanctus), by Mixed Church Choir.

"The Gramophone in the Home."

"The Gramophone in the Home" is the title of a handsomely produced brochure just issued by the Gramophone Co., Ltd. It has been specially designed with a view to interesting that large section of the well-to-do public who have for some reason or other not yet succumbed to the charms of "His Master's Voice." The brochure illustrates different rooms containing a gramophone of a design most in keeping with the character of each apartment, with interesting argumentative selling text attached. It must be admitted that the idea is a particularly good one, and should result—if wisely distributed—in substantial business, well justifying the large expenditure necessarily involved in the production of this excellent brochure-catalog.

Talking Machine Men to Attend Leipzig Fair.

The Leipzig Fair, March 6-18, will be fairly well attended by talking machine traders from this country, but it is noticeable that many prominent men in the trade who have in the past attended regularly will absent themselves this year. The Leipzig Fair is not that storehouse of novelties that it used to be, and this last season or so it has produced few new inventions of real commercial value. Among the visitors from this country there is S. W. Dixon, Gramophone Co.; W. Manson, Zonophone and Twin companies; G. Murdoch, J. G. Murdoch & Co.; A. Balcombe, Barnett Samuel & Sons, Ltd.; O. Ruhl, Beka Record; H. J. Culum, W. G. Smart and E. Tyler, Lockwoods; C. Herzog and A. Ficker, New Polyphon Co.; G. Andres, Andres Bros. & Co.; W. Johnson, of Liverpool, and A. W. Gamage.

Billy Williams' Records Popular.

The Columbia Co. report a mighty big trade in Billy Williams' records. He is responsible for six really good comic songs which are selling in thousands.

Wanted to Tax Pianos in French City.

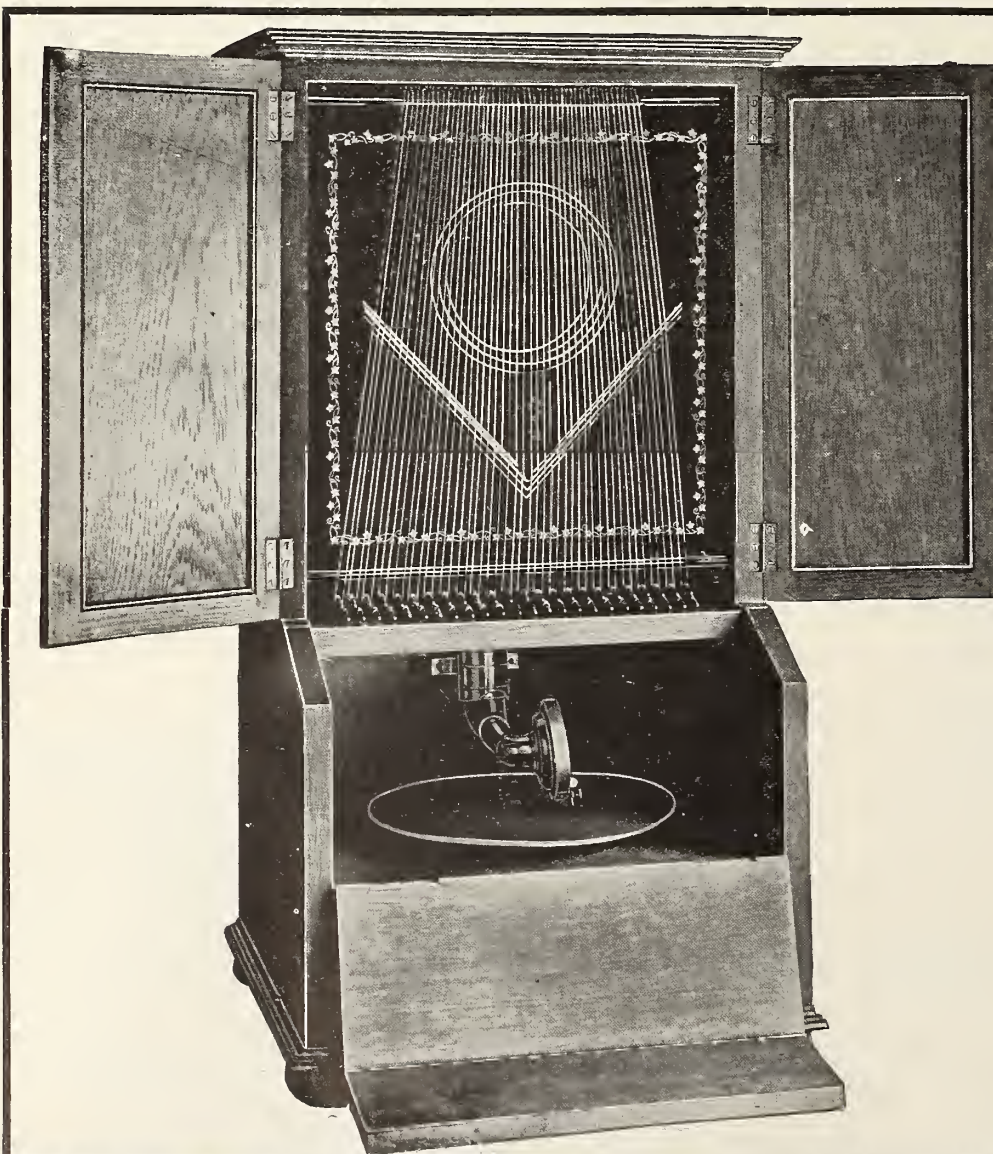
A hawker and old cigar-end dealer has recently been elected a municipal councillor at Le Puy, France. Among other things he clamors for an extra tax on pianos. "Why pay 10f. a year," he asks, "for a poor dog that can howl on only two notes or so and nothing for a piano that can scream or groan on about eighty?" Without any consideration for the reforms he calls for, his colleagues on the council have all resigned. We do not wonder.

New Company.

Blum & Co., Ltd., gramophone patentees; capital £2,500, in £1 shares. Office, 89 Chiswell street, London, E. C.

Rapid Communication With the Continent.

Owing to an acceleration of the shipping and railway services between this country and the Con-



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tinent, the mails will be delivered in Berlin and other important German towns much earlier after the first of May, on which date the arrangements come into effect. It is said that a saving of nearly two hours is probable between London and Berlin.

Recording Cries of Street Hawkers.

The Paris correspondent of the Telegraph reports an amusing attempt on the part of a schoolmaster to record the cries of street hawkers. Armed with a recording gramophone, M. Ponge spends his leisure hours lying in wait for street criers in populous quarters. He is preparing a museum of speech, which he will leave behind him for the instruction of future ages. When he hears the Parisian equivalents of "Milk!" or the muffin-man he pounces on them and compels them to sing or ring bells into his receiver. He has already collected the cries of the birdseed man, the vegetable woman, the fishwife, the basket maker, the ol'-clo'es man, the window-pane mender, the flower men selling mimosa, and the shrill tenor who pieces together again "marble, alabaster and porcelain." Two criers resisted all the collector's blandishments and threats. The wife of the chair mender who gathers custom for her husband, and who was afraid that the gramophone was one of M. Bertillon's new anthropometric recording inventions, and the haughty and funereal Hercules who walks groaning sepulchrally, "Tonneaux, tonneaux!"

Sheffield Choir to Start on World Tour.

March 17 the famous Sheffield Choir, under the conductorship of Dr. Harriss and Dr. Henry Coward, will start on their world tour, which is to include visits to Canada, United States, Australia, New Zealand and South Africa, the itinerary ending in September. My readers may be interested to know that this famous choir have recorded of their best on Odcon records, particulars of which can be obtained from Barnett Samuel & Sons, Ltd., of this city.

Edison Record List for April.

The advance list of new Edison records for April to hand, containing a wealth of high-class and popular music, and the grand opera Amberol numbers, are particularly pleasing. The company draw special attention to the new operatic records by Karl Jörn, who is considered one of the best lyric and dramatic tenors on the operatic stage. His contributions to the list under review are favorite numbers in which he has scored the most emphatic success. The full list of new issues is as follows: Grand opera Amberol records—"Forza del Destino—O tu che in seno agli angeli" (Thou Heavenly One) (Verdi), sung in Italian, Carlo Albani; "Il Trovatore—Il Balen" (The Tempest of the Heart) (Verdi), Carlo Galeffi; "Provençal Song" (Dell Acque), sung in English, Marie Rappold; "Incantatrice Valzer" (Enchantress Waltz) (Arditi), sung in Italian, Marie Galvany; "Tannhäuser—Romerzählung" (Wagner), sung in German, Karl Jörn; "Lohengrin—Lohengrin's Abschied" (Wagner), sung in German, Karl Jörn; "Faust—Cavatina, Salut demeure" (Gounod), sung in French, Karl Jörn; "Meistersinger—Preislied" (Wagner), sung in German, Karl Jörn; "Lohengrin Gralszählung" (Wagner), sung in German, Karl Jörn; "Manon—Ah! fuyez douce image" (Masse-net), sung in French, Karl Jörn; "Manon—La Rêve" (The Dream) (Massenet), sung in French, Karl Jörn; and "Solomon" (Hermann), sung in German, Karl Jörn. Amberol records—"The Chocolate Soldier," selection (Oscar Strauss), National Military Band; "Don't Go Down in the Mine, Dad" (Will Gedder), Stanley Kirkby; "Dolores Waltz" (Waldteufel), concertino solo, Alexander Prince; "Yachting" (Terry and Evans), Will Evans; "An Old Garden" (Hope Temple), Miss Violet Oppenshaw; "T-r-o-u-b-l-e" (Collins and Terry), Arthur Osmond; "She Is Far from the Land" (Frank Lambert), Ernest Pike; "Hi, Hi,

Hi, Mr. McKie" (Letters and Murphy), Miss Florrie Forde; "I'm Learning the Lock-Step" (Cliff and Moore), George Formby; "Valse Septembre" (Felix Godin), National Military Band; "As It Began to Dawn" (Charles Vincent), Edison Mixed Quartet; "Somewhere" (Chas. K. Harris), Irving Gillette and chorus; "Genius Loci" (Carl Thern), Kaltenborn String Quartet; (a) "Thy Beaming Eyes"; (b) "Mighty Like a Rose." Miss Elizabeth Spencer; "Levy-Athan Polka" (xylophone solo), Charles Daab; "Les Sirenes Waltz" (Waldteufel), American Standard Orchestra; "Peek-a-Boo!" (W. J. Scanlan), Will Oakland and chorus; "Little Annie Rooney," Arthur C. Clough and chorus; "Elfentanz Waltz," concert waltz, Sousa's Band; and "Pilgrim's Chorus," "Tannhauser" (Wagner), Edison Concert Band. Edison Standard Records—"Ginger, You're Balm" (Champion), Arthur Osmond; "Strauss March" (Mezzacapo), National Military Band; "Keeping Bees" (George Arthur), Will Evans; "Dear Eyes" (Daisy McGeoch), Miss Violet Oppenshaw; "A Fireman Like Me" (Richards), George Formby; "My Wife's Gone to the Country," Edward M. Favor; "Old Berlin March" (Franz von Blon), United States Marine Band; "Sweet Red Roses" (Anita Owen), Miss Agnes Noll; "Way Down East" (Young and Norman), Peerless Quartet, and "Chicken Reel" (J. M. Daly), American Standard Orchestra.

Attractive List of Zonophone Records.

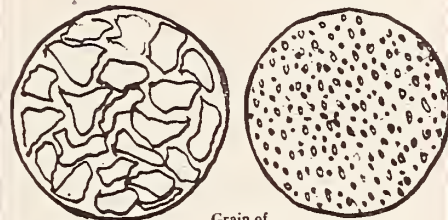
An attractive list of titles for March has been issued by the British Zonophone Co., and in commenting thereon it is very satisfactory to know that despite the enormous aggregate sales of the 2s. 6d. double discs, the Zonophone record (single-sided) sold here for 2s. is as popular as ever. And the reason is apparent, for quality of recording, good surface, and the service of only the best artists tells all the time. Some of the recent titles issued are: "The Lock Step," the Peerless Orchestra; "Our Jack's Come Home" (Devers), Peter Dawson; "How Sad It Is to Say Farewell" (Westrop), Mme. Deering and Ernest Pike; "You Can Always Tell a Married Woman," Miss Florrie Forde; "Who's Who," Mark Sheridan; "Gilt-Edged Bertie" (Lauder), Harry Lauder; and "The Red Cockade" (Tait), banjo, Olly Oakley.

PROVINCIAL NOTES.

There is little news of importance from the provinces this month; the few reports to hand from Manchester, Liverpool and Birmingham are of a somewhat contradictory nature, but I gather that although in some districts trade is slackening up, talking machine business is generally of a satisfactory nature. For the time of year the stability of trade in Lancashire is regarded as particularly good and dealers are keeping up their stocks beyond the usual measure. Daws Clarke reports that his new "Flex" diaphragm for the Edison model O reproducer has met with great success, and he anticipates good repeat orders. In the Midlands talking machine sales have been good this last month, and indeed, Birmingham traders in particular have experienced a most satisfactory season. Busy times are reported at the Colmore Depot, especially in Edison and Zonophone products. Scott Skinner, the veteran Scottish violinist, who plays exclusively for Columbia-Rena records, has been enjoying a most enthusiastic reception in the northern Scottish towns, and dealers have experienced a big demand for his records.

Professor Savary, M.A., has been giving lectures at various places in Ireland, advocating the use of the phonograph as an aid in the teaching of modern languages. The influence exerted by the professor in this direction has produced very satisfactory results for Edens Osborne, the Belfast Edison factor, who reports having sold several machine outfits and language records as a direct consequence of those lectures.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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TIMELY TALKS ON TIMELY TOPICS

Perhaps too little is heard of the selling prowess of salesmen in the talking machine trade. It is certainly an interesting subject not only to the individual immediately concerned, but others as well. As yet the high marks in this respect have not been reported, at least for publication. Recently *The World* was a listener to an argument of this kind between two men well known in the selling field. One of them urged that the best feat in the retail sale he had ever heard of was made by Joseph M. Bryant, in charge of the new talking machine department of Wm. Knabe & Co., New York, who scored \$800 to a customer. H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., general, who was one of the disputants, replied he could "go that a few better," namely, \$1,200. This amount was reached when connected with the company's Boston store. Maybe others will be heard from? Until then Mr. Yerkes heads the list, for \$1,200 as a single retail sale is going some, as the familiar phrase runs.

Greek dancing, now receiving the enthusiastic indorsement of fashionable society, and which is very much in vogue, is greatly aided and developed by the use of the talking machine record. That is to say, the exercises essential, in connection with the music, in the absence of a professional orchestra, is supplied by the high class operatic records. A woman who indulges in Greek dancing for exercise only, in giving her experience, said: "Now, when I get up and feel headachy or as if my doll was stuffed with sawdust I have my exercise. I start the 'Marche Militaire' on my patient machine, and the strains are so inspiring that I go through my paces, so buoyantly that my husband enjoys my dance. Then I put Mendelssohn's 'Spring Song' on and dart forward with a series of leaps, of tossing arms, of waving hands, of sudden swoopings, bended body, lightly turned head strung along seemingly some mental thread until the final pose of perfect rest is reached. I find endless enjoyment in these exercises, and as an orchestra is out of the question the records furnish the necessary music. It is always at my command, and the beautiful and brilliant character of the selections and perfect tempo, far superior, in my judgment, to the performance of many orchestras. Besides the records are within the means of every one, so that Greek dancing may be indulged in at any time."

Another field of usefulness as a means of entertainment, and of which possibly few dealers take cognizance, is in the sick room or with confirmed invalids, and the "shuts ins" generally. A specially significant instance of this field of usefulness may be quoted in connection with Clara Morris, the one time favorite and popular actress (Mrs. F. C. Harriott), who is dictating her memoirs to her husband. She is engaged at this work day and night in her Yonkers, N. Y., home, having been confined to her bed since she suffered a breakdown a year ago and was stricken with failing eyesight. She is barely able to distinguish between night and day. A diary in which she wrote every day in her life since girlhood is being kept up to date for her by her husband. In her leisure moments she takes most interest in listening to grand operas from a talking machine at her bedside.

Very much to the gratification of cylinder and vertical cut disc records using sapphire needles or reproducing points, the importation of the "blanks" are now dutiable at ten per cent. instead of fifty per cent. ad valorem, as originally classified by the customs officials. Reference was made to this decision in last month's *World*, and in the full opinion of the United States General Appraiser it is learned that "the merchandise in question consists of small pieces of sapphire, cylindrical in shape. The collector classified them as articles composed wholly or in chief value of semi-precious stones, not specially provided for, and as-

essed duty thereon at 50 per cent. ad valorem under paragraph 112, of the tariff act. It is not disputed that the articles here involved are intended for ultimate use in the construction of phonographs. In the form as imported, however, they are not parts or accessories of such instruments. The record shows that they have to be subjected to seven or eight operations, some of them involving microscopic work of a highly delicate and skilful nature, by which they are notched and 'balled' on one end before they can be inserted in phonographs as producers or reproducers of sound, the cost of which processes enhances their value about 300 per cent. The question presented to us for determination is whether such articles—which in the condition as imported are shown to be sapphires merely cut or fashioned by a lapidary and many stages removed from the form and shape which fit them for their ultimate utilitarian use—are dutiable as assessed, or otherwise. * * * We find and hold that the merchandise is dutiable at 10 per cent. ad valorem under paragraph 449, and the collector's decision in each case is reversed."

The argument advanced by General Appraiser Sharretts in this case is lengthy and rather elaborate. That aside, those directly concerned in the trade are to be congratulated, and Mr. Sharretts, who handles very nearly if not quite all of the tariff disputes in musical instrument cases, has taken a totally different stand on these goods. Talking machines and parts thereof are assessed the same as musical instruments or parts thereof, namely, 45 per cent. The cases in point are crude parts of violins, for example, which go through a number of processes before becoming a part of the finished instrument, as also are the backs and bellies and bridges. In these instances they are invariably held dutiable as "parts" and assessed accordingly. However, the interpretation of tariff schedules is fraught with surprises, and this is one of them. But there is no "kick" coming. On the contrary, it is a happy solution of a vexed question!

Dealers who are prone to believe they can violate their contracts with the manufacturers in relation to the sale of goods at other than the established prices, or infringe patents which have been adjudicated with impunity, should not overlook the cases of one Greenberg, of New York City, and Edward H. Martin, a music dealer of Webster City, Ia., which appear in the current issue of *The World*. The former was "brought to book" after expensive and annoying litigation by the Victor Talking Machine Co., Camden, N. J., and fined \$1,500 for contempt of court. Martin was "jacked up" by the National Phonograph Co. (Thomas A. Edison, Inc.), Orange, N. J., at the close of proceedings covering over three years, and fined \$350 on a like charge. Both of the defendants were to stand committed until the fine was paid. These suits were brought to establish a principle, moral as well as legal, as between the seller or manufacturer and the buyer or dealer in the enforcing of inalienable rights conferred on the owner of property covered by valid patents. The rulings of the Federal courts in respect to cases of this kind have not only been numerous but uniform, and need not be referred to at length, as they have been reported with more or less fulness, according to their importance, in *The World* from time to time. The two contempt cases mentioned, the first to occur, are significant, and dealers who are inclined to crooked selling methods should bear them in mind and keep in the straight, if narrow, path.

James B. Landay, of Landay Bros., New York, after a recent visit at the factory of the Victor Talking Machine Co., Camden, N. J., came back more optimistic than ever regarding the future of the business. Not but that he always looks on the bright side of things and is generally hopeful; yet a talk with General Manager Geissler is invariably stimulating, and he knows Victrolas and other Victor products the firm can use conveniently and

profitably in their business now will be coming along in due course. It is whispered the Landays may open a branch house in one of the progressive cities of the Middle West. When Max gets back perhaps more definite news may be forthcoming concerning the rumored project—and then, perhaps not.

William Mermod, the controlling spirit and heaviest stockholder in Mermod Frères, St. Croix, Switzerland, who has been in the United States about a month looking over the talking machine field with a view to future operations, returns to Europe in the neighborhood of April 1. His business headquarters is with the Jacot Music Box Co., New York.

One of the latest unexpected hits of the Victor catalog is the "Nightingale" record, Red Seal 64,161. It is a perfect and marvelous reproduction of this celebrated American warbler and is the bird's natural notes, not an imitation. Distributors and dealers in placing orders bought the record with unusual caution. A tremendous demand immediately followed its introduction, and the clamor on the factory for the "Nightingale" from all over the country astonished everybody and a repressing of another edition of magnitude was necessary. Dealers could not even retain a sample in their stores for demonstrating. It looks now as if the "Herd Girl's Dream," which all the companies list, will be another hit of size, according to the record sharps.

The American Talking Machine Co., Victor distributors, with two finely-appointed stores in Brooklyn, N. Y., report the best business they have had since 1906. General Manager Morris says he could handle a bunch of Victrolas and other Victor machines if the factory would only loosen up with several good-sized shipments—sooner the better.

M. Gold, Eastern representative of the Universal Talking Machine Mfg. Co., Philadelphia, Pa., succeeds Louis Silverman, who is now with Thomas A. Edison, Inc., as previously announced in *The World*. Mr. Gold looks after the Universal Co.'s Greater New York business, and goes to Boston, also. Although he only recently went on the company's selling staff, he is reported as doing well. Mr. Gold is an experienced talking machine man.

A German talking machine contemporary states, in its February issue, in the case of the Gramophone Co., London, Eng., complainants, that the tapering arm patent has not been upheld by the court of last resort in the Austrian empire. On the other hand, the so-called goose-neck patent is declared valid by the same tribunal, providing the needle is lifted vertically; that is, if the sound-box is raised on the side, the patent is in the public domain.

AS TO THE EFFECT OF PRAISE.

Not Always Stimulating, Says This Man, Drawing on His Own Experience.

The singer sang well and the applause was insistent. Again he came forward, and this time he sang even better than before.

"It is always so," said one listener to his friend. "Applause stimulates us all. It's a pity that men can't be praised more than they are when they do good work. We are too churlish about such things. We say that a man ought to do his duty anyway and not expect praise for it, when the fact is that if we praised him occasionally it would stimulate him, make him do more and better work."

"When I was a boy out in the woodshed sawing wood," said the other man, "the old man would come along and look at what I'd sawed and say, 'Sammy, you're doing splendidly. Keep it up, my boy.'"

"There was praise for you, but do you think that stimulated me? On the contrary, it made me want to smash the buck and bust the saw and break for the woods."

"Oh, well, of course," said the praise advocate, "there may be exceptions, but as a rule—" and so on and so on.

**The Columbia exclusive selling
rights policy *does* restrict—*competition*,
that's all.**



Columbia Phonograph Co., Genl., Tribune Building, New York.

ANOTHER FINE FOR CONTEMPT

In the Case of the National Phonograph Co. (Thos. A. Edison, Inc.) Against E. H. Martin, of the Martin Music Co., Webster City, Iowa, for Violating a Writ of Injunction in Regard to Price Cutting.

Another dealer has been fined by a United States judge for contempt of court for violating a writ of injunction. The case is that of Edward H. Martin, of the Martin Music Co., Webster City, Ia., which was prosecuted by the National Phonograph Co. (Thomas A. Edison, Inc.), and has been before the court since December 23, 1907. Martin did everything possible from that date until the final decree for contempt was filed by Henry T. Reed, United States Circuit Court, northern district of Iowa, central division, February 22, 1911. The opinion, after reciting the facts, etc., in part follows:

"The defendant is a man of intelligence, and the evidence convinces beyond any doubt that he intentionally violated the preliminary injunction. His efforts to show that the sales of phonograph records subsequent to the issuance of the injunction were by the Martin Telephone Co. or its general manager; and the Martin Music Co., without his knowledge, is a mere ruse to shift the responsibility for such sales. The Martin Telephone Co. is a corporation organized under the laws of Iowa, in the name of which the defendant conducts most of his business. He was its president and principal stockholder and controlled the management of all of its affairs. The defendant, M. M. Martin, is his wife, and is or was a stockholder of the Telephone Co. and its secretary, but took no active part in the management of its business. There was but one other stockholder and he owned only a nominal amount of its stock, and the defendant, Sterling, was an employe under the title of manager or general manager, but acted under the general directions of the defendant, Edward H. Martin.

"The Martin Music Co. was another name under which the defendant conducted a business of dealing in musical instruments, sheet music and other goods usually carried by such dealers; and while there is some evidence that this business was turned over to his son, Fred N. Martin, prior to the commencement of the suit, the evidence leaves no room to doubt that the defendant himself sold a number of these phonograph records and received the pay therefor after the preliminary injunction was served upon him. The violation of the writ was deliberate and intentional and cannot be overlooked. Parties must know that writs of injunction are not issued by the courts as a mere pastime and for their own pleasure, to be observed or not as those against whom they are issued may elect, but are issued to protect and preserve the property rights of parties pending litigation between them; and those against whom they are issued and upon whom they are served must be given to understand that any intentional violation of them will not be tolerated, but will be punished, and by imprisonment if necessary, to uphold the authority of the

court and protect the rights of parties involved in the controversy in which they are issued.

"The contention of counsel that the defendant has been once in jeopardy because of the proceedings at the June term of court, 1908, when the affidavits were suppressed at his instance, and that he cannot now be rightly tried for such alleged contempt is untenable. There was then no hearing upon the merits of the alleged contempt, but only a preliminary hearing at the instance of defendant upon the question of the competency of the ex parte affidavits which complainants proposed to offer in support of the alleged contempt. There was, in fact, no other hearing, the testimony contained in such affidavits was not considered, the charge against the defendant was not heard, and the question of his guilt or innocence of such charge is now presented for the first time for determination. The defendant's plea or defense of

prior jeopardy is therefore overruled, and he will be fined in the sum of \$350 because of his violation of the preliminary injunction, and the costs of taking the testimony before the examiner, which was begun February 5, 1910, including the statutory fees and mileage of witnesses examined at such hearing and the legal fees of the examiner and stenographer for taking such testimony, and the other taxable costs that pertain alone to the contempt proceedings.

"If such fine and costs are not paid within five days after the filing of this opinion and order the defendant will stand committed to the county jail of Webster county, Iowa, until they are paid, and the clerk will issue the proper warrant so committing him. Of the \$350 when paid the clerk will pay the petitioners \$150 to apply upon the services of their counsel that pertain alone to this contempt proceeding. It is ordered accordingly."

LATEST UDELL CABINET.

New Number 452 Made to Go with Either Victrola X or XI with Slight Changes in the Top—Some of the Interesting Features.

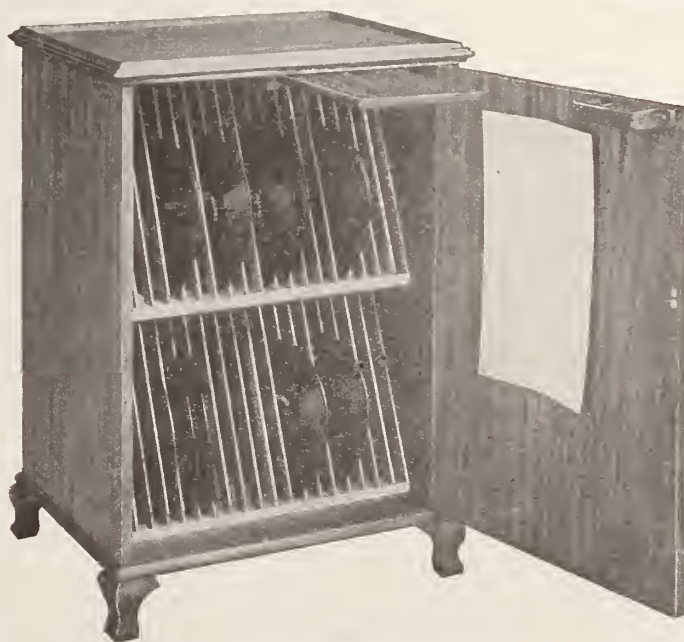
One of the latest products of the Udell Works, Indianapolis, Ind., noted for their fine line of cabinets for talking machine records, music rolls, sheet music, etc., is the new cabinet known as No. 452 and designed with a top to fit the Victrola X, it being so arranged that a slight change in the rim will enable it to fit the Victrola XI. In other words, as is pointed out by the manufac-

boxes for used and unused needles, index card on the door and index partitions. There is also a shelf in front which pulls out when the door is opened and on which the records may be handled with convenience.

The manufacturers state that there has been an unusually strong demand from the talking machine trade for this new cabinet and ever since it was first introduced and that the prospects are that it will prove one of the best sellers in their line. The price is one of the attractive features of the new cabinet.

IMPORTANT TREATY SIGNED.

Among the events of unusual note that transpired in Washington during the closing days of the Sixty-first Congress, and of which little if anything was heard, is the treaty signed by the Latin-American delegates to the Pan-American Commercial Conference. The signatories represented twenty-seven countries in Latin America. The treaty was adopted about a week before the adjournment of the Senate, who ratified it, as is required. The treaty deals with a number of questions of concern to all the nations of interest, especially that of copyright. By this agreement, which is dissected as a "second Berne convention," though the benefits are solely confined to the countries of the Western Continent, citizens of the different powers are accorded the same copyright privileges as those of the United States, providing similar laws are enacted. The Republic of Argentina has an act of this kind recently enacted, and therefore equal copyright protection is conferred on the citizens of both nations at once. Mexico will probably take the same step.



UDELL CABINET, STYLE 452.

turers, it is a cabinet made made to serve two purposes. The new cabinet is made in either mahogany or golden oak, the latter either plain or in the popular mission shades, and the capacity is 228 ten or twelve inch records in envelopes.

The cabinet is complete in every way, with

ACTIVE IN THE NATIONAL CAPITAL.

Store of the Columbia Phonograph Co. in That City a Busy Place—Edward D. Easton Stops Off While on His Way to Cuba—Other Prominent Visitors—Favorite Grafonola for Alaskan Boundary Commission—Select Large Assortment of Records to Entertain the Workers While in the North—Other Interesting Items Worth Noting.

(Special to the Talking Machine World.)

Washington, D. C., March 6, 1911.

The Columbia Co.'s store here has seen many visitors during the last two or three weeks. First of all was Edward D. Easton, president of the American Graphophone Co. and of the Columbia Phonograph Co., General, who stopped in Washington for a few hours on his way to Cuba. He was accompanied by his wife, daughter and son. As Washington is the former home of Mr. Easton, he spent a good many delightful moments in talking with old friends and relatives who reside here. Another visitor of note was Paul H. Cromelin, who stopped in the city for a few moments on his way back from Chicago. Mr. Cromelin is another old Washingtonian, having been graduated in law from one of the local colleges, and having at one time been manager of the Washington store of the Columbia Phonograph Co.

Still another handshaker, with a genial smile, was Edw. N. Burns, the manager of the Columbia Co.'s export department, who was in Washington to attend the conference of the representatives of the South American republics, held at the Pan-American Union building in this city. This building, by the way, is one of the most beautiful in the United States, although not very large. It is the gem of all the public buildings of the city, and that is saying something. Other visitors to Washington recently were George W. Lyle, the Columbia Co.'s genial general manager, and Frank Dorian, manager of the Dictaphone Co., who, by the way, is also a former Washingtonian.

A few days ago the Columbia store fitted out a Grafonola "Favorite," two hundred double-disc records and some extra mainsprings and other supplies to be taken by the United States Alaskan Boundary Commission for the entertainment of its fifty or sixty men who are to lay the boundary line between Alaska and Canada during the coming summer. The chief engineer of this expedition told H. C. Grove, manager of the store, that the Grafonola would be their main source of entertainment when in the far north. This expedition will leave about May 25, and will be gone for about two years. During most of that time they will be far removed from all civilization and will depend upon themselves entirely for amusement, of which, of course, the Grafonola "Favorite" will supply the main portion. While most of the records selected for this outfit were of the late and popular music of the day, the outfit included the famous Columbia sextet from "Lucia" and the "Rigoletto" quartet, and several of the David Bispham records, several of the Mardones records, and that famous record, "The Herd Girl's Dream." This outfit will undoubtedly do more good this summer than any other outfit which has been sold by any one for some time.

TO OCCUPY NEW BUILDING.

On May 1 the Greater New York Phonograph Co., who maintain three stores in New York, and are the sole jobbers of Zonophone goods in this territory, will remove into their new building, 308 Grand street. The property was acquired by the company at an expense of \$60,000. They also handle the Victor and Edison lines and are doing a nice business. At the testimonial Stanley concert, March 8, Mr. Mandel, president of the company, and Mrs. Mandel, with lady friends, occupied one of the proscenium boxes.

"The way to fortune is like the Milky Way in the sky, which is a meeting of a number of small stars, not seen asunder, but giving light together," says Lord Bacon. "So there are a number of little and scarce discerned virtues or rather faculties and customs that make men fortunate."

A TRAVELER'S ADVICE.

Points Out Ways by Which Clerks May Increase Their Value to Employers.

An experienced commercial traveler, who evidently keeps his eyes open and his mind receptive, seeks to stir up the thoughtless or inattentive clerks with these pointed suggestions:

Keep a notebook and collect all the information possible that may be of future use. Pencil and paper are so cheap, and brain cells so expensive, that I would say don't trust to your memory when you can have it recorded for all time.

When you meet the other fellow's clerk in the evening, don't let him pick your brains about the business. If you can pick his, that is quite another matter.

Don't miss reading your trade journals, and if you want further information, worry the editor! He sits in his office to be worried. See you don't disappoint him. Don't think you are only a clerk and don't count. You count one, and that is enough to go on with.

Lastly, be punctual—punctual in keeping your promises to customers, of course, but I was meaning more especially in your hours of business, and set the boss such a good example that he will be ashamed to keep you overtime unless he pays you for it.

Last week A. R. Howell, in charge of the advertising of the Columbia Phonograph Co.'s export department at headquarters, resigned to become the advertising manager of a leading manufacturing company in another line. Mr. Howell has been turning out excellent work in his field of Columbia publicity.

Some folks worry so much about what their competitors are doing that they don't have time to do anything that makes the competitor worry.

HELPED TO MAKE FRIENDS.

A Voluntary Tribute to the Columbia Line from Chas. Lonsberg, the Well Known Piano Dealer, of Albany, Ga.

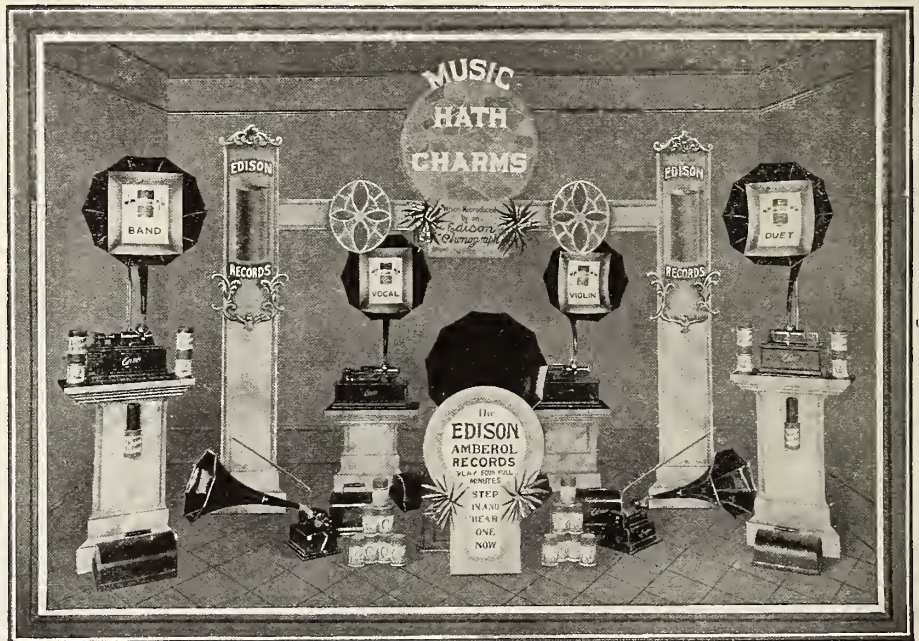
As evidence of the selling popularity of the Grafonola line, the Columbia Phonograph Co., General, this week received the following voluntary and candid expression of opinion from Charles Lonsberg, proprietor of Lonsberg's Book and Music House, Albany, Ga., who handle the pianos of Mathushek & Son and the Cable-Nelson Piano Co.:

"During the time we have had the pleasure of acting as your representative in our city we wish to say: We find that the Columbia graphophone has made many friends and customers for us, both for instruments and records, and we feel like we cannot say too much in behalf of the goods you sell, both in fineness of tone and quality of workmanship you put in these wonderful instruments.

"We have placed the Grafonola 'Elite' and 'Favorite' in some of the best homes in our town and hear nothing but praise for your goods. Our business relations with the company, as well as the traveling salesmen, have been a pleasure to us. Here's to the Columbia Phonograph Co.—may they continue to have the success they so richly deserve."

Every clerk should be continually impressed with the value of knowing the stock—where every piece is located—the price of each article; in fact, have at his finger tips accurate information with regard to everything in his department. Lack of this knowledge cuts into profits. It causes valued customers to wait while the clerk goes to some other part of the store to secure the desired information. Efficient service is only possible through well displayed, good goods, and a thorough knowledge of them.

ATTRACTIVE EDISON WINDOW DISPLAY



A twelve-page booklet has been issued by the Thomas A. Edison, Inc., Orange, N. J., describing and illustrating the initial "Edison Window Display." Display No. 1A is shown in the accompanying cut, a detailed description of which follows:

This handsome setting has for its center piece an imitation stained glass circle, the leaded markings as well as the outline of the letters being done in relief highlighted with gold. The various shadings of the irregular panes blend harmoniously and direct attention to the distinct wording: "Music Hath Charms When Reproduced by an Edison Phonograph." At either side are hand-painted palm leaves, highlighted with sparkling flitters in green and gold. Supporting this crossbar arrangement are two splendid columns so shaded as to give a solid, massive appearance, they being surmounted by handsome panels on

which in delicate air brush work appear the words "Edison Records," with a shaded painting of the real record. This panel has artistic raised scrolls at top and bottom.

The central reading show card partakes of the large central design and shape. It is also decorated with sparkling leaves and is neatly hand lettered. Four hand lettered and neatly bordered signs are furnished for placing in each ten-petal Cygnet Horn, calling attention to "vocal," "violin," "duets" and "band music." An empty Amberol record carton completes the card. The false pedestal fronts match the design of the supporting columns and the entire setting is deep cream in color, with shadings of brown giving that old, much admired ivory finish which, brightened by the highly colored glass effects of the center piece, creates an attractive setting pleasing in its entirety.

A SUCCESS IN EVERY WAY

Was the Testimonial Concert Given at the Amsterdam Opera House, New York, on March 8, for the Benefit of the Family of the Late Frank C. Stanley—Great Galaxy of Talking Machine Artists—Distinguished Members of the Trade Present—Concert Attended by Audience of Two Thousand and Generously Supported—Satisfactory Sum Realized by the Affair—Committee Did Good Work.

The testimonial concert given March 8 in the New Amsterdam Opera House, New York, for the benefit of the family of the late Stanley W. Grinstead (Frank C. Stanley) was a success from every point of view—financially, socially and artistically. The spirit displayed by the "talent," seventy-five strong, and the large audience was a marked feature of this unique event, the first of its kind in the history of the trade.

The artists, together with the chorus assisting them, were grouped on the stage in the form adopted in a minstrel "first part," and through the medium of their songs and jokes proved themselves to be entertainers of the first order. Despite the handicap of bad acoustics they upheld their reputation as vocalists of a high order to the fullest extent, and the concert, as a whole, was like a large family reunion, so intimate are the relations between the artists and the public.

Notwithstanding the length of the program it was pretty closely adhered to, the favorites, known to the trade and the public through the records, were accorded a cordial welcome and generous applause. Among these were Billy Murray, Ada Jones, Collins and Harlan, Henry Burr, Elizabeth Spencer, Harvey Hindermeyer, Monroe Silver, Steve Porter, Edward Meeker, Wm. H. Thompson, Vess L. Ossman and Murray K. Hill. The Victor Light Opera Co. and That Girls' Quartet, special contributions from the Victor Talking Machine Co.'s corps of artists were especially favored.

A large number of distinguished men in the trade were present, the delegation from the Columbia Phonograph Co., General, filling one of the proscenium boxes, included Edward D. Easton, president of the company; Paul H. Cromelin, vice-president; C. A. L. Massie, of the legal staff; T. H. Macdonald, Frank Dorian, H. A. Yerkes, Merwin E. Lyle, John C. Button, Mortimer D. Easton, Tom Murray, Victor H. Emerson, and others. Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., occupied one of the principal boxes, with a group of friends, and C. G. Childs, manager of the laboratory; S. H. Dudley, his assistant; John S. Macdonald and others. The Thomas A. Edison, Inc., were represented by Peter Webber, superintendent; Walter H. Miller, manager of the laboratory; William Wirth, president of the "Muckers' Club," Frank A. Madison and Louis Silverman. The U. S. Phonograph Co. were represented by John Kaiser, who occupied a box with Mrs. Kaiser and Albert Benzler and wife, Frank Hofbauer and wife. A few others noted in boxes were G. T. Williams, general manager of the New York Talking Machine Co., and Mrs. Williams; V. W. Moody and wife; J. Newcomb Blackman, president and general manager of the Blackman Talking Machine Co., and Mrs. Blackman, New York; George G. Blackman and wife; R. B. Caldwell and wife; Mrs. Grinstead and family, Orange, N. J.; Louis Buehn, of Louis Buehn & Bro., Philadelphia, Pa.

About two thousand made up an audience notable in many ways and the receipts reached about \$2,800. John Kaiser, treasurer of the committee on arrangements, was complimented by everybody for the capital manner in which he looked after the many details of the concert, and on which he had worked since the inception of the affair in December. His colleagues on the committee, Messrs. Miller (chairman), Emerson, Child and Ball are also entitled to much praise for their untiring efforts in the same connection.

The souvenir program is to be commended, as it contained attractive advertisements of music publishers, manufacturers and jobbers in all parts of the country, as far away as California, which



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

Do you fully realize the great number of **TALKING MACHINES AND PHONOGRAPHS** that have been sold in your territory equipped with Tin Horns? Every one of them offers a source of profit to you.

It will pay you to call the Owner's attention to the fact that the horn is the sounding board of their machine. They would not own a piano with a tin sounding board.

The **MUSIC MASTER** is a Solid Wood Sounding Board—the only solid wood sounding board on the market.

Write for complete description of the **MUSIC MASTER**. If your Jobber can't supply you we will be very glad to send you a sample line of **OAK, MAHOGANY or SPRUCE** Horns to fit any style or make machine.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

was the best evidence of the kindly feeling and interest displayed throughout in connection with the occasion. Extra copies of the program may be had for twenty-five cents a piece by addressing Mr. Kaiser. The committee wishes to thank those who so cheerfully assisted them in making this event a success. They wish to thank the various talking machine companies and other advertisers in the program for their co-operation. They also wish to thank the "talent" who volunteered for the occasion and who subscribed for the boxes and seats. Likewise they thank the dealers and jobbers who gave their assistance.

It may be added that since the concert, in view of its great success, the "talent" are discussing the advisability of giving one yearly. The purpose of this is to create and maintain a permanent fund for just such occasions as the demise of Frank C. Stanley, or to aid or succor any record artist in distress or sickness who may be without means. To be sure this suggestion is in an embryonic stage only.

The completion of the performance was followed by a reception, and dancing was indulged in until the early hours of the succeeding day. A special train was chartered by Thos. A. Edison, Inc., for the return trip of the Orange, N. J., people at 2.30 a. m.

EDISON RECORD EXCHANGE IN FAVOR.

Regarding their new record exchange, the National Phonograph Co., Orange, N. J., state that the plan continues to find favor among the trade as its provisions are better understood, the consensus of opinion being that the question of disposition of slow-selling and defective records has been settled for a time at least.

A knowledge of the specific conditions which surround sales and selling conditions would teach the people that the business methods of this country have been no better than themselves; that they will improve with themselves; that reforms, like charity, begin at home.

Columbia Records

FREMSTAD—PREMIERE SOPRANO OF THE METROPOLITAN OPERA.

I think my records are magnificent. Your recording process is certainly a marvel of accuracy and faithfulness in reproducing all the original qualities of the voice. The general musical effect of your records is superior to anything else of the sort I have heard. I am notably hard to please in these matters, but I must say you are accomplishing some wonderful results.

Olive Fremstad.

**Profitable to the Dealer
Proved by**

If there is one straight, positive, unmistakable fact it is that the *quality* of Columbia Records is the generally *known*, too.

Quality in Recording Process, Quality in Tone, Quality in Endurance

That's the undeniable gospel—every item of it, for a fact. You only have to listen to hear it around you to see what the dealers are *doing* about it. They have *written* about it.

CONSTANTINO—THE CELEBRATED SPANISH TENOR

Permit me to express to you the high sense of satisfaction I feel with regard to the records recently made in your laboratory. In the course of my career as a singer I have made records for several organizations similar to your own, but never before have the results been so completely gratifying. I am greatly pleased in fact that I have decided to sing exclusively for the Columbia Phonograph Company in future. As to the records themselves, after hearing all of them, they are marvelous examples of artistic and mechanical perfection in the science of recording the human voice. In listening to them I know that it is indeed my own voice that I hear, exactly as if I were singing in person—it is my voice itself that comes from the instrument. The vitality of the voice is absolutely preserved and the tone-quality cannot be mistaken.

Constantino

BAKLANOFF—STAR BARITONE OF THE BOSTON OPERA COMPANY

From the manner in which you have recorded my voice I am convinced that you have discovered the secret of absolutely perfect recording. I could scarcely believe that I should ever hear my voice so faithfully and naturally reproduced. Your Company deserves great commendation for its success in popularizing Grand Opera and music of the higher class in America.

Serge Baklanoff



Olive Fremstad, singing exclusively for the Columbia

Late additions to the Columbia list

NOVA

FREMSTAD

Also, about 100 new records by

MARY

BONCI—THE GREAT ITALIAN TENOR

I must say a word of congratulation to you upon the way you are issuing each and all of the records I sang in Milan for the Fonotipia Company. I never let a record go out to the public without first hearing it, and putting my private mark upon the matrix. Your Columbia-Fonotipia Records of my voice are wonderful reproductions. They are more; they are my voice itself. Those of my friends who are unable to hear me personally would do well to obtain some of my records issued by you.

A. Bonci



Columbia Phonograph Company,

Dealers wanted. Exclusive selling rights

Record Quality

Public— Blessed by the Artists

before the dealers of this country this minute,
in the industry. And it's rapidly coming to be

Record Material, Quality in Duplicating

you are missing it, you certainly *are* missing
what the public is *saying* about it; you only have to look
at what some of the greatest artists in the world

PUCCINI—COMPOSER OF "MADAM BUTTER- FLY," "THE GIRL OF THE GOLDEN WEST," ETC.

I have heard Columbia disc records and have admired the
clearness of their tone and their perfect reproduction of the
voice.

GIACOMO PUCCINI.

exclusive
by

CA

AD

announced,

RDEN



Lillian Nordica, singing exclusively for the Columbia

CAVALIERI—THE WORLD FAMOUS DRA- MATIC SOPRANO

I have just heard samples of the records I recently made
in your laboratory and am charmed to find that you have suc-
ceeded in obtaining such accurate, natural and altogether life-
like reproductions of my work. It gratifies me to know that
my friends will have an opportunity to hear me on Columbia
Records hereafter.

Ima Cavaleri

NIELSEN—SOPRANO OF THE BOSTON OPERA COMPANY

The records you have sent me of my voice excel in per-
fection of tone my most sanguine expectations. There is a
complete absence of the defects which have hitherto been as-
sociated with phonographic reproduction. As I listen to the
records it is impossible to believe that they are the result of a
mechanical contrivance. My voice sounds as if it must come
from a living being and not from any instrument. Undoubtedly
the Columbia Graphophone is the most perfect of any talking
machine in the world; in fact I consider it so incomparably
superior to any machine yet invented that until one has listened
to its reproductions one has no accurate notion of the wonder-
ful accomplishments that modern science has made in repro-
ducing the human voice.

Alise Nielsen

SCHARWENKA—THE RENOWNED COM- POSER-PIANIST

I could never have imagined that such perfect results could
be obtained in the recording of the piano as you have effected
in the records I recently made for you. You have my heartiest
congratulations and deserve the commendation of all lovers
of pianoforte music.

Franz Scharwenka

n'l, Tribune Building, New York



where we are not actively represented

SEND GREETINGS THROUGH RECORD.

Newspaper Reference Made to the Exchange of Letters by Phonograph Record—Custom More General in Business World Owing to Popularity of Business Phonograph.

The clipping herewith is from the New York Sun. The use of the phonograph for the purpose described therein is not new, as readers of The World know. We have frequently reported similar uses of the phonograph record between friends located in Europe and this country:

"I saw the phonograph put to a use which had never occurred to me before," said a business man. "The other day I happened to walk into the office of a friend and found him listening with an air of great satisfaction to a record which he had on his machine. I thought that he probably had been dictating a letter to his stenographer, and was not a little surprised when he told me that he had just received a letter from his brother in Panama.

"My brother has a phonograph, too," he said, "and it was his idea that we might use it as a substitute for letters. It is a great deal more satisfactory than the written ones because we are able to hear each other speak. And then it's more like having a friendly chat, because when you become accustomed to it you assume a more natural tone in speaking into the horn than you can get in a letter. It doesn't cost us much, either. The record goes as third-class mail and we use the same one for a long while. After I have listened to this as often as I wish I will shave it off and make it serve for carrying the answer. Would you like to hear part of this?"

"I then heard his brother tell some very interesting things about what he had been doing in the canal zone and it was better than reading them because it was like having the person there with you."

NEW COLUMBIA GRAND OPERA RECORDS.

Last week the Columbia Phonograph Co., General, New York, gave advance notice that there would be two combinations of Maria Gay records ready for shipment about March 10. They will be issued in single form as well as double face. List price, \$3 for the latter and \$2 for singles.

Following the original announcement concerning the Fremstad records in February, the Columbia Co. notified dealers March 8 that there would be two more double-face and four single records of that artist ready for delivery the following day. The Baklanoff, Heineman and Scharwenka records went to the trade on February 27.

Another notification of moment, of the 6th inst., relates to the list of new Indestructible records which will be ready for shipment on regular orders not later than May 1. As there are many standing orders for sample records on which it would not be possible to ship samples of these selections a sufficient time prior to May 1, it has been decided not to ship samples of these selections on any standing orders. Regular monthly supplement conditions will be resumed on Indestructible records, effective with the June supplement.

A NEW EDISON REPRODUCER.

This is a four-minute reproducer of a single type, and although intended primarily for use on standard machines, it can be used on all Edison phonographs. It is equipped with a larger diaphragm, and produces not only more volume, but better tonal results than the model "H." It is being offered in deference to the wishes of the trade. All types of Edison phonographs (except the Gem and Fireside) equipped with the model "R" will be supplied at an advance of \$3 (Canada, \$3.90) over present list. Sold separately the list price of the model "R" is \$5 (Canada, \$6.50), and an allowance of \$2 is made for the model "C" in exchange. Combination attachments which include the model "R" instead of the model "H" will be sold at the following prices: Gem, \$7

(Canada, \$9); Standard, \$8 (Canada, \$10.40); Home and Triumph, \$10.50 (Canada, \$14.95).

NEW VICTOR JOBBERS.

The Walter G. Clark Co., a sporting goods house of Omaha, Neb., have signed with the Victor Talking Machine Co. as jobbers of Victor goods. The Nebraska Cycle Co. and the A. Hospe Co. already hold Victor jobbing agencies in Omaha.

TO OPEN TALKER DEPARTMENT.

The Hawkins Music House, who have recently moved into new quarters on Merchant street, Decatur, Ill., have announced that they will shortly add a talking machine department and an organ department to their store.

THOS. A. EDISON, INC. ANNOUNCEMENT.

The National Phonograph Co., Orange, N. J., have just made the announcement that on or about this period they will be prepared to furnish the model "O" reproducer for the Home phonograph equipment, both as part of complete machine outfits, as separate instruments and as part of combination attachments. Home phonographs equipped with model "O" reproducers will be supplied on special orders at an advance of \$5 list over the regular equipment, subject to the usual discount, and the models "C" and "H" at present supplied will, of course, be omitted from the outfit. This price applies also to Canada.

The price of model "O" as a separate instrument for use on Home phonographs already equipped to play the Amberol records will be \$10 (Canada, \$13), which price includes all necessary parts, and an allowance is made of \$4 in both countries for models "C" and "H" reproducers taken in exchange. The price of the model "O" home combination attachment is \$15.50; Canada, \$20, and an allowance is made of \$2 (U. S. and Canada), for model "C" reproducers taken in exchange. An adapter to fit in the speaker arm is supplied with each model "O" free of charge, so that the present type of recorder may be used on all machines equipped with the model "O."

DOUBLE-FACE RECORD CASE ARGUED.

The double-face or duplex record case—Victor Talking Machine Co., Camden, N. J., against American Graphophone Co. (Columbia Phonograph Co., General), New York—was argued February 28. The hearing was before Judge Hazel, Circuit Court of the United State, New York City, who, besides Judge Lacombe, has presided in more talking machine suits than any other Federal judge in the country. The issue is alleged infringement of what is known as the Pettit patent, No. 749,092, dated January 5, 1904. The taking of testimony has occupied the best part of two years. Horace Petit appeared for the complainants and Philip Mauro for the defense. Decision was reserved.

Another case down on the equity calendar in the same court for argument and called the previous day was that of the Victor Co. against the Sonora Phonograph Co., New York, on the Johnson taper arm patent. At the request of Mr. Petit the hearing was sent over to April 1, although the defendants answered "ready."

OPEN STORE IN COLUMBIA, S. C.

The Columbia Co., New York, are advised by their Atlanta (Ga.) manager as follows: "You will be interested to know that we have closed a deal in Columbia, S. C., with D. R. Hand, who will operate an exclusive Columbia store. With him will be associated Raymond Voight. Mr. Voight was employed as retail salesman in our Atlanta store for some years, but has been living in Columbia for the last year or so. This deal was put through by our special wholesale representative, W. A. Barfield."

The darkest hour in any man's career is that wherein he first fancies there is an easier way of gaining a dollar than by squarely earning it.

FROM OUR JOKE BOX

Apropos of the coming of a certain play to a Buffalo theater, remarks The Commercial, a story is being told of the author, Israel Zangwill. It appears that he and Andrew Lang had become mutually interested in a certain aspect of sociology. The committee in charge of a big banquet wrote to Zangwill asking him to speak at this function on this particular subject. The noted author replied as follows: "Dear Sir—If A. Lang will, I Zangwill."

On a large estate in the Scottish Highlands it was the custom for a piper to play in front of the house every week-day morning to awaken the residents. After an over-convivial Saturday night, however, the piper forgot the day and began his reveille (can it be played on the pipes?) on Sunday morning. Angry Master (from bedroom window): "Here, do you not know the fourth commandment?" Piper: "No, sir, but if you'll—hic—whistle it I'll—hic—try it, sir."

Rastus had been caught redhanded. "Poaching again, Rastus?" said the colonel, gravely. "I am afraid, Rastus, that you're a bad egg." "Yassuh, dass what I is fo' sho', cunnel," said the old man. "I's jest a plain bad aig, cunnel." "So you admit it, do you?" demanded the colonel. "Yassuh—I admits it, cunnel, becuz, ye know, cunnel, dem bad aigs nebbah poaches, suh," said the old man.

A Cornishman visited London and was gazing into a shop window and obstructing the footpath. A cockney stumbled against him and seeing that he was from the country said to him: "My man, have you seen a wagonload of monkeys pass down the street?" "No—o," Cousin Jack replied; "faaled out of the wagon, ded'ee?"—Cleveland Leader.

An Italian woman was asked in court if she had any musical instruments in her house. "No, signor," she replied, "nothing but rackets." "What?" queried the lawyer. "Rackets—the things you put on talking machines." The court roared. Everyone had heard those rackets.

"You look pretty good," said the manager. "What have you been doing all winter?" "Working in a stoneyard," replied the famous pitcher. "Well, here's your trainer and your doctor. Never lift a finger without consulting one or both of them."

"Yonder is an early robin. See his red breast?" "Yes; and it gave me quite a start at first. I though the intelligent bird was wearing a chest protector."

One of the Suffragettes: "I've lost me best hat-pin, Lizzie." Another: "Where did you leave it last?" "Oh, I remember, now. I left it sticking in that policeman!"—London Opinion.

He: "Good heaven, dear! The clock just struck one, and I promised your mother I'd go at twelve." She (comfortably): "Good! We've got eleven hours yet."

Guest: "Why do you scowl at me so, Freddy?" Freddy: "'Cause you have ate up all the cake, and haven't married either of my sisters yet."

A master plumber has been admitted to the German House of Lords. Perhaps he will look down on his new associates who have been less successful in life.

Cook: "I wonder what would happen if tradesmen allers told the truth?" Housemaid: "Why, there soon wouldn't be no tradesmen, of course."

Lady: "How dirty your face is, little boy!" Boy: "Ye's'm; we ain't had no company for more'n a week."

"You? Why, how could you keep the wolf from the door?" "Ever hear me sing?"

INTERESTING LECTURE BY F. L. DYER

Details of the Manufacture of the Phonograph and the Difficulties Met with in Recording Described by President of Thomas A. Edison, Inc.—Lecture Illustrated with Slides and Offers Valuable Information.

The mechanical features of the phonograph hold a fascinating interest for the average layman, and the methods of recording the instrumental and vocal music, owing to the apparent mystery that shrouds them, prove especially interesting. As the talking machine becomes more widely known and accepted as a really valuable commercial and artistic proposition the public interest in the structural features continually becomes more keen. It is only natural, therefore, that a recent lecture delivered by Frank L. Dyer, president of Thomas A. Edison, Inc., manufacturers of Edison phonographs, on "The Phonograph and Moving Pictures" should have created quite a stir.

In speaking of the phonograph, Mr. Dyer paid special attention to the question of recording and the difficulties met with in that most important department of the business. He said in part:

"The modern phonograph must, to my mind, be accepted as the greatest marvel in the realm of pure mechanics, because it is as much a mechanical device as the watch or a pair of scales. That this is so will be apparent when we examine into its construction and consider its operation. A few fundamental ideas as to the phenomena of sound should be first considered.

"A vibrating body, such as a tuning fork, the human vocal cords or any other source, sets up in the air an enormously complex series of compressed and rarefied areas, which have been referred to for lack of a better expression as sound waves.

"These have been likened to the undulations which are formed on the surface of a body of water when a pebble is tossed into the middle. The waves spreading out in all directions concentrically from the source of disturbance. The illustration, however, is not particularly apt, because it deals only with a plain surface, whereas the so-called sound waves are projected in all directions through space.

"Nevertheless, considering the phonograph, it is very convenient to regard sound as a series of waves, because, by a curious coincidence, the record which the sounds produce and which in turn effects a reproduction or, in other words, creates a new but identical sound, is, in fact, of a wavelike form.

"Considering sound as being graphically represented by a wavy line, we would find that the configuration of such a line would vary according to the character of the sound which it represents. For instance, if the sound were a simple note of low pitch and volume, the waves would be relatively shallow and long; if the same sound were louder, but of the same pitch, we would find that the length of the waves was not changed, but that their height was proportionately increased.

"On the other hand, if the volume of a sound were not increased, but the pitch was higher, we would find that the waves were just as shallow as before, but that they were shorter.

"In other words, as the pitch of a sound increases the corresponding wave is diminished in length, or, to express it in another way, the vibrations per second are increased.

"Similarly, if the volume of the sound is increased the height of the waves is proportionately increased. The number of waves per second determines the pitch of a sound and the height of the waves determines the amplitude or volume of the sound. Most sounds are not represented by simple waves, but, on the contrary, are enormously complex.

"For instance, a flute, a clarinet and a cornet might each sound a certain note with a certain volume; obviously the ear detects the difference between the sounds produced by the three instruments, so that each sound could not be accurately represented by the same graphic line, though, broadly speaking, the length and amplitude of the waves would be the same in each case. The differ-

ence in character between these sounds is determined by another factor that is referred to as overtones, which always occur as multiples of the original sounds.

"If a sound, for instance, is represented by vibrations of 1,000 per second, it will be generally accompanied by overtones of 2,000 per second, by others of 4,000 per second, by others of 6,000 per second, and so on.

"The particular character of these overtones is what distinguishes the sound produced from one source from the sound which may be produced from another, so that in order to represent such a sound graphically the wavelike line, instead of being formed of continuous uniform waves, will be formed of a series of small waves which of themselves partake of a general wavelike formation, and these small waves are in turn formed of still smaller waves, and so on.

"If we were dealing with waves as large as those of the ocean, the smaller and finer vibrations would probably still be beyond the range of direct vision;



FRANK L. DYER.

but with the modern phonograph we have no such space in which to work, and, as a matter of fact, with that instrument the extreme depth of the original vibrations, not counting the primary or secondary or succeeding overtones, is somewhat less than one-thousandth of an inch.

"In other words, the available depth to which we are permitted to go in forming the sound record is only about one-third the thickness of an ordinary sheet of tissue paper, and in this depth we must form our record of the sound waves in such a way that the volume or loudness will be acceptable and the quality will enable us to determine the character of all the instruments that may be performing when the record is made."

The early styles of phonographs, as well as many of the processes of manufacture of records and machines were shown on a screen and the details explained by Mr. Dyer.

VELVET-TONE NEEDLE BALANCE.

Highly Praised After Actual Use Has Proven Its Worth—Substance of a Recent Letter Received by the Manufacturer—Improves the Tone of the Reproduction and Eliminates Scratching.

T. E. Brandon, Nashville, Tenn., under date of March 7, writes A. D. Macaulay, manufacturer of the "Velvet Tone Needle Balance," Columbia, Pa., as follows:

"I wish to congratulate you on the beautiful working of your new invention, the 'Velvet Tone' Needle Balance. I wanted to give it a thorough trial before reporting, and I find that it is simply great. It works like a charm. At first the results were not good, simply because, like all new appliances, it worked a little rough, but after experimenting, with the weight in different positions, and getting everything to running with perfect smoothness, the results are all that could be desired. The tone is greatly improved, the grinding

being superseded by only a slight rubbing, which is scarcely noticeable.

"With regard to the needles—to be on the safe side, I usually throw a needle away, using it on three or four records. However, I do not know that it is necessary to do that, as the wear on the needle must be extremely slight, and the wear on the record practically nothing. Not an unimportant feature is its pleasing appearance, harmonizing as it does with the handsome fittings of the Victrola itself. Taking it all in all, I am extremely well pleased with my investment, and I doubt not your clever device will become very popular among talking machine users."

OPENING OF NEW DEPARTMENT.

Full Line of Columbia Graphophones and Grafonolas Now in Place in Attractive Ware-rooms at Knabe Hall—Sound Proof Booths

The talking machine department of Wm. Knabe & Co., piano manufacturers, Fifth avenue and 39th street, New York, have their opening as The World goes to press. Jos. M. Bryant, who is in charge, under the general supervision of R. K. Paynter, manager of the piano warerooms, has arranged his department to the very best advantage. Five demonstrating booths are provided, with ample floor space for the display of the Columbia line, which Knabe & Co. will handle exclusively. The color and decorative scheme is in dark green and the manner in which the furnishings, etc., are handled is to be commended as artistic. Ben Feinberg, of the wholesale staff of the Columbia Phonograph Co., General, who landed this very important order, coming back from a short Western trip especially for the purpose, will be present on this auspicious occasion. It is certain Wm. Knabe & Co. have made a strong acquisition to their business.

Says a successful sales manager: "We have no formula for selling goods except to keep everlastingly at it and to do what we can to help the dealer in turn sell what we consider the very best goods of their class on earth."

For Sale or Trade.

100 Columbia Disc "BN" Machines equipped with 10-in. turntables. Can use Edison Records in exchange. What have you to offer? Address 41,144, care Talking Machine World, 1 Madison Ave., New York City.

One-Half Interest for Sale

In a long-established retail talking machine store, with 4,000 customers. Located in one of the largest cities in New England. Will be sold only to a live man; one who is able to handle "inside store" trade. Money to be used for the promotion of increased business. Full particulars on request. Everything confidential. "NEW ENGLAND," care Talking Machine World, 1 Madison Ave., New York, N. Y.

Booths for Sale

FOR SALE—Two very fine booths, built of mahogany and plate glass, each about 7 feet 7 inches deep, 10 feet 10 inches wide and 10 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap. For particulars address "G. T. L., care Talking Machine World, 1 Madison avenue, New York City.

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 20 Zon-o-phone Machines, latest models, assorted types. Original packages. Will sell at a price or trade for Edison Records and Machines. "RECORDS," care Talking Machine World, 1 Madison Ave., New York City.

"A CHIP OF THE OLD BLOCK."

Mortimer D. Easton, Son of the President of the Columbia Phonograph Co., General, Enters the Service of the Company Becoming Connected with the Export Department—Is Splendidly Equipped in Many Respects for His New Position—Speaks Several Languages and Has Traveled a Great Deal.

It is evident, judging from surrounding circumstances and the caliber of the man, that Mortimer D. Easton, only son of Edward D. Easton, president of the Columbia Phonograph Co., General, New York, will carve out a career for himself equal to that of his brilliant and accomplished father. March 6 the younger Mr. Easton entered the service of the company for the first time, going into the export department, the business of which stamps it as one of the big factors in the concern's affairs.

While this is his initial "job," so to speak, young Mr. Easton is by no means a stranger to the com-



MORTIMER D. EASTON.

pany's business. He has accompanied his father on every one of his annual trips to Europe, fourteen journeys in all, and has visited their branch offices and plants on the Continent and in Great Britain, meeting the managers and others connected therewith. In this country he has followed the same practice, and knows personally and in an intimate way the managers of the branch houses and stores from ocean to ocean, and from the Canadian line to the Gulf. Briefly, he knows everybody in the company's service. It can be readily understood from this brief recital that Mortimer D. Easton is fully equipped for the important work before him and that promotion will follow rapidly, because it will be deserved. His appointment, which is a popular one with the entire headquarter's staff, was made on his return from Cuba, where he had been on a pleasure trip with his father, mother and sister.

Mr. Easton graduated from Princeton College in February of this year, instead of last June, as he withdrew from the university during his sophomore year for a time on account of the serious illness of his father. He was extremely popular with the student body, and is still a member of the Campus Club, one of the most exclusive organizations at Princeton. During his vacations he devoted the major part of his time studying the various phases of the business at the factory and elsewhere. He is also a musician of no mean attainments. Among his other intellectual equipments is that of a linguist, and he not only has a mastery of Spanish, French and German, but he speaks these languages fluently, an accomplishment most useful in his present position. The World felicitates his distinguished father, Edward D. Easton, on having such a splendid, common sense son, and wishes the latter all manner of good luck at the outset of his business career. That he will be eminently successful is a foregone conclusion.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World.)

Washington, D. C., March 10, 1911.

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 14.

Bombay, 6 pkgs., \$287; Buenos Ayres, 30 pkgs., \$236; 67 pkgs., \$4,628; 44 pkgs., \$1,228; Callao, 6 pkgs., \$411; Cape Town, 3 pkgs., \$128; Guayaquil, 6 pkgs., \$192; 4 pkgs., \$167; Havana, 21 pkgs., \$1,346; Havre, 2 pkgs., \$115; Iquique, 1 pkg., \$378; 8 pkgs., \$692; Limon, 19 pkgs., \$609; London, 151 pkgs., \$4,573; 30 pkgs., \$1,736; Manila, 80 pkgs., \$2,525; Porto Plata, 5 pkgs., \$426; Rio de Janeiro, 49 pkgs., \$1,871; Vera Cruz, 244 pkgs., \$5,191; Zurich, 1 pkg., \$100.

FEBRUARY 21.

Berlin, 123 pkgs., \$1,645; Bombay, 2 pkgs., \$100; Callao, 5 pkgs., \$210; Cartagena, 24 pkgs., \$1,253; Cienfuegos, 12 pkgs., \$416; Dunkirk, 3 pkgs., \$350; Havre, 11 pkgs., \$230; La Guayra, 4 pkgs., \$148; London, 149 pkgs., \$8,089; 217 pkgs., \$4,120; Para, 11 pkgs., \$881; Santiago, 25 pkgs., \$246; Sydney, 320 pkgs., \$1,472; Tampico, 6 pkgs., \$358; Trinidad, 7 pkgs., \$409; Vera Cruz, 78 pkgs., \$974; Vienna, 9 pkgs., \$270.

FEBRUARY 28.

Bahia, 2 pkgs., \$133; Berlin, 128 pkgs., \$2,073; Buenos Ayres, 252 pkgs., \$8,687; Calcutta, 5 pkgs., \$110; Glasgow, 463 pkgs., \$11,367; Havana, 1 pkg., \$104; Liverpool, 7 pkgs., \$407; Manila, 67 pkgs., \$5,286; Melbourne, 153 pkgs., \$1,279; Montevideo, 7 pkgs., \$329; Para, 7 pkgs., \$660; Paramaribo, 5 pkgs., \$145; Port Limon, 6 pkgs., \$254; Rio de Janeiro, 32 pkgs., \$2,505; 50 pkgs., \$2,265; 32 pkgs., \$2,969; Santiago, 1 pkg., \$150; Tampico, 15 pkgs., \$639; 12 pkgs., \$175; Trinidad, 5 pkgs., \$480; Vienna, 34 pkgs., \$843.

MARCH 6.

Acajutla, 18 pkgs., \$1,010; Barranguilla, 9 pkgs., \$471; Berlin, 125 pkgs., \$1,816; Bombay, 12 pkgs., \$268; Callao, 12 pkgs., \$265; Gothenberg, 10 pkgs., \$173; Guayaquil, 7 pkgs., \$321; Hamburg, 2 pkgs., \$255; Havana, 12 pkgs., \$464; 13 pkgs., \$571; 6 pkgs., \$4,118; 1 pkg., \$316; Havre, 37 pkgs., \$677; Iquitos, 5 pkgs., \$362; London, 44 pkgs., \$4,182; 119 pkgs., \$2,505; Milan, 13 pkgs., \$465; Montevideo, 9 pkgs., \$651; Rio de Janeiro, 84 pkgs., \$7,916; 19 pkgs., \$1,731; Santiago, 15 pkgs., \$217; Savanilla, 10 pkgs., \$469; Vera Cruz, 61 pkgs., \$1,443; Vienna, 6 pkgs., \$493.

Although the recent railroad rate decision is by no means pleasing to the railroad companies and the managers of some of them take such a gloomy view of the future that they claim they will be obliged to buy less and to pay less for what they buy, it seems to be better for the country at large than if the proposed advances had been agreed to. To accept increased costs as a finality and to endeavor to shift the burden to others would have been to set in motion a new set of influences toward raising the general level of values. The upward tendency had to be checked somewhere. The brake has therefore been applied where it will be felt. Notice is thus given that the railroad companies are not to be placed in a position where they might soon be asked by their employes to agree to another advance in wages. Evidence exists that they are not yet satisfied that the ultimate in this respect has been reached."

"Credit is the sympathetic nerve of commerce," says George Peabody. "There are men who do not keep faith with those from whom they buy, and such men last only a little while. Others don't keep faith with those to whom they sell, and such men do not last long. To build on the rock one must keep his credit absolutely unsullied, and he must make a friend of those to whom he sells.

J. M. Howard, manager of the talking machine department of the Chase & West Co., has resigned to take a road position with a calendar company.

COLUMBIA BOOKCASE CABINET.

Latest Creation of the Columbia Phonograph Co. Destined to Find a Large Measure of Favor with Customers of That House—Convenient for Holding Surplus Records.

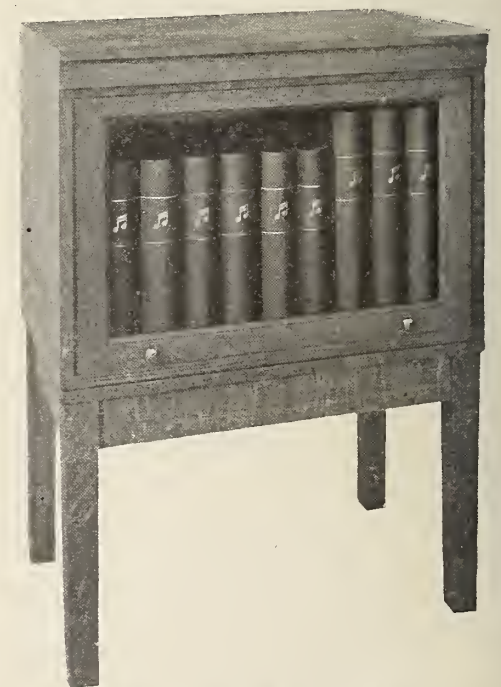
Of the bookcase cabinet, one of the latest products of the Columbia Phonograph Co., briefly described in last month's World, it may be said it is for the BN, BNW and the BII machine, and is designed in a special golden oak finish, is equipped



COLUMBIA DISC RACK BOOKCASE CABINET.

with booth racks and albums, the albums of a special design never before put out by the company.

The cabinet, with one section and a separate base, as shown in the accompanying photographs, equipped with record racks, sells for \$25, with regular discount, and the same cabinet with complete



COLUMBIA ALBUM BOOKCASE CABINET.

equipment of record albums for both 10-inch and 12-inch records is \$30. The company expect to have these cabinets followed up by another supply, probably a second section which will be substituted for the high leg base, and which will make a very handsome record holder on the style of the sectional bookcase. The cabinet is just the height to put a machine on the top of it, and is believed will make a big hit.

The Will A. Watkin Co., of Dallas, Tex., are getting out some very attractive literature for the purpose of exploiting the Columbia graphophone line, which they represent in that city.

ATTRACTING CUSTOMERS.

In These Days of Strenuous Business It Takes Hard Work to Keep Ahead of Competitors—Some Clever Schemes That Have Brought Trade to Live Dealers—Making the Window Display a Real Factor in the Business.

As the efforts to outdo one another becomes more and more strenuous among retailers it goes without saying that something out of the ordinary must be done to keep abreast of one's competitors. The advertising of a store is the means by which it becomes a center of buyers. What is done to bring a store to the attention of passers-by will not only improve appearances, but the efforts in that direction will be amply repaid by what is concealed in the cash drawer. A few schemes that have proved especially helpful to the retailer are outlined in the following:

An interesting and ingenious advertising device was employed some time ago by a retail store-keeper in New York in connection with his window display. It consisted of three automatic cameras that were hidden and which worked with endless films. The cameras continually photographed the passersby outside the window. Each day's pictures were exhibited in the window the following day, and the man who could identify himself in the group snap-shotted the day before received a prize. The number of people who find pleasure in viewing a likeness of themselves includes most every one. Hundreds upon hundreds gathered about the window of this decidedly up-to-date store, thus permitting themselves to be photographed, or to see whether they had been photographed the day before, as evidenced by the picture on exhibition. The prize, of course, involved but a few cents in actual value, for the number of people who could identify their own likenesses was large.

A retailer in a western city placed in his store window a certain number of live turtles, which corresponded exactly with the number of letters

in his own name. Each of these turtles carried a letter on his back and the letters when correctly arranged spelled the name of the dealer. A placard was posted in the window which read: "Any person seeing these live turtles in a line that spells my name will receive a prize by immediately calling the attention of a clerk to it." A few times during a day passersby who had spent a good portion of the day at the window would rush into the store and notify the clerk that they had discovered the turtles in the order of letters spelling the proprietor's name. Without delay, the clerk would rush out to look into the window with the patient watcher and behold the "marvel." When they both would return to the inside, where the lucky individual would receive a prize for his watchfulness. This new wrinkle in advertising proved most amusing and profitable, not alone to the proprietor of the store, but to the surrounding establishments in the neighborhood.

The retailers who believe in actual education of the consumer can do no better than to display in a show window an enlargement of the original stock of his store. That can be done now and then without becoming obnoxious to the passersby. When the Chantecler craze struck the United States a wideawake milliner in a big city exhibited in a large window a big Chantecler hat, measuring about eight feet in diameter. The monstrous creation of the milliner's art held not only the attention of the fair sex, but those of the male extraction as well, who gave silent approval to the mastercrafting, for the hat, regardless of its great size, was finely conceived. The store in question was much talked about because of the exhibit, and many persons visited the store convinced that if such an undertaking could have been carried out so successfully, that surely such an establishment could be relied upon to cater to and carry out ordinary requirements in millinery work.

A merchant in Ohio some time ago found a way of multiplying his window space four times. It appeared as if the bottom of the window revolved

like an endless chain over two drums, one at each end. The different articles displayed were secured to the moving boards, which were driven by a small electric motor. Such an arrangement permitted the merchant to effectively display a variety of articles exceeding four times the number the window would hold without the ingenious contrivance. The device was strictly hand made, simple in design and inexpensive. The motion, of course, was toward the onlooker and not sideways, hence each display had a quarter space in the circuit, but each display looked to be individual, except when in motion for the change.

A retailer who believes in advertising through the medium of "sandwich men" recently employed a man to walk the sidewalks after dark each night in the neighborhood of the store. The man was decked in evening dress, with silk hat and open shirt front. Upon the bosom of the laundered shirt the trade-mark and name of an article on sale at the store that employed the walker was emblazoned. The man flashed the light at intervals and when persons about least expected it. In time the walker became known by the name which he flashed across his shirt front. Of course, he had a battery secreted in his clothes and a little rubber bulb to press, thus making the illumination.

To live up to the patriotic observances of holidays is a commendable as well as a profitable policy. Dealers will find it especially advantageous to display the photographs of our dead heroes and statesmen as their anniversaries come around. A little bit of historic description is also essential as well as bunting and flags.

DEATH OF EDWARD SMITH.

Francis Edward Smith, a talking machine dealer of Utica, N. Y., died recently in that city from the effects of a stroke of paralysis.

Fire did \$600 damage in the talking machine store of T. A. Wooten, Martin, Tenn., recently

New Idea Record Cabinets for Victrolas X and XI



Twenty of the twenty-one Distributors who were at the meeting of the Executive Committee in Chicago, Feb. 20th, placed orders for these cabinets. The other Jobber did not see the sample.



Made to match and fit Victrolas X and XI in any finish. Capacity 140—10" or 12" records.



Files for holding records are faced and finished in wood to match cabinet. They can only be drawn out far enough to admit taking out and replacing record.

Write for prices and discounts.

Lawrence McGreal - Milwaukee, Wis.



Victor-Victrola XI, \$100
Mahogany or oak



The first and only
instrument of its kind

No other instrument begins to compare with the Victor-Victrola.

It is the pioneer of cabinet talking-machines and is as supreme to day as when it was first put on the market nearly five years ago.

The Victor-Victrola is built on merit. It is the product of the Victor Company and is right up to the Victor standard of quality.

It is fully protected by patents and is backed by the entire resources of the immense Victor organization.

It exerts to day an influence on the development of music which is absolutely without a precedent.

It has educated people everywhere to an appreciation of the world's best music, and made American operatic productions the most stupendous ever known.

And the influence of the Victor-Victrola keeps on growing every day and opens up a greater field for every Victor dealer.



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XVI
Mahogany or quartered oak, \$200.
Circassian walnut, \$250.



Victor-Victrola X, \$75
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

- | | | | | | |
|--------------------------|-----------------------------------|----------------------------|---------------------------------------|-----------------------------|------------------------------|
| Albany, N. Y. | Finch & Hahn. | Elmira, N. Y. | Elmira Arms Co. | Oklahoma City, Okla. | Schmelzer Arms Co. |
| Atlanta, Ga. | Elyea-Austell Co. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | Walter C. Clark Co. |
| | Phillips & Crew Co. | Galveston, Tex. | Thos. Goggan & Bros. | | A. Hospe Co. |
| Austin, Tex. | The Talking Machine Co. of Texas. | Grand Rapids, Mich. | J. A. J. Friedrich. | | Nebraska Cycle Co. |
| Baltimore, Md. | Cohen & Hughes, Inc. | Honolulu, T. H. | Bergstrom Music Co., Ltd. | Peoria, Ill. | Putnam-Page Co., Inc. |
| | E. F. Droop & Sons Co. | Indianapolis, Ind. | Musical Echo Co. | Philadelphia, Pa. | The Talking Machine Co. |
| | H. R. Eisenbrandt Sons. | Jacksonville, Fla. | Wulschner-Stewart Music Co. | | Louis Buchn & Brother. |
| Bangor, Me. | Andrews Music House Co. | Kansas City, Mo. | Carter & Logan Brothers. | | J. E. Ditson & Co. |
| Birmingham, Ala. | E. E. Forbes Piano Co. | Knoxville, Tenn. | J. W. Jenkins Sons Music Co. | | C. J. Heppe & Son. |
| | Talking Machine Co. | | Schmelzer Arms Co. | | Penn Phonograph Co., Inc. |
| Boston, Mass. | Oliver Ditson Co. | | Knoxville Typewriter & Phonograph Co. | | H. A. Weymann & Son, Inc. |
| | The Eastern Talking Machine Co. | Lincoln, Neb. | Ross P. Curtice Co. | Pittsburg, Pa. | C. C. Mellor Co., Ltd. |
| | M. Steinert & Sons Co. | Little Rock, Ark. | O. K. Houck Piano Co. | | Standard Talking Machine Co. |
| Brooklyn, N. Y. | American Talking Machine Co. | Los Angeles Cal. | Sherman, Clay & Co. | Portland, Me. | Cressey & Allen. |
| Buffalo, N. Y. | W. D. Andrews. | Louisville, Ky. | Montenegro-Riehm Music Co. | Portland, Ore. | Sherman, Clay & Co. |
| | Neal, Clark & Neal Co. | Memphis, Tenn. | E. E. Forbes Piano Co. | Richmond, Va. | Cable Piano Co., Inc. |
| Burlington, Vt. | American Phonograph Co. | | O. K. Houck Piano Co. | | W. D. Moses & Co. |
| Butte, Mont. | Orton Brothers. | Milwaukee, Wis. | Lawrence McGreal. | Rochester, N. Y. | E. J. Chapman. |
| Chicago, Ill. | Lyon & Healy. | Minneapolis, Minn. | Laurence H. Luckner. | | The Talking Machine Co. |
| | The Rudolph Wurlitzer Co. | Mobile, Ala. | Wm. H. Reynolds. | Salt Lake City, Utah | Carstensen & Anson Co. |
| | The Talking Machine Co. | Montreal, Can. | Berliner Gramophone Co., Ltd. | | Consolidated Music Co. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Nashville, Tenn. | O. K. Houck Piano Co. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Cleveland, O. | W. H. Buescher & Son. | Newark, N. J. | Price Talking Machine Co. | San Francisco, Cal. | Sherman, Clay & Co. |
| | Collister & Sayle. | Newark, O. | The Ball-Fintze Co. | Savannah, Ga. | Phillips & Crew Co. |
| | The Eclipse Musical Co. | New Haven, Conn. | Henry Horton. | Seattle, Wash. | Sherman, Clay & Co. |
| Columbus, O. | Perry B. Whitsit Co. | New Orleans, La. | Nat'l Auto. Fire Alarm Co. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Denver, Colo. | The Hext Music Co. | | Philip Werlein, Ltd. | Spokane, Wash. | Eilers Music House. |
| | The Knight-Campbell Music Co. | New York, N. Y. | Blackman Talking Machine Co. | | Sherman, Clay & Co. |
| Des Moines, Ia. | Chase & West. | | Sol. Bloom, Inc. | St. Louis, Mo. | Koerber-Brenner Music Co. |
| | Harger & Blish, Inc. | | Emanuel Blout. | | The Aeolian Company of Mo. |
| Detroit, Mich. | Grinnell Bros. | | C. Bruno & Son, Inc. | St. Paul, Minn. | W. J. Dyer & Bro. |
| Dubuque, Iowa. | Harger & Blish, Inc. | | I. Davega, Jr., Inc. | | Koehler & Hinrichs. |
| Duluth, Minn. | French & Bassett. | | S. B. Davega Co. | Syracuse, N. Y. | W. D. Andrews. |
| | | | Chas. H. Ditson & Co. | Toledo, O. | The Whitney & Currier Co. |
| | | | Landay Brothers, Inc. | Washington, D. C. | E. F. Droop & Sons Co. |
| | | | New York Talking Machine Co. | | Robert C. Rogers Co. |
| | | | Silas E. Pearsall Co. | | |
| | | | Benj. Switky. | | |

FINED \$1,500 FOR "AGGRAVATED CONTEMPT."

The Price Cutting Operations of Joseph Greenberg Result as Above—The Persistent and Consistent Action of the Victor Talking Machine Co. in Following Up This Matter Shows How They Intend to Protect Their Trade—The History of the Case Is Interesting.

A price maintaining agreement is a burden in any line of business unless the retailers entering into such an agreement with a manufacturer receive protection against the price-cutter.

The Victor Talking Machine Co. have made it a point to afford their dealers full protection against the price-cutter wherever evidence has been obtained of sufficient strength to make legal action possible and have prosecuted the suits actively and regardless of expense. Every possible effort has been made to follow up the offender to keep him from carrying on such an illegitimate business under other names or through hidden means.

A case in point that should offer a warning to offenders who have not yet been apprehended, where such exist, is that of the Victor Co. against one Joseph Greenberg, who was most persistent in his price-cutting operations, it is claimed, and did not hesitate to assume an alias to escape detection.

A brief history concerning the cases the Victor Talking Machine Co., Camden, N. J., have had against Joseph Greenberg, alias Joseph Goldberg, resulting in this party being fined \$1,500 by Judge Ward, of the United States Circuit Court for the Southern District of New York, for what the court calls "aggravated contempt," is of interest.

Greenberg, it is charged, has continually and stubbornly defied the rights of the Victor Talk-

ing Machine Co. as secured to them by their Federal patents. He has for the past two or three years, it is said, defiantly sold Victor goods at less than list prices and further imported infringing machines and records, which he offered to the purchasing public from push carts and a multitude of various addresses from time to time. Although the case has offered the Victor the greatest difficulties, they have persistently followed his illegitimate transactions, with the result as cited above.

On July 19, 1909, a bill was filed and temporary restraining order issued on account of the sale of a Victor I and five 60-cent records by Greenberg for the sum of \$18.25. This restraining order was ignored by Greenberg, and on August 11, 1909, a petition was offered to punish the defendant for contempt of court, evidence being submitted showing that he had again sold a small Victor machine and records at less than list prices.

Later the court denied the motion to punish the defendant for contempt, owing to the fact that the defendant, in answering the affidavits filed in court, alleged that his name was not "Goldberg," but Joseph Greenberg, and thereby raised such a doubt as to the identity of the person violating the restraining order as alleged in the petition of the complainant that the court held, in view of the conflict of testimony as to the identity of the person who made the sale, that the motion to punish

for contempt must be denied. However, a preliminary injunction was issued against the defendant on September 3 following.

Mr. Greenberg, it is alleged, again resumed his acts in violation of the Victor Co.'s rights and of the preliminary injunction referred to. The Victor Co. again sought to punish him for contempt on April 27, 1910, for having sold a Victor I and a Victrola XVI at less than list prices, and also for having sold imported Beka and "Favorite" records and for having also disposed of two imported Lindstrom machines, which infringe the patents of the Victor Co. In this proceeding the defendant was designated by the name which he had strenuously claimed as his proper name in the first proceeding—Joseph Greenberg.

His answering affidavits followed the general scheme of his affidavits in the first contempt proceedings and were drawn so as to confuse the court as to the identity of the person who committed the acts. As a result of this confusion the court was not sufficiently convinced to punish him for contempt.

The Victor Co. were convinced, however, of the falsity of the defendant's affidavits, and obtained from the court leave to take further proof of Greenberg's acts of contempt, and on the 14th of June, 1910, Judge Ward passed an order, the pertinent parts of which follow:

"Ordered, Adjudged and Decreed that the said motion for contempt be and the same hereby is denied without prejudice, however, to the renewal of said motion upon additional proofs to be taken before Harrison B. Weil, who is hereby appointed the master with full powers of a master in chancery to take proofs on behalf of the complainants and defendant in these contempt proceedings and to report thereon with all convenient speed."

The question for the master to determine, therefore, was "Did the defendant, Joseph Greenberg, or some other person, commit the acts in violation of the preliminary injunction?" On January 11, 1911, the master's report was filed, holding the defendant guilty of contempt. On March 7th, Judge Ward's opinion was given as follows:

"Joseph Greenberg, the defendant, has been guilty of aggravated contempt in violating the preliminary injunction issued against him in this cause. He has in addition put the complainant to as much trouble and expense as he could in proving the contempt. An order may be submitted on one day's notice to his attorney fining the defendant in the sum of fifteen hundred dollars (\$1,500) payable to the complainant as compensation, and that he stand committed until payment is made."

This case should have a good moral effect on certain dealers who are wont to cut prices on talking machine products and to discount the manufacturers' rights in connection with the price and patent maintenance. The fact of the matter is that this stamp of dealer invariably believes he will escape punishment at the hands of the law by hook or crook. The fate of the Greenbergs or "Goldbergs," as a class for the same offense is therefore settled most emphatically.

THE MOST VALUABLE ASSET.

"The most valuable asset on earth to any business man is the reputation for fair dealing. As soon as the public is convinced that he does not want to get the better of them, that he is ready to give them good measure, they will set about making his fortune. And the best way to win such a reputation is to deserve it. Don't try to cajole the public into thinking you something you are not. Instead, try to be what you wish to have them think you."

Good retail advertising is good salesmanship on paper, and the advertisement that fails to convince, that fails to arouse interest, that fails to create or enlarge a demand, fails because it lacks in certain fundamental principles.

If you have a good temper, keep it. If you have a bad temper, don't lose it.

SCHARWENKA RECORDS

Made by the Columbia Phonograph Co in Great Demand—The Great Pianist-Composer Heard to Advantage.

The talking machine records made for the Columbia Phonograph Co., General, New York, by Xaver Scharwenka, the composer-pianist, are praised highly by all music lovers who have heard them. Dealers who maintain departments for the sale of these goods also report them splendid selling selections. An authority, speaking of Scharwenka, says he is in many respects the most artistic player who has ever appeared in this country. While capable of the most brilliant and sonorous effects where requisite, his playing is notable above all else for its almost unimaginable delicacy and refinement of style and the beautiful legato singing tone he never fails to display. In his work is

found throughout the caressing touch of the artist who loves his instrument.

Scharwenka's compositions are known to every student of pianoforte music in the world and are universally played. Of his most popular composition, "The Polish Dance," Opus 3, over three million copies have been sold since its first publication. Numerous others (notably "The Spanish Serenade") have attained wonderful popularity. The two numbers mentioned have already been recorded by Scharwenka for the Columbia, together with two favorite Chopin numbers, and doubtless more of his own compositions will be recorded in the future.

The records are twelve-inch double-disc, as follows: A-5260, "Valse Brillante," Opus 34, No. 1 (Chopin); "Polish Dance," Opus 3, No. 1; A-5261, "Fantasie Impromptu," Opus 66 (Chopin); "Spanish Serenade," Opus 63, No. 1.



XAVER SCHARWENKA, WHO HAS MADE COLUMBIA RECORDS,

THE BERLINER PATENT.

Expression of Opinion Thereon Concerning the Policy of the Victor Talking Machine Co. by General Manager Louis F. Geissler.

Camden, N. J., March 9, 1911.

The Talking Machine World, New York:

Gentlemen—Referring to the expiration of the Berliner patent, we would state that as far as this matter is concerned, our general counsel, Mr. Horace Pettit, perfected on March 6 our appeal in the Victor vs. Hoschke case, involving the expiration of the Berliner patent, and has, since Judge Hazel's decision Tuesday, the 28th ult. (following Judge Hough's decision), completed the record and had it made up and filed in printed form.

It was lodged on the morning of the 6th inst. in the clerk's office in New York, copies duly served and petition presented in the United States Circuit Court of Appeals to have the case added to the calendar.

This petition was allowed and the appeal will probably be argued some time in April.

This is probably a "record" for an appeal, as we doubt whether there is any other case on file in the Federal courts where an appeal has been perfected and filed in the appeal court within six days of the decision of the lower court.

I would also say that it is the present intention, in the unlikely event of an adverse decision of the Court of Appeals, to petition the U. S. Supreme Court for *certiorari* to hear the case on appeal.

While the Berliner patent No. 534,543 is, and has been, an important and valuable one, yet the Victor Co. has been alert for many years past to all improvements and has abundantly protected by patents its various improvements in the talking machine art, which patented improvements are necessary to the proper construction and use of commercial disc talking machines and records of to-day. To the Victor inventors and patentees is due the great advance in the art since Mr. Berliner's invention, and the claims of the Victor Co.'s United States patents, of which it owns many, broadly include and cover commercial disc records and method employed in manufacturing the same.

The Victor Co., therefore, as we believe, notwithstanding the eventual expiration of the term of the Berliner patent, is abundantly protected and will be able to control the disc machines and records of a commercial, practical type for a number of years to come, through its foresight in the patent field, as well as in its well-established and equitable commercial methods. Therefore any copy or imitation of our goods, as we contend, and hereby give notice, constitutes infringement of our patents.

Among others of our patents we would refer to the following United States patents: No. 896,059, issued August 11, 1908, E. R. Johnson; No. 814,848, issued March 13, 1906, E. R. Johnson; No. 814,786, issued March 13, 1906, E. R. Johnson; No. 739,318,

issued September 27, 1903, E. R. Johnson; No. 548,623, issued October 29, 1895, Emile Berliner; No. 705,126, issued July 22, 1902, Osten & Spaulding; No. 850,883, issued April 16, 1907, E. D. Gleason; No. 902,280, issued October 29, 1908, L. F. Douglass; No. 760,606, issued May 24, 1904, T. B. Birnbaum; No. 749,092, issued January 5, 1904, A. N. Petit; reissue No. 12,963, issued May 25, 1909, H. C. Miller; reissue No. 13,044, issued November 23, 1909, H. C. Miller; reissue No. 13,069; issued January 4, 1910, E. R. Johnson; No. 946,442, issued January 11, 1910, E. R. Johnson; No. 947,227, issued January 25, 1910, J. C. English; No. 951,292, issued March 8, 1910, E. C. Smith; No. 677,476, issued July 21, 1901, H. L. Short; No. 817,868, issued April 17, 1906, C. A. Parsons.

We would also like to emphasize the importance of our patents controlling the Victrola type of machine, which, as is well known to the trade, is one of the most valuable improvements on the market. It bids fair in itself to control an enormous percentage of the future trade of the talking machines of the world and to this point no doubt your readers are already thoroughly converted.

Yours very truly,

VICTOR TALKING MACHINE CO.,
LOUIS F. GEISSLER, General Manager.

MISLEADING CORPORATE TITLES.

Amendment to Corporation Law Proposed for the Purpose of Requiring Every Corporation Doing Business in This State to Clearly Indicate by Its Title That It Is Incorporated.

The trend toward the corporate form of business organization has become strong in recent years, and many long-established co-partnerships have become corporations. In many such cases the use of the firm name has been continued, without any qualifying words to indicate the fact of incorporation.

At the request of members of the association this subject was recently considered by the Committee on Commercial Law. The committee was of the opinion that under certain conditions the use by corporations of imperfectly descriptive titles might prove a great detriment to creditors.

The committee therefore made the following recommendation:

"Resolved, That this committee recommends to the executive committee that action be taken to procure an amendment of the law so as to require any corporation, domestic or foreign, doing business in this State to clearly indicate by its title that it is incorporated. It is suggested that the prefix 'The' or the affix 'Inc.' are the simplest means to accomplish this result. This is suggested in order to save from loss any persons who may grant credit on the basis of individual assets of members of supposed firms when perhaps, by reason of incorporation, these are not at the risk of the business."

The recommendation of the committee was approved by the board of directors, and the proposed amendment will therefore be prepared and offered at the present session of the legislature.

Such a provision of law now exists in a number of States. In this State the assumption of corporate titles by individuals or firms is restricted by law, but the style of the title which a corporation may use is only partially regulated, as in the case of certain classes of financial corporations.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, New York, said this week business has never looked better for several years than now. Goods were going out to their dealers in a steady stream and the entire territory which they traveled was sending in batches of fine orders. The demonstrating, accounting and shipping departments were having about all they could handle. This is a satisfactory report.

In view of recent judicial proceedings and decisions it is said the Leeds & Catlin Co. will again reenter the talking machine business. This nebulous report comes via Middletown, Conn., and the wish is undoubtedly father to the thought in that neighborhood.

THOS. A. EDISON INCORPORATED.

This Will Be the Title of the New Corporation Succeeding the National Phonograph Co.—All the Various Concerns in Which Mr. Edison Is Interested Are Merged Under This Corporate Name—An Excellent Move.

(Special to the Talking Machine World.)

Trenton, N. J., March 4, 1911.

On March 2 the National Phonograph Co. filed with the Secretary of State an amended certificate changing its name to Thomas A. Edison, Incorporated. The company has an authorized capital stock of \$2,000,000. This is the first step of a movement contemplated for nearly five years to combine under one head all the companies at Orange in the manufacture and sale of Edison phonographs, moving pictures and other products.

The Edison Portland Cement Co. and the Edison Storage Battery Co., along with other smaller companies which have to do with marketing the several products of Mr. Edison's inventive genius, will continue as they are now, but it is probable they will be absorbed later, according to the statement of F. K. Dolbeer, general manager of the National Phonograph Co.

Mr. Edison does not figure as a stockholder in the new company, Mrs. Edison holding the control. The names of the stockholders are given as Mina M. Edison (Mrs. Edison), Ernest J. Berggren, secretary and treasurer; Frank L. Dyer, who has been president of the Edison companies for the last three years; Carl H. Wilson, general manager; William Pelzer, vice-president, and Harry F. Miller, the last named private secretary to Mr. Edison.

The change of the National Phonograph Co., known particularly to the music trade, to that of Thomas A. Edison, Inc., is regarded as an excellent move. The name of Mr. Edison is indissolubly connected with the phonograph as its inventor, and its value as a business asset in an advertising way is incalculable.

In speaking of the new or, rather, reorganized, company, which began its corporate and active interest this month, F. K. Dolbeer said to The World: "This reorganization or merging of the different companies was made for business convenience. No change whatever is made in the product of the National Co., or its method of doing business, excepting such as may be for its interests, the development of its property, and the furtherance of the trade's welfare. The entire trade have been officially notified to this effect."

C. H. Wilson, general manager, referring further to the move, said as follows:

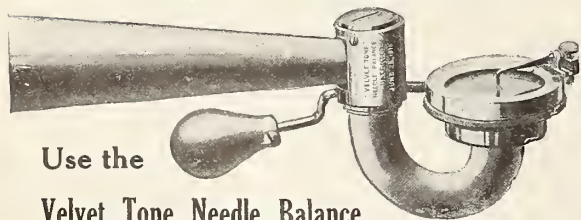
"The change in question does not in any way affect contracts and agreements to which the National Phonograph Co. is a party. The officers of the Thomas A. Edison, Inc., will be the same as heretofore existed for the National—the status of the National Co. having in no way changed other than in name, which will hereafter be the Thomas A. Edison, Inc. The taking over of the Edison Business Phonograph Co. by the Thomas A. Edison, Inc., of course, obliterates that company, and its business will hereafter be conducted by the Thomas A. Edison, Inc." The officers of the National Phonograph Co. were, and for the Thomas A. Edison, Inc., will be: Frank L. Dyer, president and general counsel; William Pelzer, vice-president; C. H. Wilson, general manager; E. J. Berggren, secretary and treasurer; and H. F. Miller, assistant secretary and treasurer.

HOW THE MEN ARE HELPED.

Thomas A. Edison has invented a way of giving the workmen in the Edison Portland Cement Works their Sunday off. Hitherto it has been supposed that similar plants must be operated every day, lest the kilns cool and destroy the linings. He has found that by giving the kilns a half turn at intervals of four hours between 6 o'clock on Saturday night and 7 on Monday morning, allowing them to cool gradually, the harm to the linings does not take place, and he has given orders that this plan be adopted in his works. The men greatly appreciate Mr. Edison's thoughtfulness.

DEALERS!

SAVE YOUR RECORDS FROM WEARING OUT



Use the
Velvet Tone Needle Balance

On All Your Victor Demonstrating Machines

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling when playing for customers.

No demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it.

Its cost (\$2.00) saved every day.

For sale at all Victor Talking Machine Shops. Send for illustrated circulars. Discount to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

Mr. Jobber

Buy Your Needles From Us
and Get the Best Goods

- ¶ Our Needles are the highest grade made.
- ¶ Our Prices are the lowest in the world.
- ¶ Our Packages and Envelopes are unequalled for their handsome lithographed designs.
- ¶ Our Motto is quality in every detail.
- ¶ Get our Samples and Quotations and see for yourself.

DON'T DELAY—NOW IS THE
TIME TO INVESTIGATE.

The Talking Machine Supply Co.

400 Fifth Avenue, New York

PIONEERS AND LEADERS IN HIGH GRADE GOODS

SOMETHING NEW IN SIDE LINES.

How a Talking Machine Dealer Featured a Popular Novel in Conjunction with a Record of the Same Name, and Made It Pay.

It is often my custom while enroute to the office of a morning to stop in front of a certain talker shop window and gaze therein, and very rarely do I find myself disappointed. Almost invariably there is something displayed there of enough interest to suggest further investigation, and I like that, for it usually results in a pleasant chat on trade matters with the proprietor, who is a brilliant business man and a keen advertiser.

Upon the morning in question my eyes encountered a myriad of books forming a background for an attractive sketch in color. A young woman sat at a piano singing a plaintive love song. The setting was simple in the extreme, just the books and the vocalist, with some records, both disc and cylinder, scattered about, but what made the whole scene beautiful was the wonderful expression upon the face of the girl who sang. The artist had pictured there a blending of emotions which caused the passerby to pause and ponder.

In the foreground of the window hung a large poster, shaped like a cross and bordered with roses, upon which was inscribed the following:

THE ROSARY,

The Greatest Book of the Day—Now Running Through Its 27th Edition.

A love story of exceptional charm by Florence L. Barclay, based upon the exquisite song of the same name.

The book grips you from the very first page, but when you reach Chapter 6th and Jane Champion sings—Well! you'll want both book and record; listen:

Jane smiled at them good-naturedly; sat down at the piano, a Bechstein Grand; glanced at the festoons of white roses and the cross of crimson rambles; then without further preliminaries struck the opening chord and commenced to sing.

The deep perfect voice thrilled through the room.

A sudden breathless hush fell upon the audience.

Each syllable penetrated the silence, borne on a tone so tender and so amazing sweet that casual hearts stood still and marveled at their own emotion; and those that felt deeply already responded with a yet deeper thrill to the magic of the music.

"The hours I spent with thee, dear heart,

Are as a string of pearls to me;

I count them over, ev'ry one apart,

My rosary—my rosary."

Softly, thoughtfully, tenderly, the last two words were breathed into the silence, holding a world of reminiscence—a large-hearted woman's faithful remembrance of tender moments in the past.

The listening crowd held its breath. This was not a song. This was the throbbing of a heart, and it throbbed in tones of such sweetness that tears started unbidden. Then the voice, which had rendered the opening lines so quietly, rose in a rapid crescendo of quivering pain.

"Each hour a pearl, each pearl a prayer,

To still a heart in absence wrung;

I tell each bead unto the end, and there—

A cross is hung!"

The last four words were given with a sudden power and passion which electrified the assembly. In the pause which followed could be heard the tension of feeling produced. But in another moment the quiet voice fell soothingly, expressing a strength of endurance which would fail in no crisis, nor fear to face any depths of pain; yet gathering to itself a poignancy of sweetness rendered richer by the discipline of suffering.

"O memories that bless and burn!

O barren gain and bitter loss!

I kiss each bead and strive at last to learn

To kiss the cross—to kiss the cross."

The accompaniment, which opens with a single chord, closes with a single note. Jane struck it softly, lingeringly; then rose, turned from the piano and was leaving the platform, when a sudden burst of wild applause burst from the audience.

We have recordings of this superb vocal master-

piece just as Jane sang it, with all the fire and pathos of the original—and we have the book.

Purchase them both and spread for yourself and friends a bounteous repast of melody and literature.

* * * * *

It is needless to say I called upon the inventor of this clever bit of advertising and found him radiant.

"A golden harvest!" he cried enthusiastically in response to my query as to whether his scheme was bearing fruit.

"As soon as that book, 'The Rosary,' came out I read it and liked it so much that I decided to lay in a supply and feature it in connection with the



SOME ORIGINAL RECORD PUBLICITY.

record. The results have been everything that one could wish."

"Do you depend entirely on the contralto rendition?" I asked.

"No, indeed; besides the record by Madame Schumann-Heink, I have sold a great number by Wm. H. Thompson, Alan Turner, The Knickerbocker Quintette and Henry Burr.

"It just happens that the song and the book fit perfectly and I have made the most of the circumstance."

Mr. Dealer, is there not some logic in this gentleman's remarks and some cause for thought in his experiment?

"The Rosary" in book form is still among the ten best sellers and the records are on your shelves.

Why not get busy?

HOWARD TAYLOR MIDDLETON.

TALKING MACHINE EXPORTS.

The Figures for January Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., March 6, 1911.

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, 1911, amounted to \$292,347, as compared with \$202,764 for the same month of the previous year. The seven months' exportations of talking machines, records and supplies amounted to \$1,816,962.

If you are a dealer who is honestly trying to make the greatest possible amount of profit out of the smallest possible amount of capital; a dealer who is trying to keep his stock up-to-date and in order, one who is in business to serve, then you will find the catalog one of the most valuable helpers that ever came into your place of business.

SOME TRADE NEWS FROM ATLANTA.

The Goode Music House of Greenfield, S. C., Takes on Columbia Line—Manager Terhune Discusses Conditions in Florida.

(Special to the Talking Machine World.)

Atlanta, Ga., March 7, 1911.

Richard Thornton has been appointed assistant manager of the Columbia Co.'s store here, distributors for Georgia, Florida, Alabama and South Carolina. The Goode Music House of Greenfield, S. C., a concern worthy of its name, has placed a substantial order for Columbia machines, both graphophones and Grafonolas. This order was secured by W. A. Barfield, special representative of Atlanta headquarters. The Goode Music House have made plans for an extensive campaign in Columbia goods.

Conditions in Florida, as reported by W. Terhune, the Columbia Phonograph Co.'s manager here, are very good at the present time. Mr. Terhune has just returned from a trip to Jacksonville, St. Augustine, Palatka and Tampa, and has received many substantial orders from old customers, mostly orders calling for Grafonolas of one type or another. He reports that the sale of Grafonolas in Florida is particularly satisfactory.

In Jacksonville the Columbia Co. are represented by Ely & Silvernail and the Rhodes, Futch-Collins Furniture Co. Both of these dealers report a very good business. In Tampa the representatives are the Rhodes, Pearce, Mahoney Furniture Co. They handle the Columbia line exclusively and have practically all the talking machine business of that town.

The Haverty Furniture Co., Savannah, Ga., writing to Mr. Terhune recently, said: "We know it will be interesting to you to hear that on February 25, we sold more records than any one day previously. We attribute this to the most excellent records that the company is now getting out. We wish to make special comment on the two piano records coming out next month, by Xaver Scharwenka. These are certainly the most perfect piano records we have ever heard. A person not knowing the difference, would certainly say that it was a real piano."

SIX STEPS TO MOUNT.

There are just six steps to the Ladder of Fortune; when you have ascended them you stand on the broad platform of success.

The first is Self-Confidence, for if you don't believe in yourself you can't expect anyone else to believe in you.

The second is Industry, for no matter how much you may believe in your capabilities, if you are not industrious all your talent will go.

The third is Perseverance, for industry which goes by fits and starts is motive power which is wasted, while continued application conquers all things.

The fourth is Probity, for dishonest success is colossal failure.

The fifth is Temperance, for if you become drunk, either with wine or prosperity, you are on the road to ruin.

The sixth is Independence, and when you stand on this step you can dictate your own terms to the world.

MAPPING OUT THE DAY'S WORK.

"He who every morning plans the transactions of the day and follows out that plan carries a thread that will guide him through the labyrinth of the most busy life," says Victor Hugo. "The orderly arrangement of his time is like a ray of light which darts itself through all his occupations. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidents, chaos will soon reign."

Salesmanship does not consist of forcing goods upon a customer. It consists of showing him how he will benefit by making a purchase. "Satisfaction to the customer" is the only foundation upon which all lasting businesses are built.

The Columbia exclusive selling rights policy is "compulsory" in that it compels your competitors to compete with each other.



Columbia Phonograph Co., Genl., Tribune Building, New York

OPTIMISTIC IN SAINTLY CITY.

Sales Exceed Expectations for This Season of the Year—Small Victrola Styles in Favor—High Priced Machines in Favor—New Quarters for Aeolian Co.—O. K. Houck to Add "Talker" Department—May-Stern Columbia Exhibition—Piano Houses Giving More Attention to Talking Machine Business—Startling Dictaphone Display—Interesting Budget of News from All Points.

(Special to the Talking Machine World.)

St. Louis, Mo., March 9, 1911.

Talking machine dealers express great satisfaction with business conditions since the first of the year. Not only have inquiries and sales been good, but the average purchase has been very high, an unusual condition especially for this time of year, according to the department managers.

A. J. Robinson, of the Thiebes Piano Co., says that their average sales in the machine department have been averaging at least a half more than is the year in, year out record. "The small Victrola has proved a good machine for the salesman," said Mr. Robinson, "and it has been the pivot on which the sale of many machines have been made."

Manager Levy, of the Aeolian Co.'s wholesale department, announces the prospective removal of that department from the Aeolian Building to 1009 Pine street, where the department will have space commensurate with its needs. "We are very badly crowded in our wholesale department," said Mr. Levy, "and we have already encroached upon space that other departments need, so some department must give way, and as our business can be handled independently of others to better advantage, we will go. In the new building we will have everything an up-to-date wholesale establishment should have, parlors for demonstration of instruments and records, salesrooms, warerooms, packing rooms and all will be fitted in the best style. We intend to have the best equipped wholesale department in the West. In addition to the advantage this move will give my department it will contribute to the welfare of the retail talking machine department and other departments of the business."

George D. Ornstein, Victor sales manager, spent several days with the local trade, arriving February 18.

The O. K. Houck Co. expect to add a talking machine to their local store in the near future. They enjoy good trade in the machines at their other stores.

Recent dealers calling on the local trade were: John Winkler, of Mascoutah, Ill., and John Hoch, Chesterfield, Mo.

Some department and furniture stores have been showing a lively interest in the talking machine trade recently. The May-Stern Furniture Co. carried a large window display of Columbia machines and the Grand Leader department store have been including the organization of a \$1 a week Victor Club in their regular advertising. A machine and ten single records are offered for \$38.50, with \$2.50 down and no interest.

The Paragon Quartet, popular local vocalists, recently visited Camden and some excellent records were obtained of their voices. These records are making a hit and are to be in the next Victor catalog.

L. C. Wiswell, talking machine manager for Lyon & Healy, Chicago, was a recent visitor here and his announcement that he now had twelve record demonstration rooms and was contemplating the construction of sixteen more gives an idea of the growth of their business. That the talking machine business is just coming into its own is apparent to St. Louis piano men, some of whom have considered the talking machine as a side line. The Thiebes Piano Co. have given half the first floor salesroom to record demonstration rooms, dividing the space with sheet music. The entire fourth floor is given to machine demonstration parlors. This fourth floor, Mr. Wiswell declared, was the equal of any he had seen. The F. G. Smith Piano Co. are also liberal with first floor space, devoted, however, to display of machines. Mr. Robinson, of the Thiebes Piano Co., says that they are now reaping their harvest from the record business and declares that within a very short time that department will equal in total business the machine department. The Columbia Phonograph Co. and the Silverstone Talking Machine Co. are exclusive talking machine houses and have no conflicting interests in their display space and they both think that the advertising so gained is a splendid investment.

Mr. Gilbert, of the Victor Co., was a recent visitor.

The Columbia Phonograph Co. had a striking window display of Dictaphones the first of the month that attracted much attention from business men. An office scene was reproduced, a wax dummy presenting the business man at his desk in a business-like attitude and the mouthpiece of a Dictaphone in his hand. Another wax figure at a desk as far away as space permitted represented a stenographer busily writing from Dictaphone dictation. A large sign across the back of the window read: "The following firms use more than 100 Dictaphones: Robert Johnson & Rand Shoe Co.; Lewis Publishing Co.; Simmons Hardware Co.; Western Electric Co.; Brown Shoe Co.; Peters Shoe Co."

George W. Crisp has been added to the selling force of the Aeolian Co.'s retail talking machine department.

George Schmitt has sold the Southern Phonograph Co., at 1703 South Broadway, to L. C. T. Rickert, of Belleville, who is manager. Mr. Schmitt retains his bicycle repair business.

Gus Kleinkauf, of Joplin, Mo., has sold the talking machine business conducted in connection with his drug store to the Newton & Smith Music Co., formed by partnership of two young men who have been the Joplin representatives of J. W. Jenkins Sons Music Co., of Kansas City.

J. H. Algaier, of the National Phonograph Co., who makes his headquarters with the Silverstone Talking Machine Co., was off his travel route several days during February because of illness.

The A. F. Mengel Music Co. recognized the

Tetrazzini concert here by giving a special Victrola Tetrazzini concert the Saturday previous to the appearance of the star in person.

Max Landay, of the Talking Machine Supply Co., New York, was a February visitor.

C. O. Thompson, who was for a long time with the wholesale talking machine department of the Aeolian Co., has turned to pianos and is in charge of the prospect files for the Kieselhorst Piano Co.

TO HANDLE PATENT CASES.

Bill to Amend Commerce Court Act Includes Provision to Effect That Patent Appeals Be Handled by That Tribunal.

In connection with the railroad rate decision handed down by the Interstate Commerce Commission last month, which in all probability may come up in due time on appeal before the newly organized Commerce Court, it is interesting to note the provisions of a bill introduced by Senator Bacon, amending the act by which this tribunal was created. The measure was introduced on June 23, 1910, and referred to the Committee on the Judiciary, which a week ago to-day submitted a favorable report. In this bill it is proposed to allow the present judges of the Commerce Court to permanently retain their positions, and thus do away with that provision of the existing law by which judges of the United States Circuit Court are transferred for temporary duty on the commerce bench. Furthermore, it is proposed to give the Commerce Court jurisdiction of all appeals and writs of error from final judgments and decrees of circuit courts of appeals in patent cases.

Should these amendments be enacted the plans for the establishment of a special court of patent appeals, similar to the new Court of Customs Appeals, will be frustrated. In some quarters the organization of specialized tribunals is looked upon with much favor, but at the same time there are many eminent legal authorities who oppose legislation looking towards limiting the powers of the Federal courts to the hearing of particular classes of cases. One of the strongest arguments in favor of the establishment of customs, commerce and patent courts is that the organization of additional tribunals of last resort materially relieves the Supreme Court of the United States, which is far behind in its work because of the large number of cases that come up before it.

THE GENTLE ART OF COLLECTING.

Be a good collector. One of the best evidences of business ability is the gentle art of collecting. The man who is a poor collector is generally a poor remitter, and you know what happens when you become a slow payer. You pay the highest price for everything you buy; you lose the cash discounts. You can afford to borrow money and pay interest in order to secure the cash discounts. Keep track of it a year and note the aggregate amount saved.

BERLINER PATENT PASSED UPON AGAIN.

Judge Hough Hands Down Important Decision Vacating Injunction Against Sonora Co., Who Claimed That Patent in Question Expired February 11, 1911—Judge Hazel's Approving Memorandum—Appeal Lodged from the Latter's Ruling Will Come Up in April.

The decision of Judge Hough, United States Circuit Court, New York City, handed down February 25, and that of Judge Hazel, of co-ordinate jurisdiction, endorsing these findings, delivered a few days later, namely, March 1, regarding the expiration date of the Berliner patent, has aroused widespread interest in the trade. The first case argued before Judge Hough, February 7, was that of the Victor Talking Machine Co., Camden, N. J., against the Sonora Phonograph Co., New York. The second, heard by Judge Hazel, the Victor Co. against Wm. H. Hoschke, vice-president and general manager of the Sonora Co.

In December last, on the 15th, to be specific, Judge Hough decided the Sonora Co. were infringing the Berliner patent in the use of the so-called "mechanical feed" machines, and they were enjoined. The injunction was observed, but in view of the approach of February 11, when the defense contended the patent expired, a motion was entered and argued that so much of the injunction applying after that date should be vacated. Counsellor Pettit for the complainants made a strong plea, but the court accepted the opposing view and granted the motion.

Preceding the opinion the court made this preliminary statement of facts: "Upon a final hearing in this cause decree was entered the 15th day of December, 1910. The suit is upon Berliner patent No. 534,543, which, by its terms, expires on the 19th of February, 1912. The injunction aforesaid being in force a motion is made to limit or modify the same, upon the ground that it appears, from the records of this court, that the invention of the patent in suit has been adjudicated to be the same as that secured in the Dominion of Canada by letters patent No. 41,901, issued to the same Berliner (as assignee of Sues) on February 11, 1893, and, therefore, expiring under Canadian law on February 11, 1911. Motion heard upon the entire record herein upon affidavits and exhibits filed for the motion, and reference was also had to the original records of the various causes resulting in decisions hereinafter referred to."

THE DECISION IN FULL.

"The only contention of defendant needing consideration is that so far as the claims of the Berliner patent here relied upon are concerned (Nos. 5 and 35) it is, in the courts of this circuit, if not in all the courts of the United States, *res adjudicata* that the patent in suit expires by force of section 4887 Revised Statutes with the Sues Canadian patent above mentioned. The inquiry whether the matter is *res adjudicata* will be made without any expression of opinion on my part as to the merits of the question as originally presented in previous litigations.

"The point has been stated, in the language of counsel, though it is certainly true that even if defendant's contention be correct, the status of the Berliner patent in respect of the Sues patent is not and cannot be *res adjudicata* in the sense in which that phrase is often used because the persons and parties in and to this action are not identical with those of the litigations on which defendant relies. Yet, the rule invoked is stronger than that of *stare decisis*, for 'where questions affect titles (to land) it is of great importance to the public that when they are once decided they should no longer be considered open;—such decisions become rules of property and many titles may be injuriously affected by their change.' The duration of a patent being the limit set to a lawful monopoly certainly concerning it is quite as important as the title to land; and is, indeed, a species of title; for that which the patentee has not shown a clear right to is the property of the public.

"The real proposition of defendant is that since 'a judgment is conclusive upon a matter legitimately within the issue and necessarily involved in the decision,' it has been settled and solemnly decreed, in an action brought by this complainant against another defendant, that the patent right which was the basis of the former suit and is the basis of this terminated on Feb. 11, 1911, and that this result was declared in a litigation wherein the issue was presented by the pleadings, and was, in the opinion of the courts of this circuit, necessary to the judgment then made and still in full force and effect. If these assertions be true the question is not an open one in this court.

"The Berliner patent was first adjudicated and the rights of these complainants therein first declared in 140 Federal Reports, 860; and the decree there directed was affirmed in 145 Federal Reports, 850. (Victor Talking Machine Co. against American Graphophone Co.—Columbia Phonograph Co.) The Appellate Court said that they did not 'find it necessary to add anything to the careful and exhaustive discussion of the issues' made by the court below, with one

exception. That exception bears no relation to this controversy, so that in effect the opinion of the trial court became that of the higher court.

"An examination of the record shows that the Sues Canadian patent was not pleaded nor was any allusion to it made in the cause. The defendants, however, did plead the Sues American patent, No. 427,279, and introduced the same in evidence; and of this patent, Hazel, J., said that the specifications thereof stated that 'the invention related to improvements in the reproducing apparatus of Berliner, and that the construction and mounting of the stylus formed no part of the invention.' Wherefore, it was held that 'the improvement of Sues is not anticipation.' This finding, being based on appropriate pleadings and evidence, and having been adopted by the Circuit Court of Appeals, amounts to a decree of that court that the Sues American patent was not for the same invention as that contained in the Berliner patent.

"If the two Sues patents (Canadian and American) be compared it is so obvious as to need no discussion that the specifications and diagrams reveal the same invention; the diagrams are identical and the specifications identical in every material point. When the claims, however, of the two patents are compared they are quite different. Those of the American patent are appropriate to the invention that Sues had in mind, namely, a particular form of swinging arm; but the claims of the Canadian patent, and especially claims 5, 7, and 11, are much broader; and undoubtedly raise the question whether (1) they are or are not the equivalents of the invention of Berliner as revealed in the patent in suit and supported by the decision above-referred to; and (2) whether the claims so stated (if construed as equivalent to Berliner's claim 5 and 35, or either of them) are supported by the revelations of the specifications and diagrams.

"This question was, I think, squarely raised in the next case brought on the Berliner patent and heard on motion for preliminary injunction by Townsend, J., (Victor Talking Machine Co. against Leeds & Catlin Co.). An examination of the record therein shows that the Sues Canadian patent was distinctly pleaded, not only as a reference, but specifically as a bar under Section 4887 Revised Statutes, on the ground that it had been granted on Feb. 11, 1893, for a term of six years only and had therefore expired before answer filed. Two questions relating to the Canadian patent were therefore presented, and necessarily presented for the decision of the court in that case: (1) Did the Canadian patent cover the identical invention of Berliner, and (2) had the Canadian patent expired with the end of the six-year term? Obviously both these inquiries had to be answered in the affirmative in order to benefit defendants; a negative answer to either was enough for the complainants.

"I see nothing in the pleadings or the logic of the matter compelling the court to answer one question before the other; or preventing it from considering both—both were in issue, and both presented justiciable matter. Townsend, J., chose to answer both, and definitely found, as he had a right to, that 'the Canadian patent in terms describes and claims the broad generic invention of Berliner covered by the claims here in suit' (5 and 35), and added that 'if this (Canadian) patent expired, as claimed, in 1899, the patent in suit expired at the same time.'

"Having thus answered the first query he was bound to respond to the second, and that he answered in the negative, finding that the life of the Canadian patent for purposes of Section 4887 was the eighteen-year period which the defendants in this case rely upon. An appeal having been taken the defendants assigned for error so much of the holding of the court below as was against them, saying that the 'Court erred in not holding (that this patent) ex-

pired Feb. 11, 1899, with the expiration of the term of six years for which the prior Canadian patent, No. 41901, of Feb. 11, 1893, was granted.

"In the higher court this matter was elaborately considered by counsel, and it was specifically urged that 'this Canadian patent was not intended for any broader invention than the Sues (American) patent, and did not describe any broader invention than that patent.' The language of the earlier case as to the Sues-American patent was quoted, and the point urged that 'Townsend, J., in the court below, was right in granting the preliminary injunction, though he was apparently mistaken in his conclusion where he stated that the Canadian patent in terms describes and claims the broad generic invention of Berliner covered by the claims here in suit.' On such a record and such arguments the decision of Townsend, J., was affirmed in open court, and when brought up on certiorari to the Supreme Court again affirmed. (Leeds & Catlin case.)

"I think it apparent from the foregoing resumé that the only proposition left for argument on defendant's part is that Townsend, J., erred in holding, on a point plainly pleaded, regarding the Canadian patent in suit; and complainant's counsel with his usual frankness has admitted as much. But, if such error was committed both appellate tribunals also erred in failing to correct a wrong finding on an issuable fact. It is, of course, possible (and complainant has done it) to point out that the Circuit Court need not have answered the query as to identity of invention, and the decisions on appeal do not specifically approve the finding so made.

"This species of hair-splitting must be left to appellate tribunals, which find themselves embarrassed by their own decisions. This court can only follow the apparent effect of previous authoritative rulings.

"It is not overlooked that complainant has introduced on this motion, considerable testimony tending to show that in the opinion of experts, and of Messrs. Berliner and Sues, that the Canadian-Sues patent is for the same invention as that described in the Sues-American patent; and it is claimed that had Townsend, J., had before him what is now before the court he would not have held as he did. But his decision was that, admitting similarity in specifications and drawings, the claims being different, the broader claims were justified by the antecedent description.

"Perhaps this was wrong, but if so it was an error, not arising from lack of evidence or misleading evidence, but from an erroneous inference drawn from a comparison of two documents, both in evidence before him and before me. The documents have not changed, and no amount of evidence can change their language or the meaning thereof. It is five years since Judge Townsend's decision has become widely known, and investments have been made on faith of it; in short, a better instance could not be found of the importance of not lightly disturbing a matter once authoritatively settled.

"The motion is granted, the order to be settled in accordance with the practice indicated by rulings in similar previous cases quoted by the court."

As to Judge Hough's position it was generally held by a number of attorneys that no appeal could be taken. Horace Pettit, general counsel of the Victor Co., was of a different opinion, and said so. On February 27 the same issue was brought before Judge Hazel, in the case of the Victor Co. against Hoschke, referred to above. On the following day the Court filed the appended memorandum:

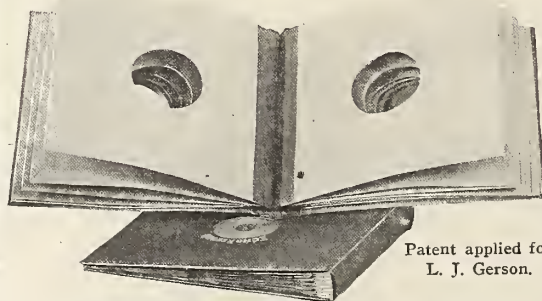
"Upon reading the decision of Judge Hough rendered in Victor Talking Machine Co. et al., against Sonora Phonograph Co., in equity, 6-87, I am persuaded of its correctness and that patent No. 534,543 expired February 11, 1911, that being the term of the expiration of the Sues-Canadian patent. Decree for defendant dismissing the bill. Dated February 28, 1911."

This decision gave the Victor Co. the unquestioned opportunity to take the case to the United States Circuit Court of Appeals, Second Circuit, for review, and application was immediately made for a motion to that effect. This motion appeared on the calendar of Court of Appeals, March 6, counsel for both sides agreeing to be ready at the convenience of the court, in order to expedite the final adjudication of the question in dispute. The hearing had not come on when *The World* went to press.

You lose more business by not pushing collections than by pushing them. If you make your customer pay his bills, he will continue to trade with you, whereas if you don't make him pay, after his account gets about as large as he thinks you will allow it, he goes elsewhere to trade, and there you are!

There is something more than mere figures that enters into the average deal that a successful salesman puts through. Personality enters very largely into most transactions, and the ability to understand and read human nature means, and points to, success.

JUST OUT 1911 STYLE NEW 16 PAGE, FLEXIBLE BACK ECHO RECORD ALBUMS



Patent applied for
L. J. Gerson.

To hold double and single face discs of any make—both 10 and 12 inch sizes.
Fits the Victrola exactly or any record cabinet.
Sold at all Talking Machine Stores.
Send for illustrated circulars and prices.
Discounts to the Trade.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

1866 **NYOIL** 1910
FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



TRADE NEWS FROM PHILADELPHIA.

Business for Past Month Exceeded Expectations—Falling Off of Former Years Not in Evidence—Important Columbia Records—Wanamaker's New Quarters—The Demand for High Priced Talking Machines and Records Continues—The Outlook Most Satisfactory All Along the Line.

(Special to the Talking Machine World.)

Philadelphia, Pa., March 5, 1911.

The talking machine business in Philadelphia during the month of February has been good. Generally it was most satisfactory to all the dealers. It was not as large as it was in January, but it was considerably better than February a year ago. The dealers did not expect as big a February as January, and especially not in records, for the reason that the many holiday machines sold naturally brought a big January to the record business. The dealers still complain of a shortness of stock, but not to the extent of January, for in the meantime the factories have been able to get out more goods, and as sales have fallen off, the manufacturers have been able to keep the trade fairly well supplied.

Before this time the Wanamaker talking machine department had hoped to be provided with larger and better quarters, but for some reason no move has yet been made, but the department is being conducted in the mezzanine section of their piano department, and they are very much handicapped on account of their large trade. By the 1st of April they hope to be satisfactorily housed.

W. J. Elwell, who is in charge of the talking machine department at Heppes, reports that business in February kept up wonderfully well. While they expected a dropping off, it was not to the extent of former years. They are finding some trouble in getting goods of a certain class fast enough, and for some time they have had standing orders which they were unable to fill. They have just secured a new traveling salesman, Frank Schaller, who is at present up the State, and is doing some very satisfactory work for them. He was for a number of years connected with the house of J. E. Ditson & Co., who are closing out their business here and which will be absorbed by their Boston and New York stores. The Heppes are just in receipt of a carload of fine talking machine cabinets, which they needed badly and which present some of the latest designs.

The Columbia Phonograph Co. have been doing a splendid business in February. They have just assisted in a very successful opening of the talking machine department at the store of John A. Wuchter, at Allentown. It occurred on February 16, 17 and 18. During the exhibition several Grafonola and piano recitals were given, the concerts being under the direction of Hamilton Bouvier, of the Philadelphia branch of the Columbia Phonograph Co. More than 1,300 people visited Mr.

Wuchter's Grafonola parlors during the opening days and the immediate sales were so large that Mr. Wuchter was compelled to go over to New York, accompanied by Mr. Henderson and Mr. Robinson, of the Philadelphia store, to make a selection of more than \$2,000 worth of new machines and records. Mr. Robinson, who is about to be married, thinks so well of the retail business possibilities at Allentown, that he has formed a personal alliance with Mr. Wuchter and will hereafter reside in Allentown.

The Columbia Co. are arranging for recitals in several of the larger cities in Pennsylvania in the near future and the following is their Philadelphia schedule for the month of March: March 11, 3 o'clock, Philadelphia Electric Auditorium, Woman's Club of Ethical Society; March 16, 8 o'clock, Tenant Memorial Presbyterian Church, Fifty-second and Arch streets, West Philadelphia; March 21, 8 o'clock, Wakefield Presbyterian Church, Germantown avenue and Fisher's lane, Germantown; March 22, 3 o'clock, the Philadelphia Electric Auditorium, Woman's Club of Philadelphia, Germantown and Frankford; March 23, 8 o'clock, Epworth M. E. Church, Fifty-sixth and Race streets, West Philadelphia; March 27, 8 o'clock, St. Matthew's Protestant Episcopal Church, Eighteenth and Girard avenue, Philadelphia. The Columbia are making heavy sales on the new piano record by Scharwenka and the vocal records by Baklanoff, Nielsen and Fremstad. They report that they have been selling records of a considerably better class this year than last, which is the general condition at all the Philadelphia stores. They are arranging for a very attractive St. Patrick's Day window display.

Joseph Murphy, connected with the Columbia Co., will be married shortly. There is considerable romance about the engagement, which "Joe" is delicate about referring to unless you can get him off in a corner and have a heart-to-heart talk. And if you have ever tried such a thing you will understand what a difficult task it is. "Joe" can certainly talk when it comes to extolling the merits of the Columbia, but you never heard such silence when it comes to referring to himself.

The territory which Mr. Robinson has been covering will hereafter be looked after by R. B. Cope, well known in the talking machine world.

Louis Buehn & Bro. report that their February business was very good. They had a considerable increase over last February and their collections have been most satisfactory. Mr. Buehn says there is nothing really tangible in the situation, but he believes that the talking machine men are going to have a very good business this spring. As far as getting stock is concerned, Mr. Buehn says the situation is easing up very considerably. Their men are all home from the road at present, but start out the beginning of this week.

The Penn Phonograph Co. also report that their business has been fine in February, much larger than last year. Among the recent visitors to the Penn headquarters here were: B. H. Farr, of Reading, Pa., and Charles Schwartz, of York, Pa. Both men report most encouraging conditions in their sections.

C. A. Reed, who at present has a talking machine store at Sixth and Erie avenue, is about to open another store at 2815 Germantown avenue.

H. A. Weymann & Sons have had an exceptionally good February, a third greater than last year, and they have been able to get a large stock of machines of both the Edison and Victor on hand, and are in excellent shape for any demands that may be made upon them. Norbert Whitley just returned last Saturday from a trip up the State, and with the exception of pre-holiday trip, it was better than any he had last year. He found the business everywhere in a splendid condition. The firm put on a new salesman last week to look after the retail end of the talking machine business, one of the many departments of their store.

Says a traveling authority: "Undoubtedly the interests of commercial travelers as a class of men are bound up with, and inseparable from, the interests of the retail merchants everywhere and at all times. Anything that hurts the retail merchant, hurts us."



Our bid for your trade

is based on the promptness of our service.

It doesn't cost you any more to get prompt service from us than rather slow service from someone else, and it is sure to pay you better.

The jobber who doesn't fill your orders promptly often makes you hold up your customers and puts you in constant danger of losing trade.

A good live jobber understands that his interests are best served by looking after the dealer's interests, just as wide-awake dealers know that the way to build up their business is to take proper care of their customers.

That is why we always ship all goods the same day the orders are received.

You can get from us whatever you need in record cabinets, horns, needles, fiber cases, repair parts and other accessories as well as Victors, Victor-Victrolas, Victor Records.

And you can figure out just about when the goods will reach you.

That saves you a lot of worry and is sure to be of advantage to you.

Remember us on future orders. Try us on a rush order that is in the biggest kind of a hurry and you won't be disappointed.

Better write to-day for our catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to

Victor Distributing and Export Co.

83 Chambers Street

New York



FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Talking Machine Jobbers and Dealers Well Satisfied with the Business for February—Executive Committee Meeting of the Jobbers' Association Well Attended—Interest Shown in National Phonograph Co.'s Change of Name—Items of a Personal Nature—Sold Victrola to New Yorker—What the Various Well-Known Concerns Are Doing—Recent Visitors of Record—A Surprise Package From the Zimmerman Co.—Commercial Talking Machines Exhibited at the Business Show—A General Summary of the News of the Month of Trade Interest.

(Special to the Talking Machine World.)
Chicago, Ill., March 11, 1911.

February walked right up to the chalk line, so far as the jobbers were concerned, in great shape. For a short month the February business was somewhat surprising. The leading houses here say it was one of the best months in their history. Local retail business made a very fair showing and the prospects are for a considerable improvement during the present month.

That was a remarkable meeting of the executive committee of the National Talking Machine Jobbers' Association, reported elsewhere in this issue. It was one of the best attended meetings the committee has ever held. Quite a few members outside of the committee were in attendance. It was a near-convention. Matters of grave importance were discussed in a broad spirit. One would go far to find a finer body of men.

In connection with the report of the committee meeting some of the details regarding the arrangements and entertainment features of the National Association, to be held at Milwaukee in July were presented. It is going to be a big time. Milwaukee is a beautiful city and there is plenty to see and enjoy. No jobbers should miss this convention. It promises to be a vitally important one.

National Changes Name.

The news of the change of name of the National Phonograph Co. to Thomas A. Edison, Inc., has excited a great deal of interested comment in the trade. It is considered a shrewd move and a mighty good one. The name of the "Wizard" constitutes an asset of which it is not surprising that the company should wish to take full advantage.

Chandler Is Well.

A good constitution, reinforced by a persistent baked potato diet, is able to withstand all ordinary disease ravages. Amberola V. Chandler, the comely and courteous representative of the Thomas A. Edison, Inc., nee the National Phonograph Co., has fully recovered from a cold which threatened to develop into pneumonia, and is again shedding rays of optimism from his benign presence on the trade.

Ornstein a Visitor.

George Ornstein, manager of traveling salesmen for the Victor Co., is paying one of his ever-welcome visits to this city this week.

Davidson's Good Sale.

Cecil Davidson, of the Talking Machine Shop, sold a Victrola the other day to a man whose place of business is within a couple of blocks of one of New York city's leading talking machine stores. Cecil, by the way, promises a personal news item in the near future. In the express phraseology of the country weekly, we wonder what it can be, Cecil.

George Davidson is spending a short vacation at Hot Springs, Ark.

Good Lyon & Healy Business.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reports their business in February exceeded that of any like month.

In a corner window of the big store is exhibited a beautiful Victrola of the Vernis Martin design, which attracts a great deal of attention from passers-by.

The Victor theater, after several weeks' stay at Lyon & Healy's, has moved on. It was necessary to hold night performances in order to accommo-

date the crowd, and proved a big success from an exploitive standpoint.

Columbia Items.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned from a general Western and Southern trip yesterday. Trade conditions, particularly in the South, he reported as most excellent.

Paul H. Cromelin, of the Columbia Phonograph Co., General, was a recent visitor at the Chicago headquarters. The company is doing a fine business, both wholesale and retail, at its new store at Washington and Wabash avenue.

Anent the Talking Machine Company.

Stand at noon at Madison and State streets, Chicago, and you will agree with the Talking Machine Co. that it is about the busiest corner in the world. This fact, appropriately illustrated, is shown in a telling way in the company's page advertisement in this issue.

February was a remarkable month with this company. It was not only the biggest February, but one of the biggest months they have ever had.

Dan Creed, credit manager for the Talking Machine Co., who has been working day and night for several months is recreating, vacationizing, and a few other things in the South. The trip includes Mardi Gras festivities and a stay at Hot Springs, Ark.

Traveler George P. Cheatle is just finishing a successful trip through Michigan, and H. S. Conover is starting on an Iowa journey.

Salter Progress.

The Salter Mfg. Co., of this city, makers of talking machine cabinets, will shortly have something new and attractive in that line on the market.

Good Commercial Machine Exhibits.

The Business Phonograph Co., of Chicago, dealers in Edison business phonographs, and the Chicago Dictaphone department of the Columbia Phonograph Co. will both have fine exhibits at the business show which opens at the Coliseum on Wednesday of this week.

Enlarges Victor Stock.

A. P. Griggs, of Davenport, Ia., was a recent visitor. He is putting in a new stock-shelving system and will hereafter carry the complete Victor catalog, together with a reserve stock of each number.

Parker a Visitor.

L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, spent a day in Chicago recently and inspected the various talking machine departments around town, in order to get pointers for the remodeling and enlargement of his department. The company is doing excellent business and reports many sales as the result of the exploitation they are receiving through the Victor machines they have sold to the public schools of that city.

Resigns Position.

Mr. Bach, who for several years has had immediate charge of the talking machine department of Rothschild's, has resigned. He has not determined his plans for the future.

Created Excitement.

Considerable excitement was caused in the Chicago office of The Talking Machine World recently by the arrival of a registered package. Visions of gold nuggets, or of solid stacks of greenbacks plunged the entire office force, including the cat, into a state of mind bordering upon frenzy. When the package was finally opened it was found to contain a neatly bound volume on "Sales Help," issued by the C. E. Zimmerman Co., advertising specialists, Chicago. Edward C. Plume, formerly of the Columbia Phonograph Co., is now general manager of the Zimmerman Co., and he has evidently imbibed large quantities of the advertising spirit. Witness the registration stunt. The book, which is exceedingly well written, describes the special syndicate newspaper advertising copy proposition for merchants in different lines, gives a good,

swift talk on advertising in general, and suggests canvasses for the salesmen.

Manager Alfring, of the Aeolian Co., St. Louis, is a Chicago visitor this week with his wife.

Kreiling & Co., 1504 North Fortieth avenue, Chicago, manufacturers of the well-known "Tiz-It" all-metal horn connections for cylinder machines, report a very special demand for their specialty. It is handled by leading jobbers all over the country.

The George P. Bent Co., manufacturers of Crown pianos, who occupy the fine warerooms on Wabash avenue, near Adams, will add a Victor department. Handsome quarters are being prepared on the second floor.

Max Landay a Visitor

Max Landay, of the Talking Machine Supply Co., New York city, was in Chicago during the Jobbers' Association executive committee meeting. He was on a needle trip, which will take him to the Coast, and reported excellent business.

New Idea Record Cabinets.

Lawrence McGreal states that 20 of the 21 distributors who were at the meeting of the executive committee of the Jobbers' Association in Chicago recently gave him orders for the New Idea record cabinets. The other jobber did not see the sample. Cuts and descriptions of these remarkable cabinets will be found in the advertisement elsewhere in this issue.

JOBBER MEET IN CHICAGO.

Executive Committee of the National Talking Machine Jobbers' Association Meet and Transact Business of Importance.

(Special to the Talking Machine World.)

Chicago, Ill., March 1, 1911.

The executive committee of the Talking Machine Jobbers' Association held one of the most important meetings in the history of the organization at the Congress Hotel on Sunday and Monday, February 19 and 20. A number of matters of vital interest to the trade were discussed, including the 10 per cent. exchange proposition of the National Co. The attendance was unusually large, quite a few members being present who were not on the directory. An encouraging roster of new members was recorded, and final arrangements for the national convention in July at Milwaukee were made.

President Perry B. Whitsit called the meeting to order Sunday morning at 10.30. There were also sessions Sunday afternoon and Monday morning. In order to expedite business dinner was served Sunday in the green room, where the sessions were held.

An amusing divertimento was furnished by Mr. Reynolds, of Mobile, who told of sending out one of Secretary Roush's "chestnut" form letters regarding the Edison exchange proposition. One old colored woman, who received one of these letters, took the term "chestnut," which, of course, referred to old records, literally, and in payment of a bill for \$8.10 sent in \$5 cash and 108 real-thing chestnuts, the kind that grow on a tree, which she figured were worth 7½ cents, according to the Mobile jobber's letter. Mr. Reynolds was so tickled over the affair that he sent the woman a receipt in full, and he brought the package of chestnuts, just as they came through the mail, to the meeting, opened it up, and distributed the contents among the members, who ate them with a great deal of relish. He also read the letter which accompanied the unique payment.

Lawrence McGreal, chairman of the committee on arrangements of the National Talking Machine Jobbers' Association convention, to be held in Milwaukee on July 10, 11, 12 and 13, made his report, which, it is needless to say, was unanimously accepted and adopted. The convention will be held

(Continued on page 48.)

Here's the Busiest Corner in the World

State and Madison Streets, Chicago, Ill.

and

We have been the *busiest* Talking Machine Distributor in the world for the last four months, working night and day, but getting out the orders—that is—getting them out as well as the factory supply would permit.

You have suffered from the shortage—we know it—but conditions are now much better.

Victrolas are beginning to come in—today we could fill your orders complete—tho' when you read this our promise will be fifteen days old.

Gentlemen, things are coming our way. This last big shortage of Victor Goods has helped our business more than any other one thing. It proved that in a crisis *you* could depend on us.

You, who are our customers, *stick*—and you, who are not, *try us*. We are a young bunch, "*wholesale exclusively*", and willing to put up a pretty strong fight to get your business.

"Forget the Freight" (a small item.) but "Get the Goods" and the Retail Profit, (a *big* item).

The Talking Machine Company

133-137 N. Wabash Avenue, (New Number but same location) Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 46.)

at the Hotel Pfister, and a banquet and ball will be given there the night of the 13th. The other entertainment features will include a ball game between Eastern and Western talking machine teams, a boat ride, with dinner served on the boat, and an automobile excursion to Donges Bay, with dinner served there.

The secretary's report showed that since the last meeting of the executive committee on August 4, 1910, there have been added new members as follows: J. F. Schmelzer Arms Co., Oklahoma City, Okla.; Lit Bros., Philadelphia; The Talking Machine Co., Philadelphia; R. L. Penick, Montgomery, Ala.; Sherman-Clay Co., Seattle, Wash.; Philip Werlein, Ltd., New Orleans, La., and Schultz Bros., Omaha, Neb.

The treasurer's report showed the association to be in excellent condition, with all bills paid and a comfortable cash balance on hand.

Those in attendance at the meetings were as follows: Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburg, Pa.; F. H. Putnam, Putnam-Page Co., Peoria, Ill.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; Louis Buehn, of Louis Buehn & Bro., Philadelphia; H. H. Blish and George Silzer, of Harger & Blish, Des Moines, Ia.; Rudolph Wurlitzer, Fred Siemon and E. H. Uhl, Rudolph Wurlitzer Co., Cincinnati and Chicago; H. F. Miller, Penn Phonograph Co., Philadelphia; Jas. F. Bowers, L. C. Wiswell, Marquette Healy, H. Hopkins, Lyon & Healy, Chicago; Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; George Koehler, of Koehler & Hinrichs, St. Paul, Minn.; George Mickel, Nebraska Cycle Co., Omaha, Neb.; Ross P. Curtis, Ross P. Curtis Co., Lincoln, Neb.; Burton J. Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; J. F. Schmelzer and Arthur Trostler, J. F. Schmelzer Arms Co., Kansas City, Mo.; Max Strausberg, Grinnell Bros., Detroit, Mich.; W. H. Reynolds, W. H. Reynolds Co., Mobile, Ala.; Lawrence McGreal, Milwaukee; Max Landay, Landay Bros., New York; F. L. Dyer, president, and Carl H. Wilson, general manager, National Phonograph Co., Orange, N. J.

Sunday night the visitors attended in a body the "Get Rich Quick Wallingford" play at the Olympic, and afterward enjoyed luncheon at the College Inn.

Traveler Meagher, for Lyon & Healy, came down Sunday from Milwaukee with a bunch of live wire dealers from the city of beer and beauty. They were George Eichholtz, C. C. Warner, E. F. and D. C. Scheff, and Harry W. Krienitz. P. J. Kraus, of Kraus & Grau, Port Washington, Wis., was also one of the party.

The only difference between a rut and a grave is in the width and the depth.

THE STORY OF A LIVE DEALER.

Some Facts Regarding One Dealer's Method of Keeping Ahead of His Competitors Told Without Polishing—A Classy Proposition—Who Met the Other Fellows as He Was Finishing and They Were Starting—Getting After the Summer Business While the Snow Is on the Ground and Doping Out the Christmas Campaign While the Flowers Are in Bloom—Not a Fable.

In a Middle Western city of several hundred thousand inhabitants there is a talking machine dealer who is accepted as a good example by merchants in other lines of business in that city and who proves a source of real worry to his competitors. He's one of those fellows who don't wait to see which way the cat is going to jump, but who jumps with the cat and always lands on his feet.

While some of the other dealers are turning bright ideas over and over in their minds and sticking their toes into the water before taking the plunge, as it were, Perkins (that's not his name and for that reason we use it) jumps right in and begins swimming for the other shore. That's the kind of hairpin he is. As a rule he is leaving the goal before the leaders of his competitors have sighted it. You know the kind, or ought to, so here's where the preliminaries end.

When we saw Perkins rushing down the street through snow nearly up to his knees, and bucking a forty mile gale that turned the breath to icicles, we took occasion to remark that the weather was bad for business and ask him what he was doing to kill time these winter days.

"Doing to kill time?" says he, "Great Scott, man, don't you know that the summer will be here in a few weeks? Going to have my summer campaign started in another month. Why I've been doping this stuff out for the last six months, all calculated to cop the simoleons when the daisies are in bloom."

"Naturally we remarked that we were some surprised at this gent's foresightedness and asked for details.

"Can't give you the real inside info," pipes Perkins, "but I can tip you off sufficiently to put you in the way of acquiring real knowledge regarding the talking machine business.

"In the first place I have got the name and address of every sky pilot, regardless of creed, for miles around. I have got in touch with those who are going to pull off the summer night's festival stuff. Every man who owns a bungalow, a motor boat or a mud scow, if he uses it for pleasure, has his name entered in my good books, and you can bet your life all these aforementioned parties are going to get some mighty interesting talking machine literature with Perkins' name spread all over it, while he still is scraping the snow off the walk. He is going to know just how the talking machine can aid in the summer enjoyment and he'll know in time to include the purchase of a talking machine, in his plans.

I am going to send a talking machine, a well selected bunch of records and a good operator to every open air entertainment that I can discover and am permitted to attend, and believe me that machine is going to need plenty of oil and a long rest when it gets through working. Can you imagine me in the grasp of the fond parents who see their promising offspring going into ecstasies over the "Babes in Toyland" or some such music? Can you see the young man who will dare hesitate to dig when his girl nestles close up under his wing and murmurs that all she wants is one of Perkins' talking machines to make the home they are planning complete? Can you see the lodge member who hears the strains of "He's a Jolly Good Fellow" issued from the horns of two talking machines simultaneously—there is only one talking machine, of course, but he sees two—who will not want a machine for his own use at home?

"Of course, some of these people may have cooled off by the morning, but when they turn out their pockets and find a dozen or so of Perkins' circulars conveniently folded for quick perusal, they are mighty apt to get a second attack of

'talking machinitis.' But, joking aside, though, I have not really been joking, you know, I have had expert advertising men preparing folders, newspaper advertising copy and a bunch of general printed matter that shows much class, and all of which connects the talking machine with the good old summer time. It costs a little money, of course, but I'll have the biggest part of my summer business done, the profits banked, and be on my way to Europe with the wife before the majority of my competitors get wise to the fact that the robins have come again. And you can take it from me that I'll be mapping out the next Christmas campaign while sitting on the porch in my shirt sleeves or under an electric fan."

Some class to Perkins, eh? Kind of asleep at the switch—what? Yet his is the only method which will give a lead over a hot twentieth century competition. That idea of getting up early in the morning to beat the other fellow is antique. Nowadays you have got to start several months ahead and be through the night before. You have all heard of Coney Island and therein lies an excellent example. As a general rule, the workmen have to shovel away the snow before they can finish work on the cooling amusements for July and August. Don't want to sermonize, you know, but the Perkins plan is worth cottoning to. Don't let March go by without drafting the summer campaign in the rough at least. Then come around in the fall and thank us for the suggestion.

EXTRA COPYRIGHT CHARGES ABOLISHED.

The Columbia Phonograph Co., general, New York, have announced a new arrangement as to the price of copyright records, which went into effect recently, as follows: (1) The extra charges for copyright, on disc records when sold at retail, are abolished. 2. The extra charges to dealers, for copyright, on disc records other than double-faced records listed at 65 cents are abolished. 3. Instead of the present copyright charges there will be an extra charge to dealers of 2 cents each on all double-faced disc records listed at 65 cents.

The first sample of the Columbia Co.'s new sectional record cabinet, following the style of the popular sectional book case, was received at the executive offices this week. It is a beautiful article in every sense of the word, and its utility is apparent at once.

THE LENGTH OF THE LETTER.

"There has been so much written about the necessity of writing short letters by some people, it's considered almost a crime to write a long one," says a successful merchant. "I believe in the short letter whether it be a single paragraph or two paragraphs—when a short letter tells enough of the story to turn the trick, but if it takes a full page or two full pages to do this, then two pages for mine. Probably the most successful letter our company ever sent out was a letter of two full pages.

"The question of whether or not the letter will be read depends not so much on the length of the letter as on the opening paragraph.

"You will catch the reader's attention right at the start by telling him something of interest to him."

THIS IS THE FAMOUS
"TIZ-IT"



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers
who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we
will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers

Manufactured by

KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

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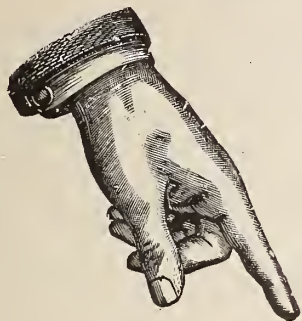
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Patents taken through Munn & Co. receive
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A handsomely illustrated weekly. Largest cir-
culation of any scientific journal. Terms, \$3 a
year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



Lyon & Healy

S E R V I C E

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

Have You Tried this Service?

It Will Pay You

Lyon & Healy

D I S T R I B U T O R S O F

Victor Talking Machines and Edison Phonographs

C H I C A G O

TO MAKE THE MULTIPLEX.

Chattanooga Company Recently Incorporated to Make and Market Invention of Nashville Man—Will Start by Manufacturing Machines Holding Four, Six, Eight and Twelve Records Respectively—Will Later Make Moving Picture Machines.

(Special to the Talking Machine World.)

Chattanooga, Tenn., March 8, 1911.

Talking machine men in this city and throughout the State have evidenced much interest in the plans of the Multiplex Phonograph Co., which was recently incorporated, with headquarters in this city, for the purpose of manufacturing a special form of talking machine and later engaging in the manufacture of motion picture equipment. The stock of the new corporation has been put on the market and a considerable amount of it is reported to have been sold.

The Multiplex was invented by a Nashville, Tenn., man, and is designed to carry several records at one time, playing them one after the other until the series is exhausted, without rewinding. Manufacturing operations will be begun at an early date, and in the beginning four models of machines will be made, namely, for holding four, six, eight and twelve records, respectively.

The officers of the company are: D. W. Hughes, of the Hughes Lumber Co., president; S. C. Goodwin, of Birmingham, Ala., vice-president; W. F. Neill, of the Crescent Theater, secretary and treasurer, and D. T. Blakey, general manager.

FOLLOW-UP LETTERS.

Follow-Up Letters Simply Salesmanship by Mail—Spreading Out the Arguments Through the Series—Catering to the Prospect's Intelligence—Some Good Suggestions.

A great many talking machine jobbers and dealers have used and do use follow-up letters in bringing their prospects into line, but in all too many instances the results are not commensurate with the amount of time and attention they give that department nor the money investment involved. The question arises, is the follow-up system itself at fault or are the individual methods wrong? We are inclined to the latter view.

The follow-up letter is not simply a means of keeping the name of the dealer before the prospect, for if that were the case a printed postal card would do. The follow-up letter is not simply a means of calling the attention of the prospect to the goods handled by the dealer, for an illustrated catalog could do that better and very likely at less expense. The function of the follow-up letter is really that of a capable salesman. It's business is not only to attract attention to the goods, but to so put the facts before the prospect that he will become interested and buy directly through the influence of the letter, or at least place himself in the position where the flesh and blood salesman can close the deal.

Say the dealer has a follow-up system of six letters. If each letter is a unit in itself the effect of the series is lost. The opening argument of one letter must fit into the closing argument of the previous one in order that the whole may prove coherent. To send out six letters, each a complete unit in itself, is like sending six different salesmen to interview one man and each of them armed with a separate argument, totally foreign to that of his associates.

When the salesman calls upon a prospect he gives his first visit over to the introduction and the opening arguments. If the prospect is "cold" the salesman calls again and offers new arguments related to and supplementing those of his first visit. The third call sees him offering still more arguments, but all fitting into the one selling talk begun at the first call. So it goes on, and that should be the method pursued in sending out follow-up letters. When the prospect has received one line of argument in the first letter do not repeat it, but supplement the argument in the second letter, and give still more points in the third, and so on.

A man is not going to buy a talking machine while in a maze. He's going to think about it and

DID YOU GUESS IT?

That Back View of Max Landay Passing the Flatiron Building Made a Hit with the Trade—Here He Is Face to Face and Proving That He Is to Be Numbered Among Those Who "Come Back."

Were you among the many members of the trade who discovered the identity of the man who turned his back on you in last month's illustration? Did you send in your answer and get a package of needles—mighty good needles, too?

Of course it was none other than Max Landay, and he meets you face to face this month through

the medium of The World, if he hasn't met you already in the flesh. As this issue goes to press Mr. Landay is on his way home from the Pacific Coast, the distance point of his trip in the interest of the new Landay Bros. line of imported needles and other specialties.

According to last advices Mr. Landay has met with success that surpassed even his rosy expectations, and that without getting a day behind in his schedule for the trip. Mr. Landay writes that the jobbers have been much taken with the attractiveness of his needle proposition, both as regards quality, price and attractive packing, and that from present prospects he will break records made on all previous trips through the country.



Will meet you
FACE TO FACE
on -----

in his letters the dealer must give the prospect credit for using his brains. Say the prospect is not interested in the proposition until the fourth or fifth letter, and then proceeds to analyze it. If he is really interested he will catch up the thread of the previous argument with the reading of the first paragraph and marshal those previous arguments in his mind's eye.

The talking machine dealer who prepares his follow-up letters as carefully and consistently as he does his own selling arguments for use in the

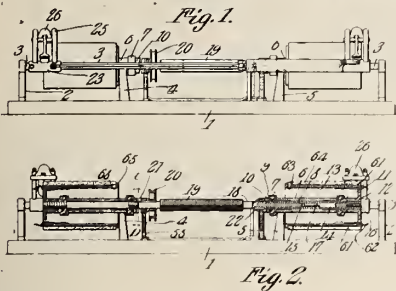
store he won't be far wrong when it comes to getting results. If a dealer doesn't give the prospect credit for possessing a brain sufficiently strong to permit of his following a line of argument, intelligently served up, through a few letters that dealer will save money in first class postage and letter heads by sending out plain circulars bearing all the arguments available on one page. He has to appreciate and cater to the personality of the prospect if he is going to make a success of the follow-up letter system.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

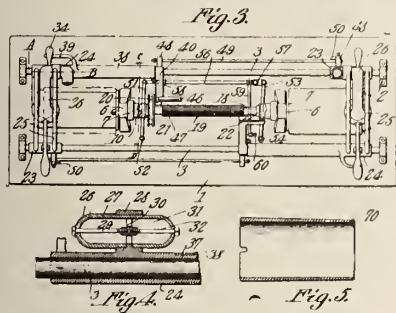
(Specially Prepared for The Talking Machine World.)
Washington, D. C., March 10, 1911.

PHONOGRAPH. Estey M. Turner, Pasadena, Cal. Patent No. 983,183.

This invention has reference to improvements in phonographs and is designed to produce a machine of this character with which the sound may be recorded or reproduced to as great an extent as desired even though far exceeding the limits of the record tablet, the structure being such that

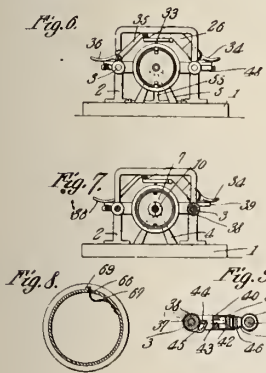


when the record on one tablet is about exhausted or the limits of the tablet are about reached, a second tablet will come into action automatically so that during the recording or reproducing of the sounds with the second tablet a third tablet may be placed on the machine after the removal of the first tablet and on the completion of the second tablet the third tablet will be automatically introduced into action, and this operation may be



repeated indefinitely so long as the operator desires.

Figure 1 is a side elevation of the machine. Fig. 2 is a central vertical section longitudinal of the machine. Fig. 3 is a plan view of the machine. Fig. 4 is a section on the line A-B of Fig. 3.



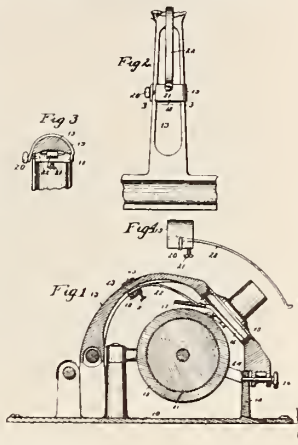
PHONOGRAPH. William W. McCauley, Madrid, Ia. Patent No. 983,155.

This invention relates to that class of phonographs in which the reproducing disc is provided with a weighted extension to yieldingly hold same in engagement with a phonographic record.

The object is to provide a device in the nature of an attachment that may be applied to phonographs of this class to apply a yielding pressure to the reproducing disc in order to yieldingly hold the reproducer to the record so that shocks and jars to the phonographic instrument will be prevented from throwing the reproducer out of its proper path of travel on the phonographic record so that in using extremely hard records of the kind ordinarily called indestructible records the follower may be held firmly to the record to there-

by more accurately reproduce the sounds than is possible with a reproducing instrument that is held toward the record by a weight only.

Figure 1 shows a sectional view of a part of an ordinary phonograph having improved spring pressure appliance connected therewith. Fig. 2 shows an enlarged, detail view of the arm that supports the reproducer of a phonograph with improved spring attachment applied thereto. Fig. 3 shows a sectional view on the line 3-3 of Fig. 2, and Fig. 4 shows a side elevation of the attachment disconnected from the phonographic instrument.

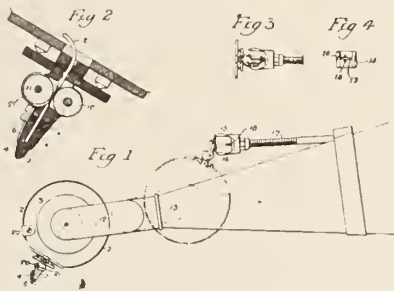


STYLUS, OR NEEDLE FOR SOUND RECORDING AND REPRODUCING MACHINES. Julius Jetter, Camden, N. J. Patent No. 983,061.

This invention relates to the sound recording and reproducing mechanism of phonographs and other sound recording and reproducing instruments, and it consists of an improved form of stylus or needle applicable more particularly to the reproduction of sound from disc records.

This invention comprises further means for adjusting or feeding such stylus or needle whereby all wear upon the same is compensated for.

In the accompanying drawings illustrating the



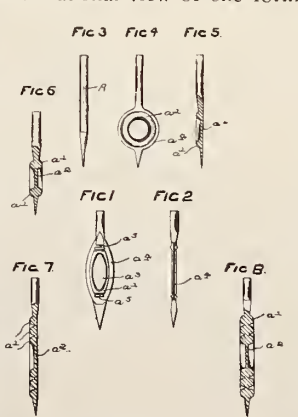
invention: Figure 1 is a view in elevation of a sound-box carrying the improved form of stylus forming the subject of this invention, showing the same in the position of use, and showing also, in dotted lines, the position of the sound-box when it becomes necessary to feed the needle or stylus forward, and Figs. 2, 3 and 4 are views illustrating details of my invention.

NEEDLE FOR SOUND REPRODUCING INSTRUMENTS. Ernest Alfred Allwood, Alcester, England. Patent No. 984,789.

The present invention has relation to needles for use with sound reproducing instruments, and comprises improvements whereby the sound reproducing and vibratory qualities are greatly enhanced.

Figure 1 is a front elevational view of one form of the present invention. Fig. 2 shows a side view of the needle illustrated in Fig. 1. Fig. 3 illustrates a pointed needle previous to stamping. Fig. 4 shows a modified form of needle subsequent to stamping. Fig. 5 is a vertical section of the needle shown in Fig. 4. Figs. 6, 7 and 8 are further modifications of the improved needle.

PHONOGRAPH REPRODUCER. Frank L. Dyer, Upper



Montclair, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985736.

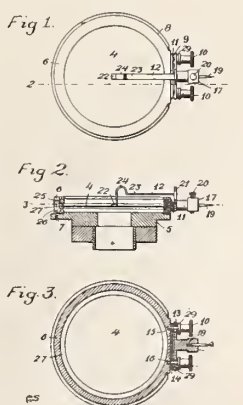
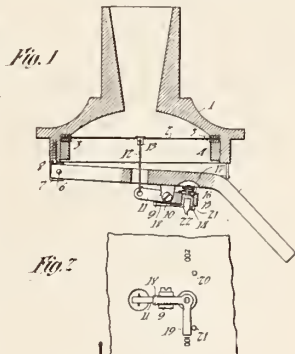
This invention relates to phonograph reproducers and the object thereof is particularly to improve the construction described and claimed in the application of Louis A. Chipot, Serial No. 474,843, for phonograph reproducer styluses, filed January 28, 1909. In the application of said Chipot, a phonograph stylus is provided, which is formed with different contours in planes at right angles to each other, or at some different angle to each other, so that the stylus as viewed in one direction is narrower than when viewed in the other direction. The cross section of the stylus in one direction is of suitable size and form for tracking a record groove having certain characteristics, and its cross section in the other direction is of suitable size and form for tracking a record groove having different characteristics. The stylus was designed particularly for use in tracking record grooves having respectively 200 threads to the inch and 100 threads to the inch, although, of course, it is obvious that it might be used in connection with record grooves having different pitches or different characteristics by modifying the contours of the stylus above referred to. This stylus was mounted by the said Chipot in any suitable manner so that it could be shifted readily through an angle of 90 degrees, or through whatever angle was requisite to permit the stylus to be used for tracking the two records of different characteristics above referred to. The stylus was thus adapted to be used in a single reproducer comprising a diaphragm, sound box, floating weight, and a single stylus lever, upon one end of which is preferably mounted a holder for the stylus. In this preferred form, the holder is rotatably mounted upon the lever, so that by rotation of the holder, either contour may be presented in position for tracking the desired record. In the improvement upon this construction, arms or projections are provided upon the said holder, which can be easily manipulated to rotate the holder, and stops or projections upon a relatively fixed member, as the floating weight, adapted to co-act with the arms upon the stylus holder in order to limit the movements of the holder and properly position the stylus for tracking the different records. There is also provided indicating means to designate the particular record with which the stylus is in position to co-act when one of the arms above described is in contact with its appropriate stop.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention, and Fig. 2 is a bottom plan view showing the stylus lever, stylus holder and stylus, together with the arms upon or integral with the stylus holder, the stops upon the floating weight co-acting therewith, and the indicating means.

Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention, and Fig. 2 is a bottom plan view showing the stylus lever, stylus holder and stylus, together with the arms upon or integral with the stylus holder, the stops upon the floating weight co-acting therewith, and the indicating means.

SOUND-REPRODUCING INSTRUMENT. Harlan H. Ballar, Pittsfield, Mass. Patent No. 985,496.

This invention relates to improvements in sound reproducing instruments, but more particularly to sound boxes for phonographs, graphophones, and the like. The greatest problem in the construction of these instruments has been to eliminate the metallic sounds caused by the contact of the stylus holder with the metallic portions of the sound box. Heretofore, the bar carrying the stylus



PHONOGRAPH REPRODUCER. Frank L. Dyer, Upper

holder has generally been supported upon metal projections or lugs upon the rim of the diaphragm holder, and controlled by spring arms also fastened to this rim. This connection of metal parts causes the vibrations of the stylus to be transmitted to the diaphragm holder, and produces the metallic sounds so common to instruments of this type.

In the present invention, this metallic contact has been avoided by means of vibration insulation separating the metallic parts.

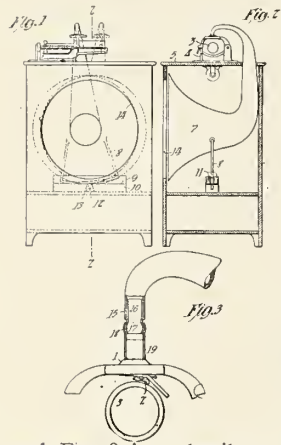
Figure 1 is a top view of the sound box complete. Fig. 2, a section on 2—2 of Fig. 1. Fig. 3, a section on 3—3 of Fig. 2, with all parts above the section removed.

PHONOGRAPH. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985,716.

This invention relates to phonographs, and the object thereof is the provision of an improved means for mounting the phonograph horn or sound conveying means, whereby the end thereof connected to the neck of the reproducer on the traveling carriage may be permitted to travel with the said carriage in a horizontal line, while the body of the horn or the mouth thereof swings through a small angle. This result is achieved preferably

by the provision of a rocking support for the horn so shaped as to accomplish the result desired.

Figure 1 is a front view of a cabinet having a phonograph mounted thereon and a phonograph horn contained therein so mounted as to embody the invention. Fig. 2 is a cross-section on line 2—2 of Fig. 1, the phonograph and horn being shown in elevation,

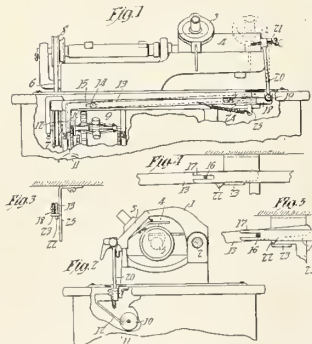


and Fig. 3 is a detail, partly in section, showing the manner of connecting the horn to the reproducer neck.

PHONOGRAPH STOP DEVICE. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 985,717.

This invention relates to phonograph stop devices and the object thereof is to provide a simple, novel and efficient means for stopping the motor of the machine automatically when the reproducer reaches the end of the record or any other desired predetermined point.

Figure 1 is a front elevation of a phonograph provided with the invention, the front of the cabinet of the machine being shown as partly broken away to show the inclosed parts. Fig. 2 is an end view looking from the left in Fig. 1. Fig. 3 is a detail of construction, and Figs. 4 and 5 are details showing the position of the line connections and detent means when the machine is in "on" and "off" positions, respectively.



COLUMBIA HEADQUARTERS IN ALLENTOWN, PA.



John A. Wuchter has secured the exclusive Columbia selling rights for Allentown, Pa., and intends to make the Columbia a prominent feature of the piano business he is establishing in that city. The illustration herewith is an interior view of Mr. Wuchter's newly-opened premises and gives an idea of the spacious showroom specially equipped for the display and demonstration of the Columbia line.

The Columbia is not a new or untried proposition with Mr. Wuchter, for it forms a part of his piano business in Egypt, Pa. In fact, his actual experience with the Columbia and his confidence in the possibilities of the line—especially in the Grafonolas and the splendid grand opera series of double disc records—have induced him to launch

out in a very extensive way in the larger city.

Grafonola concerts in the morning, afternoon and evening were features of the opening of the new store on February 16, and proved so successful that they were repeated on the two following days and a special program was arranged for Washington's Birthday, when a large audience attended.

We learned from Mr. Wuchter when in New York a few days ago, arranging for additional shipments of Columbia product, that the concerts had resulted in the sale of all the machines he originally had on the floor. In addition to this he had distributed 400 of the Columbia demonstration records, which he expressed as "the record breaking business getter."

COMPLAIN OF PRICE CUTTING.

According to Some New York Dealers It is Quite a Simple Matter for Shrewd Customers to Secure a Substantial Discount from the List Price of Machines—Hard to Get Real Evidence.

There is quite a considerable howl being raised by a number of dealers in New York regarding the prevalence of price cutting in certain quarters. It is claimed that some concerns, despite the fact that they are supposed to be bound by price agreements, have cut the regular prices as much as 20 or 25 per cent. for the sake of making a sale, and where they do not care to chance making a cash discount, reduce the price of the machine itself by throwing in "free gratis" from \$10 to \$50 worth of records.

The proprietor of one concern in speaking of this matter said: "During the past few months we have run across several people in this locality who have purchased machines at reduced prices. They come into our store, look around, and when prices are mentioned, state that they can do better downtown. We show them our agreement and explain that we cannot take one cent off the list price of any machine, but they walk out and the first thing we know they call us up and ask us to put their machine in operation—the machine they purchased downtown for the sake of the discount. "As a rule, we get the record business and there

is a little profit in that, but it isn't pleasant to follow up a prospect for several months and then find that he has purchased a machine from another concern at less than the price we are forced to ask. The purchasers acknowledge that they have secured a special price, but wisely refrain from giving the name of the concern from whom they bought the machine. When we complain to the manufacturers they reply that they are watching the price cutters closely and will proceed against them in every case where sufficient evidence can be obtained to warrant a suit. There's the rub. We know that the trouble exists, but to prove it to the satisfaction of a court is a different matter. It's dollars to doughnuts that if we attempted to shade the price to save a customer we'd be pulled up short on the first sale."

CUSTOM HOUSE MUSICALE.

The last auction of unclaimed articles disposed of by Col. J. H. Storey, head of the seizure room of the public stores, was to the accompaniment of ten imported talking machines. In the bunch of records that came with them across the sea were a number of operatic airs by Italian and French virtuosos, prime donne and primi tenori. The canned music had been in possession of the Colonel for one year, but he only recently got it out to fix it up to attract customers. The whole force in the public stores has recently been spending lunch hour, when Uncle Sam had no demand on its services, listening to imported melody. The sale took place on March 4. It was called Colonel Storey's musicale.

Live every minute of the day. Work, play, rest, but don't loiter, hesitate, or stagnate. Moments are to be used, not wasted. Think hard, work with all your might, throw yourself into your recreation with enthusiasm, rest as absolutely as if you had not a care in the world, but live every minute.

The man who gets enthusiastic only about his play, allowing his work always to seem drudgery, is on the road to a sour and disagreeable old age.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR APRIL, 1911

NATIONAL PHONOGRAPH CO.

- NEW EDISON AMBEROL RECORDS.
- 640 "Mignon"—Selection. National (London) Mil. Band
 - 641 As It Began to Dawn. Irving Gillette and Chorus
 - 642 I'm Falling in Love with Someone. Berrick von Norden
 - 643 Somewhere. Irving Gillette and Chorus
 - 644 Genius Loci. Kaltenborn String Quartet
 - 645 (a) Thy Beaming Eyes; (b) Mighty Like a Rose Elizabeth Spencer
 - 646 Under the Yum Yum Tree. Collins and Harlan
 - 647 Levy—Athan Polka. Charles Daab
 - 648 Stop, Stop, Stop. Billy Murray and Chorus
 - 649 Swing Me High, Swing Me Low. Miss Spencer and Mr. Ormsby
 - 650 Les Sirenes Waltz. American Standard Orchestra
 - 651 Peek-a-Boo! Will Oakland and Chorus
 - 652 Home to Our Mountains—"Il Trovatore" Mary Jordan and Harry Anthony
 - 653 Hop-Scotch—Barn Dance. Alexander Prince
 - 654 Little Annie Rooney. A. C. Clough and Chorus
 - 655 Come, Josephine, in My Flying Machine. Ada Jones, Billy Murray and Chorus
 - 656 Elfentanz Valse—Concert Waltz. Sousa's Band
 - 657 The Revival Meeting at Pumpkin Center. Cal Stewart
 - 658 When the Corn is Waving. Knickerbocker Quartet
 - 659 Pilgrim's Chorus—"Tannhäuser" Edison Concert Band
 - 660 Grand Baby, or a Baby Grand? Ada Jones
 - 661 Does the Girl You Left Behind Ever Wish You Back Again? Manuel Romain
 - 662 Day Dreams—"The Spring Maid" Miss Narelle and Mr. von Norden
 - 663 The Two Poets. Golden and Hughes
 - 664 Girimeo Polka—Clarinet Duet. U. S. Marine Band
- NEW EDISON STANDARD RECORDS.
- 10486 Old Berlin March. U. S. Marine Band
 - 10487 Sweet Red Roses. Agnes Noll
 - 10488 If He Comes In, I'm Going Out. Edward Meeker
 - 10489 "Way Down East. Peerless Quartet
 - 10490 Chicken Reel. American Standard Orchestra
- NEW EDISON OPERA AMBEROL RECORDS.
- 30042 Forza del Destino—O tu che in seno agli angeli (Thou, Heavenly One) (Verdi). Carlo Albani, Tenor
- (Sung in Italian with orch. accomp.)
- 30043 Il Trovatore—Il Balen (The Tempest of the Heart) (Verdi). Carlo Galeffi, Baritone
- (Sung in English, with orch. accomp.)
- 30044 Provençal Song (Dell' Acqua) Marie Rappold, Soprano
- (Sung in Italian with orch. accomp.)
- 35020 Incantatrice Valzer (Enchantress Waltz) (Arditi). Maria Galvany, Soprano
- (Sung in German with piano accomp.)
- 40043 (Solomon) (Hermann). Karl Jörn, Tenor

VICTOR TALKING MACHINE CO.

SINGLE-FACED RECORDS.

- | | | |
|-------|--|-------|
| No. | | Size. |
| | Arthur Pryor's Band. | |
| 31815 | Operatic Masterpieces. Arranged by Safranck | 12 |
| | Reed Miller, Tenor (with orch.). | |
| 5829 | Tell Her I Love Her So. Weatherly-de Faye | 10 |
| | Elise Stevenson-Henry Burr (with orch.). | |
| 5830 | Day Dreams, Visions of Bliss (From "The Spring Maid"). Smith-Reinhardt | 10 |
| | Reed Miller—Reinold Werrenrath (with orch.). | |
| 5832 | The Army and Navy. Carpenter-Cooke | 10 |
| | "That Girl" Quartet, with orch. | |
| 5833 | Nightingale. Drislane-Meyer | 10 |
| | Victor Light Opera Co. (with orch.). | |
| 31813 | Gems from "The Mascotte". Audran | 12 |
| 31816 | Gems from "Patience". Gilbert-Sullivan | 12 |
- NEW DOUBLE-FACED RECORDS.
- 16686 Old Dog Tray (Foster). Haydn Quartet
 - Hear dem Bells (McCosh). Billy Murray
 - 16692 The Burglar Buck (Jones) Banjo. F. Van Eps
 - Zallah—An Egyptian Intermezzo (Lorraine) Xylophone. William H. Reitz
 - 16693 Honey, That I Love So Well (Freeman). Chicago Glee Club

- You're the Queen in the Kingdom of My Heart. (Weslyn-Andino). John Young
- 16710 Lucy-Anna-Lou (Madden-Edwards). Collins and Harlan
- The Minstrel Band (Gumble). Pryor's Band
- 16837 I Love It. (Goetz-H. Von Tilzer). American Quartet
- A Bit of Grand Opera—Humorous Specialty. Murry K. Hill
- 16838 Amoureuse Waltz (Berger) Whistling. Guido Gialdini
- Old Black Joe—Trombone Quartet. Chicago Glee Club
- 16839 Father Goose Songs. Sallie Osbourne
- 1—The Captain (Rogers-Baum)
- 2—The Soldier (Hall)
- 3—The Bumblebee (Hall)
- Dutch Kiddies—Wooden Shoe Dance (Trinkhaus). Victor Orchestra
- 16840 1—The Ole Ark. 2—Brethren, Rise, Shine. Fisk Jubilee Quartet
- In the Morning (Paul Lawrence Dunbar). J. A. Myers
- 16841 Below the Mason-Dixon Line (Reed). A. Collins
- Abie, Take an Example from Your Fader (Brockman). Monroe Silver
- 16842 When Mariola Do the Cubanola (Dillon-H. von Tilzer). Billy Murray
- I Wish I Had a Pal Like You (Gross-Moore). Collins and Harlan
- 35146 Gems of Stephen Foster (Tobani). Pryor's Band
- Snow Flakes Waltz (Resch). Victor Dance Orchestra
- 35186 Seated 'Round an Oil Stove. Murry K. Hill
- Jolly Jingles Two-Step (W. C. Powell). Victor Dance Orchestra

NEW PURPLE LABEL RECORDS.

- Dave Montgomery—Fred A. Stone (with orch.).
 - 70033 Travel, Travel Little Star (From "The Old Town"). Bryan-Pryor
 - John Lemmoné, Flutist, accomp. by Maurice Lafarge.
 - 60033 The Butterfly. E. Kohler
 - 70032 Bolero—Spanish Dance. Emile Pessard
 - Ada Sassoli, Harpist.
 - 60034 Menuett. Hasselmann
- NEW RED SEAL RECORDS.
- Otto Goritz, Baritone (with orch.).—In German.
 - 64163 Flauto Magico—Ein Vogelfänger bin ich ja. (A Bird Catcher Am I). Mozart
 - 64164 Hansel and Gretel—Eine Hax' steinalt (The Old Witch). Humperdinck
 - 74212 Trompeter von Säckingen—Es hat nicht sollen sein (Werner's Farewell). Nessler
- A VERDI AIR BY WITHERSPOON.
- Herbert Witherspoon, Bass (with orch.).—In Italian.
 - 74207 I Vespri Siciliani—O tu Palermo! (Oh, Thou Palermo!) Verdi
- TWO ORFEO NUMBERS AND A PROPHET AIR
- By Louise Homer, Contralto (with orch.).
 - 88284 Prophète—Ah, mon fils! (Ah, My Son!) (In French). Meyerbeer
 - 88285 Orfeo ed Euridice—Che faro senza Euridice (I Have Lost My Eurydice) (In Italian). Gluck
 - 88286 Alceste—Divinités du Styx (Ye Gods of Endless Night) (In French). Gluck
 - Geraldine Farrar, Soprano, (with orch.).—In English.
 - 87073 O for the Wings of a Dove. Mendelssohn
 - 88283 Icn Bolt. Kneass
 - 88287 Tosca—Ora stammi a sentir (Now Listen to Me) (In Italian). Puccini
 - Antonio Scotti, Baritone, and Grand Opera Chorus with orch.—In French.
 - 88282 Faust—Morte di Valentino (Death of Valentine, Act IV). Gounod

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

- 10 inch.
- ZON-O-PHONE CONCERT BAND.
- 5694 A—From Foreign Lands (Russian). Moszkowski
- B—The Peacemaker March. Alford
- ZON-O-PHONE ORCHESTRA.
- 5695 A—The Last Good-Bye (Romance). L. Moretti

- B—Keep a Shufflin'. Pauline B. Story
 - 5696 A—Turkey Trot (Characteristic). Haase
 - B—Dandy Dan—Two-Step (Cake Walk). Fredericks
 - 5697 A—Bad'ner Mad'In (Girls of Baden) Waltz. Karl Komzak
 - B—Jungle Time—Two-Step. Severin
- VOCAL SELECTIONS WITH ORCH. ACCOMP.
- Al. Campbell.
 - 5698 A—I Love the Name of Mary. Graft, Olcott & Ball
 - B—There's Something Fascinating 'Bout the Moon. Sear-Wilson
 - Arthur Collins.
 - 5699 A—I Feel Religion Comin' On. Robinson & Robinson
 - B—Brotherly Love. Neil O'Brien
 - Byron G. Harlan.
 - 5700 A—Cyrus Pippin's Wedding Day. McKenna
 - B—If I Only Had a Home, Sweet Home. McDermott
 - Ada Jones.
 - 5701 A—"Ooh! Maybe It's a Robber" (From the Girl of My Dreams). Hauerbach-Hoschna
 - B—Teaching McFadden to Waltz. M. F. Carey
 - Billy Murray
 - 5702 A—When Mariola Do the Cubanola. Dillon and Von Tilzer
 - B—She's the Right Little Girl for Me. Dorothy Elliott
 - Alice C. Stevenson.
 - 5703 A—Doctor Tinkle Tinker (From the Girl of My Dreams). Hauerbach-Hoschna
 - B—Cribbirin Waltz Song. Dole and Pestalozza
 - W. H. Thompson.
 - 5704A—Tramp, Tramp, Tramp, Comes the Mail Man. Paul Hoffrichter
 - B—Love is Like a Game of Cards. Carrier & Miles
 - Arthur Collins and Byron G. Harlan
 - 5705 A—Reuben Rag. De Pierce, Young and Norman
 - B—I Wish I had a Pal Like You. Gross and Moore
 - Ada Jones and Billy Murray.
 - 5706 A—Under the Yum Yum Tree. Sterling and H. Von Tilzer
 - B—Our Farm—A Rustic Picture (From the Arcadians). Monckton
 - Alice C. Stevenson and Henry Burr.
 - 5707 A—Day Dreams (From the Spring Maid). Smith and Reinhardt
 - B—Danube River. Aide
 - Miscellaneous Vocal Selections with Orch. Accomp.
 - 5708 A—I'm Falling in Love with Someone (Henry Burr) (From Naughty Marietta). Young and Herbert
 - B—You. Frank C. Stanley

COLUMBIA PHONOGRAPH CO.

12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A5261 Fantaisie Impromptu, Opus 66—Chopin, Piano-forte Solo. Xaver Scharwenka
- Spanish Serenade, Opus 63, No. 1—Scharwenka Piano-forte Solo. Xaver Scharwenka
- A5260 Polish Dance, Opus 3, No. 1—Scharwenka, Piano-forte Solo. Xaver Scharwenka
- Valse Brillante, Opus 34, No. 1—Chopin, Piano-forte Solo. Xaver Scharwenka

10-INCH DOUBLE-DISC BLUE LABEL RECORDS.

- A979 The Girl and the Kaiser—Cradled in Thine Arms—George Jarno. Soprano Solo, orch. accomp. Miss Miraim Clark
 - He Came from Milwaukee—Love is Like a Red, Red Rose—Ben M. Jerome and Louis A. Hirsch. Soprano and Tenor Duet, orch. accomp. Martha Timothy and Ben Castle
 - A980 I'll Change the Thorns to Roses—Cheney and Fredericks. Counter-Tenor Solo, orch. accomp. Will Oakland
 - Good Night, Beloved, Good Night—James Oliver. Counter-Tenor Solo, orch. accomp. Will Oakland
 - A981 Come into the Garden, Maud—Balfé. Tenor Solo, orch. accomp. Reed Miller
 - Dreaming—Milton Wellings. Tenor Solo, orch. accomp. Reed Miller
- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A5266 By the Seashore (Au Bord de la Mer)—(Rev. erie)—E. Dunkler. Kaltenborn String Quartet
 - Quartet in D Major, Op. 76, No. 5—Largo—Josef Haydn. Kaltenborn String Quartet
 - A5267 Symphony in B Minor (Unfinished) 1st movement, Allegro Moderato—Schubert. Prince's Symphony Orchestra
 - Symphony in B Minor (Unfinished) 2d movement, Andante con moto—Schubert. Prince's Symphony Orchestra

10-INCH DOUBLE-DISC RECORDS.

- A971 What a Gathering—Ira D. Sankey. Tenor and Baritone Duet, orch. accomp. James F. Harrison and Harry Anthony
 - Sweet and Low—Barnby-Field. Columbia Brass Quartet
 - A972 Tickled to Death—Chas. Hunter. Prince's Band
 - The Smiler—Percy Wenrich. Banjo Solo, orch. accomp. Vess L. Ossman
 - A973 Medley of Canadian Airs (Pot Pourri)—Airs Canadiens) Part 1—Arr. by L. P. Laurendeau. Prince's Military Band
 - Medley of Canadian Airs (Pot Pourri)—Airs Canadiens) Part 2—Arr. by L. P. Laurendeau. Prince's Military Band
 - A974 Land of the Maple—March—Introducing "Maple Leaf Forever"—Arr. by L. P. Laurendeau. Prince's Military Band
 - Rule Britannia. Prince's Military Band
 - A975 For Your Sake—Herbert Wrightson. Tenor Solo, orch. accomp. James Reed
 - I Never Knew Till Now—Chas. K. Harris. Tenor Solo, orch. accomp. Henry Burr
 - A976 We've Kept the Golden Rule—Wenrich. Soprano Solo, orch. accomp. Miss Ada Jones
 - On Mobile Bay—Chas. N. Daniels. First Tenor and Second Tenor Duet, orch. accomp. Albert Campbell and Henry Burr
 - A977 If I Could See as Far Ahead as I Can See Behind—Branen and Lange. Baritone Solo, orch. accomp. Ed. Morton
 - Since I Fell in Love with Mary—Wm. Cahill. Tenor Solo, orch. accomp. Walter Van Brunt
 - A978 Put Your Arms Around Me, Honey—Albert von Tilzer. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron Harlan
 - Mother's Child—Al. Piantadosi. Baritone Solo, orch. accomp. Arthur Collins
- 12-INCH DOUBLE-DISC RECORDS.
- A5262 Althalia—War March of the Priests—Mendelssohn. Prince's Band
 - Die Fledermaus (The Bat)—Selections—Joh. Strauss. Prince's Band
 - A5263 Her Bright Smile Haunts Me Still—Wrightson. Counter-Tenor Solo, orch. accomp. F. Coombs
 - Ben Bolt—Nelson Kneass. Counter-Tenor Solo, orch. accomp. Frank Coombs
 - A5264 Good-Bye—Tosti. Contralto Solo, orch. accomp. Mrs. A. Stewart Holt
 - The Brook—Dolores. Contralto Solo, Violin and Harp accomp. Mrs. A. Stewart Holt
 - A5265 The Spring Maid—Selections—Reinhardt. Prince's Orchestra
 - Spring, Beautiful Spring—Lincke. Prince's Orchestra

When in need of
Talking Machine Needles

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FR. REINGRUBER

Schwabach, Bavaria

who manufactures every kind,
without exception, at prices
that will surprise you, and of
the Best Quality only.

INDIANAPOLIS TRADE NEWS.

Talking Machine Business Keeps Up Well During Month—Dealers Pleased with Conditions—Columbia Goods in Strong Demand—Being Well Advertised—Many Victrolas Sold—Wulschner-Stewart Co.'s New Record Keeping System—Kipp-Link Co. Pushing Edison Line—Talking Machines Used in Court House—Other Interesting Brieflets.

(Special to the Talking Machine World.)

Indianapolis, Ind., March 8, 1911.

The talking machine trade has had a good run during the last month. This is more than can be said for some other musical instrument lines—pianos, for example. Of course, no one knows just why the talking machine business has kept up as it has, but the theory among the dealers is that it is due to two or three causes. In the first place, the weather has been unusually warm during the month. The belief of the dealers is that there has been enough saving in coal bills to encourage people to buy talking machines, although these same people do not feel like tackling anything more expensive than a talking machine. Then again there has been a reduction in some lines of foodstuffs. This has meant a small saving to the people, although not sufficient to cause them to undertake any considerable expense. Also the people have paid high prices for food so long that they are a little skeptical about the reduced prices continuing or about further reductions that are promised. But the talking machine dealers believe the little saving in the expense of living has helped business. A good grade of talking machines have been sold during the month.

Thomas Devine, manager of the Columbia Co., says that their business was surprisingly good during the month, and he attributes this in part to the way they have been boosting their demonstration records. "They are an immense drawing card," said Mr. Devine. "No one takes the stand that he is too rich or too classical in his selection of records to be above making a pass at a good double disc record for a dime."

In advertising the demonstration record, Mr. Herdman, assistant manager of the Columbia Co., got up a special window. A large number of the demonstration records were suspended from wires in the display window and were kept in motion by a fan which was not visible from the street. This window proved to be very attractive.

One of the big features of the campaign preceding the election of officers of the Indianapolis Commercial Club was the use of a Columbia graphophone. It was used in support of the "Young Men's ticket" of the club, and special records were prepared. The way in which they were prepared was interesting. In order to make exceptionally loud records a Twentieth Century machine with a

large horn and an indestructible record was used, the big machine playing into a smaller machine with a recorder on it. When the matter prepared specially for the election was to be inserted a cardboard was placed over the mouth of the big horn, thus shutting off the sound, and then the record maker got in his say. For example, a popular musical selection was placed on the big machine and it was started. Then somewhere in the piece the cardboard was slipped over the horn and the man with the big voice yelled into the recorder on the little machine: "Vote for the young men's ticket!" Then the cardboard was slipped away and the big machine continued to shoot the musical selection into the recorder on the little machine. It was the first time, so far as is known, that this plan was ever used in an election in Indianapolis.

H. H. Myers, who has been covering Indiana territory for several years for the Columbia Co., recently resigned to go into the land business. F. J. Cook, who succeeded Mr. Myers, was in Indianapolis recently on his way to the north. He said he had just completed a very successful selling trip. He complained, however, of the shortage on certain styles of Grafonolas, notably the "Favorite" style, which retails at \$50, and for which there seems to be an endless demand.

The Wulschner-Stewart Co., who handle the Victor, report a good business for the last month in both a retail and a jobbing way. Nearly all of the sales have been Victrolas, and a few small machines have been sold.

The Wulschner-Stewart Co. have established a new system of keeping their records. The records are placed in numbered envelopes with an opening on one side so that the name of the record may be seen. Then the cases where the records are kept are numbered accordingly. In this way it can be seen at an instant when the department is out of a certain kind of records. The entire record room is to be arranged in this way. The cases in which Edison records formerly were kept are to be removed so as to make space for additional Victor records. The same system has been established in the jobbing department. Close attention will be given to the records in this department, and orders will be given promptly when any line has been exhausted. As soon as the system is in working order the company will guarantee to fill all orders complete with the least possible delay.

The "Italian Street Song" has been one of the big hits with the Wulschner-Stewart Co. in the last month and the company have been completely swamped with the demand for Caruso records.

The Musical Echo Co., in the window in which they are advertising the Victrola, are also advertising the "Bohemian Girl" music. The "Bohemian Girl" ran at the Murat Theater one week during the last month.

The Kipp-Link Phonograph Co. have a new plan for pushing the Edison machines. The company

advertise in the newspapers that an Edison machine and a large selection of Amberol records, "the longest playing and best record ever made for any talking machine," will be delivered to any home free of any cost and will be allowed to remain there for three days so that the family may invite their friends in to listen to the music. "You are not responsible for anything," say the company, "under no obligations to spend a nickel." The names of those who wish to examine a machine under such conditions are to be filled out in blanks published in the advertisement. A feature of the advertisement is a large picture of the Kipp-Link Co.'s store in Massachusetts avenue.

A number of commercial talking machines are in use in the State House and Court House here. Several dictaphones are in use in the Court House and two or three in the Attorney-General's office in the State House. Judge Remster, of the Indianapolis County Criminal Court, uses a Commercial machine almost exclusively, dictating all of his opinions on it.

The cabinet business with the Udell Co. has been unusually good for the last month, four new styles of the piano-player cabinet line have been put out, and three new styles for the disc playing machines, including No. 10 and No. 11. There have been no specially large shipments, but many of them.

NOVEL DEFENSE IN CUT RATE CASE.

Restraining Order Granted in Favor of National Phonograph Co. Against Tarey & Co., Marion, Ind.—Claimed to Lease Instead of Sell National Co. Products.

(Special to the Talking Machine World.)

Indianapolis, Ind., Feb. 20, 1911.

The ingenuity displayed by some dealers to sell goods at cut rates and still make themselves believe the agreement entered into to maintain the contract price has not been violated is worthy of a better cause, to say the least. The latest example of this manifestation is furnished by Tarey & Co., Marion, Ind., selling the Edison line at less than the established price. The National Phonograph Co., Orange, N. J., ascertained that Messrs. Tarey were cutting prices, secured the evidence and then argued a motion, through their local attorney, for a preliminary injunction.

The case came before the Circuit Court of the United States, District of Indiana, last Wednesday. The defense set up they had not sold the Edison records in question, but only had "leased" them for a period of ninety-nine years. The judge asked whether the sale of a horse could be effected in the same manner, and designated the so-called "lease" a "transference subterfuge." The restraining order was granted.

The yesteryears don't count, but you can make this year figure!

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy

CHICAGO

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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.

Jobbers! Write us for samples and prices of our famous

PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity
Two Million Needles

JOHN M. DEAN, Putnam, Conn.

Leading Jobbers of Talking Machines in America

The
Oliver Ditson Company
are the LARGEST VICTOR
TALKING MACHINE DIS-
TRIBUTORS East of Chicago.

Stocks always complete
Deliveries always prompt
MACHINES and RECORDS
always in prime condition

Our turn-over is so large that ac-
cumulations of defective Machines and
Records are impossible.

We would value your business and
invite correspondence.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.
CHAS. H. DITSON & CO. J. E. DITSON & CO.
8-10-12 East 34th St. 1632 Chestnut St.
NEW YORK, N. Y. PHILADELPHIA, PA.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

Boston Cycle & Sundry Co.
48 HANOVER STREET BOSTON, MASS.
Exclusive Edison Jobbers with the biggest
and most complete stock in New England

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

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



Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt
Deliveries from Convenient
Shipping Centers all
over the United
States

Distributors

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- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 94 Wash-ash Ave.
- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 420 Prospect Ave.
- Dallas, Tex., Columbia Phonograph Co., 1406 Main St.
- Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
- Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.
- Detroit, Mich., Columbia Phonograph Co., 242 Woodward Ave.
- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
- Little Rock, Ark., Hollenberg Talking Machine Co.
- Livingston, Mont., Scheuer Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
- Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
- Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 126 Canal Street.
- New York City, Columbia Phonograph Co., 89 Chambers St.
- Omaha, Neb., Columbia Phonograph Co., 1311 Franklin St.
- Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 590 Congress St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Portland, Ore., Ellers Piano House, Portland, Ore.
- Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- Spokane, Wash., Columbia Phonograph Co., Cor. Post and Main Streets.
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Toledo, O., Columbia Phonograph Co., 233 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.
Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

HARGER & BLISH
JOBBER
VICTOR EDISON
It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
Des Moines IOWA Dubuque

Try Our Hurry-Up Service
on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.
The best service in IOWA

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK
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Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.
Repairs and Parts For Dealers in All Lines A Specialty

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

STANDARD TALKING MACHINE COMPANY

EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

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 firm in the April list.

Here is a sample of what the trade thinks of the new

Edison Record Exchange Proposition

—one letter chosen at random from a huge mass of correspondence from the liveliest Edison dealers in the field.

“Your Bulletin, No. 59, in regard to cut-out and surplus Records received. The best way to express our feelings is to say merely:

“We thank you.

“Now then, how can we repay you, partially at least, for the loss this plan means to you? In this way. On each monthly list there have probably been good salable Records that haven't looked good to us and that we therefore haven't ordered; where, if we had, it might have meant increased sales for us. Now we can afford to take a chance on such Records, for if they do turn out to be poor sellers, you are willing to do as per your Bulletin.”

This new Record exchange proposition was explained in full in the February issue of the Edison Phonograph Monthly. If you didn't get your copy or have lost it, write us for a copy to-day.

With this new Record exchange proposition in view you can well afford to keep your Edison Records stocked shipshape and up-to-date.

GET IN TOUCH WITH YOUR EDISON JOBBER.

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

Thomas A. Edison, Inc., is the new corporate name by which the National Phonograph Co. will hereafter be known.

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1911



A Corner of the Music Room
in the White House

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ZON-O-PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

ZON-O-PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

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Hot Springs.....Joe Hilliard, 916 Central Ave.
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

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Tampa.....Turner Music Co., 604 Franklin St.

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Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

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Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 341 W. Baltimore St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.
Grand Forks.....Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 133 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1331
Arch St.
Philadelphia.....S. Nittinger, 1202 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

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Milwaukee.....G. H. Eichholz, 552 12th St.
Milwaukee.....Hoeffler Mfg. Co., 308 W. Water St.

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Toronto.....Whaley, Royce & Co., Ltd., 237 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 4.

New York, April 15, 1911.

Price Ten Cents

THE CHAIN OF PUBLIC SERVICE

That Must Be Maintained by the Successful Merchant—Five Important Links.

The public to-day, more than ever before, demands service. The only way that you can serve the public properly, and place upon your list a large number of names of satisfied customers, is by having a good sales organization. When you mention salesmanship, we all naturally think of the man who waits upon us in the store. He, however, in our opinion, is only one link in the chain of the true salesmanship of a store.

This thought can be illustrated with a chain having in it the following links:

First.—An advertising campaign.

Second.—Proper show window displays.

Third.—Connection between advertising and sales force.

Fourth.—Salesman's thorough knowledge of goods and policies.

Fifth.—Arrangement and display of goods on wareroom floor.

In other words, it takes all of these links together to make true salesmanship in a store.

If a lady desires a talking machine and you have an attractive ad. in the paper, after looking it over, she resolves to visit your store and look at the various styles displayed. She does not make up her mind to buy, but simply wants to see what you have. When she arrives at your store, if the show window is nicely and attractively arranged, that backs up your ad. and invites her to enter. If she is met at the door by a courteous, clean and obliging salesman, he backs up both the show window and the newspaper ad., and makes the lady feel that she is very welcome, even though she does not choose to place her order.

PREFERS EDISON THE INVENTOR

To Edison the Philosopher—Some Interesting Views of Irving Dixon on Edison's Views on Immortality—What We Have Escaped.

Discussing the views of Thomas A. Edison, on "The Immortality of the Soul," Irving Dix, of Shelton, Pa., in the course of an interesting article in the New York Times, said that the world should be thankful that the famous inventor was never much interested in religion. "And that he did not believe in the immortality of the soul, it should be doubly thankful," says Mr. Dix, "for, if he had been seriously interested in these things, we might have had Edison's 'Intimations of Immortality,' Vols. I. and II.; the 'Philosophy of Prayer,' by the Rev. Thomas A. Edison; Edison's 'Power of the Gospel,' 'The Science of the Soul,' by Thomas Edison, D.D.; Edison's 'Dictionary of Religious Terms,' etc. But we should have had no Edison electric light, no Edison phonograph, no Edison telegraph system, no Edison electric railway, to mention only a few of his well-known inventions. Verily, the Creator of man moves in a mysterious way his wonders to perform. And He does not spoil a good inventor to make a poor philosopher. The world can well do for a while without Edison's 'Science of the Soul'—but how it would miss the electric light, for instance!

"So far as immortality is concerned, I, for one, would be much in favor of electing Edison among the immortals, whether he believes in immortality or not. He is, it seems to me, also entitled to sainthood. Thus, while I question Edison the Philosopher, I bow myself to the dust before Edison the Inventor, for his inventions have really been a blessing to mankind. He said, let the lame ride, and it was so; he said, let sounds be multiplied, and it was so; he said, let there be more light, and there was more light; he said, let there be more music, and there was more music; he said, let distance be divided, and distance was

divided. And for these things, among others, Edison should be forgiven for his peculiar views on immortality. For is he not the greatest single benefactor the human race has had, along material lines? It would seem so; and thus his immortality is assured, whether he wills it or not, so far as this life is concerned. And I believe that such an ingenious spirit will be needed in another world."

DEVELOPING MUSICAL TASTE.

Important Part Played by the Talking Machine in That Connection Emphasized by Karleton Hackett—An Opportunity to Actually Hear Real Music at Home and Study It Afforded by the Talking Machine.

The only way to develop musical taste is to give people what they can take in and then gently lead them to better things, not deny them everything because they cannot take one flying leap from nowhere and land in the middle of completely developed artistic tastes, says Karleton Hackett in the Chicago Post. But while the great majority will buy ragtime, there is a large and constantly increasing number who have learned how to use the player-piano and the talking machine for education in the most severe forms of music.

The range of possibility in the music for these various forms of mechanical reproduction is extraordinary. You can get a wide selection of nearly all the classics, which is interesting as showing the demand that has already grown up and the practical use made. Everybody who has a machine will have a few fine records, even though his own taste may be in the deepest stage of ragtime, for he knows enough to realize that he ought to have them, and none of us is without some form of artistic self-respect.

But the main point is that through this means people actually hear music, and while their musical desires may be on a par with their literary attainments—both at a low ebb—the only hope of better things is to make a start. The successful things begin at the beginning, where there is genuine interest; a growth from within, not a something painted on the outside. Thus "canned music," which people can have and from which they gain nourishment holds out promise. The people who have done things always began with what was at hand and as soon as possible moved on to something better, instead of sitting by the wayside bemoaning their fate.

So those who cannot play or sing are everlastingly right to avail themselves of the chance to hear those who can do both, to bring them into their houses, getting pleasure and profit thereby, and if they hear some bewailing the future of musical taste in this country, they may comfort themselves with the thought that these good folks are always bewailing something, so it might as well be "canned music" as anything else.

Meanwhile they will go on doing the best they can for themselves, with the determination that their children shall have better opportunities than they themselves.

ACCOMPANYING RECORDS.

How Lovers of the Player-Piano and the Talking Machine May Add to Their Enjoyment—Music Rolls May Now Be Had to Accompany Many of the Leading Numbers.

Dealers have frequently been asked by patrons, who do not play the piano by hand, if it were not possible to accompany their favorite records with the Pianola, and it will be of interest to know that this can be done very successfully with music rolls in the regular Pianola catalog and not as yet cut expressly for this purpose. The Victor, as is well known, is a regular feature on the Saturday afternoon concert programs at Aeolian Hall, accompanied by the Aeolian pipe organ, but it may be interesting to know that after the Recital Hall

program has been finished a demonstration of the Pianola piano accompanying the Victor records is given in the talking machine department on the eighth floor. From four to six numbers are given and the accompaniments are played by Mr. Gressing, who, by the way, was one of the pioneer player men, and is very much at home at the Pianola piano.

PROFITS IN WANT ADS.

A Talking Machine Dealer's Plan for Getting Business at the Expense of Others.

A dealer in talking machines has found letters in the want columns of the daily newspapers a very fruitful field for his sales.

He looks over the list of miscellaneous wants each morning and very frequently meets with the advertisements of persons wanting second hand talking machines and other goods in his line.

To each of these he sends a personal letter urging that the prospect call at the dealer's store and inspect his line before buying.

These letters are all focused on one argument or selling point. The one great advantage offered is the superior satisfaction to the prospect of owning a new and first-class instrument, free from the flaws that usually are found in second hand goods.

It will readily be seen that such a mailing list is very valuable, inasmuch as it includes only real prospects. Every person addressed is really contemplating the purchase of an instrument. This method has resulted in many sales.

LAWYER SMASHES A WILL.

It Was on a Wax Phonograph Cylinder and He Fell While Carrying It.

A dispatch from Buchanan, Mich, says that after living in expectancy for five years heirs of Hodson Burton were doomed to disappointment by the awkwardness of a lawyer. Before his death, over five years ago, Burton took the novel method of telling where his wealth was hidden by talking into a phonograph and having the record filed away with his will in a lawyer's safe, where it was to remain for five years.

The will told the heirs that he had planted his fortune and that his own voice would tell them the exact locality. His wish was complied with and not until April 3 did the heirs gather at the home of his son, Luke Burton, to hear what the phonograph had to say.

When they were all gathered in the parlor the arrival of the lawyer with the record was announced. He entered the house and unwrapped the precious article in the kitchen. As he stepped through the door into the room where the heirs were he tripped over a footstool, fell and broke the record into so many pieces that it was impossible to get it to say a word.

PERSONALITY IN BUSINESS.

No matter how large the business grows, it is always an expression of personal force, just as the personal force of a nation is the sum total of the personal force of its people.

We believe that our customers and employes feel that our business is as much a matter of personality to-day as it was in the beginning, says A. Montgomery Ward. Behind each transaction is personal guarantee, and we trust that behind each customer is personal interest in the growth and the perfecting of a system that seeks to interpret the personal desires of each man, woman or child who deals with it.

Thus its policy is a composite of the ideas of all its customers, expressing their will in all its undertakings, while its increase, growth and success are, we believe, as much matters of personal pride and gratification to our patrons as they are to ourselves and our employes.

GOOD BUSINESS IN CREAM CITY.

Fine Spring Weather Helps Trade Materially—Surpassing Last Year's Record—Reports from the Small Towns of the State—W. A. Kaun Music Co., Open Victor Department—Talking Machine Men Interested in New Credit Bureau—Hoeffler Mfg. Co. Pushing U. S. Phonograph Line—To Organize New School Department for Victor Co.—What the Talking Machine Jobbers and Dealers Have to Say Regarding the Situation.

(Special to the Talking Machine World.)

Milwaukee, Wis., April 8, 1911.

Unusually fine spring weather has done much to add life to the local retail talking machine business, and there is every indication that the total volume of trade this spring will be far in excess of that of a year ago. The only disquieting feature at the present time is the fact that industrial conditions in this city are not quite as satisfactory as they might be. Milwaukee is distinctly a center for the manufacture of heavy machinery, and many of the plants turning out this line of goods are not operating with full forces. Considering this state of affairs, local retailers believe that they have every reason to feel grateful that trade is in excess of last year. Improvement is already taking place in general conditions here, and it is believed that the month of April will be entirely satisfactory.

Up to the present time retail trade in the smaller cities and towns of the state has been unusually good, probably due to the fact that the farmers of Wisconsin are finding themselves in the midst of prosperity. This has resulted in a fine wholesale trade, and local jobbers say that business has been good. Now, however, farmers are in the midst of their busy season, the annual spring's work requiring their undivided attention. Business in the larger cities of the State has shown no abatement as yet.

"We believe that the year 1911 will be entirely satisfactory in every respect," said Lawrence McGreal, Edison and Victor jobber. "Considering the depression in some lines here in Milwaukee, retail trade is fine, and the reports coming from about the state are decidedly hopeful. Demand, as usual, in Milwaukee is strong for the high-class machines, and dealers in some instances have had trouble in keeping enough Victrolas on hand to meet the requirements of their trade."

A. G. Kunde, 516 Grand avenue, Milwaukee, Columbia jobber, is highly pleased with the success that is being scored by the Columbia. "Columbia sales during the months of February and March were far in excess of the same period a year ago and April is starting out well," said Mr. Kunde. "We expect trade to be still better when the expected new styles of machines make their appearance."

The latest recruit to the Milwaukee retail talking machine trade is the William A. Kaun Music Co., 209 Grand avenue, who have installed a complete line of Victor machines and records, in charge of Joseph F. Gannon, brother-in-law of Lawrence McGreal, who has been traveling in Illinois, Kentucky and Tennessee for the Victor Talking Machine Co. The William A. Kaun Music Co. are located in the heart of the downtown district and enjoy an especially fine sheet music business.

Sam Goldsmith, district manager of the Victor Talking Machine Co., was in Milwaukee on business recently.

Milwaukee talking machine dealers are highly interested in the new credit bureau which has just been opened by the retail merchants' division of the Merchants and Manufacturers' Association, in charge of James A. Fetterly, secretary of the retail division. All of the department stores carrying a talking machine line have enrolled with the bureau, and the proposition is receiving favorable attention from other dealers. There is no denying the fact that the new bureau will be in a position to offer the best of service and will prove invaluable to the concern that enrolls to receive its benefits.

The quarters of the talking machine department at Gimbel Brothers will be more than doubled

when the work of remodeling, which is now being carried on, is completed. Four handsome new sound-proof parlors have been installed and a large concert auditorium is being fitted out where Victrola concerts will be featured. The entire Victor line is carried, and under the able management of L. C. Parker, the department has made some wonderful strides within the past year.

The Hoeffler Manufacturing Co. are meeting with much success in handling the line of the U. S. Phonograph Co. J. H. Becker, Jr., manager of the talking machine department of the company, has returned from a trip about the state, where he located many new U. S. dealers. Mr. Becker is much encouraged by his success and feels that the U. S. line will become a factor in the talking machine trade of Wisconsin. The Hoeffler concern now handles the Edison, Victor, U. S., Zonophone and Regina lines.

A big display of 4,000 U. S. records in the windows of the Hoeffler Manufacturing Co. recently attracted no end of attention and brought the house a brisk trade in the entire U. S. line.

Mrs. Frances E. Clark, former supervisor of music in the Milwaukee public schools, who accomplished so much in introducing the Victor talking machines in the local schools that she attracted country-wide attention, left Milwaukee during the latter part of March to assume her new duties with the Victor Talking Machine Co. at Camden, N. J. Mrs. Clark will organize a new school department and will prepare records for use in the schools, paying particular attention to records for use in the lower grades. Milwaukeeans expect that she will meet with phenomenal success in her new field, where the possibilities are great. She will receive a salary of \$3,000 in her new position.

DOES NOT AFFECT "TALKER" TRADE.

The Much Discussed Decision in the "Patent Medicine" Case Recently Handed Down in the Supreme Court in No Way Affects the One-Price System in Vogue in the Talking Machine Trade.

Some of the daily papers, in reviewing the recent Supreme Court decision on the subject of price maintenance on certain so-called "patent" medicines manufactured under *secret processes*, have erroneously reported the effect of this decision, and overlooked the *difference* between control through a secret process and the protection granted by United States statutes relating to patents and patent rights.

In speaking of this case an officer of the Victor Talking Machine Co. said:

"In connection with the patent medicine decision, the manufacturer attempted to control the price of a product made by a *secret process*, there was no *patented* article for sale, hence this manufacturer was *not* accorded the privileges of the patent law, which the courts have decided in addition to granting the exclusive right to manufacture gives to the owner of a United States patent the right to designate the price at which such *patented* article may be sold.

"If the inventor discloses to the public the result of his efforts and does not keep them secret, and if the same may become the subject of a *patent*, he is then entitled to particular and special privileges for the term of seventeen years. This is the position of a company manufacturing such patented articles as the Victor talking machine, and the '*patent*' medicine decision above referred to has absolutely no bearing on the one price system so well established and maintained by the Victor Co. in their relations with their distributors, dealers and the purchasing public."

TOLSTOY VISITS EDISON.

Son of the Famous Writer Sees All of the Inventor's Treasures.

Count Leo Tolstoy, son of the great philosopher and writer, who is now visiting this country, paid a visit to Thomas A. Edison at his laboratory in Orange, N. J., a couple of weeks ago. He was cordially received, and saw some of the sights of Mr. Edison's treasure house that are denied to all but a chosen few. The father of Count Tolstoy and Mr. Edison were mutual admirers.

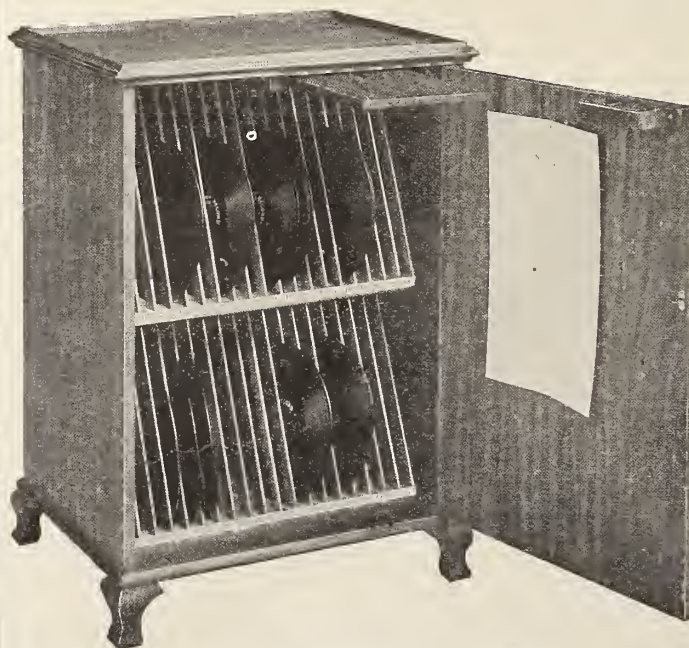
Mr. Edison received his visitor in his library, and devoted half an hour to showing him his recent inventions and the models he has had made for his indestructible cement house that can be cast in molds.

The famous Room 12, which has painted over the door, "This room is not open to any visitors on any pretext whatever," was revealed to the distinguished foreigner. In that room Mr. Edison keeps specimens of every known material, ready to be supplied at a moment's notice for any experiment that may require it.

Count Tolstoy expressed himself as greatly pleased with the visit.

If you have a good temper, keep it. If you have a bad temper, don't lose it.

Cabinets of Distinction Made by Specialists with Big Money and Sales-Making Possibilities.



NO. 452. UDELL DISC RECORD CABINET. It's beautifully finished. The workmanship is the best and when Victrola X or XI is set on, it makes a very complete outfit.

For Victrolas X and X Udell Cabinet No. 452

Made in Mahogany or Oak, any finish.

Holds 228 10 and 12-inch Disc Records.

Slight change in rim makes top fit either Victrola X or XI.

Shelf to handle records on. Boxes for new and old needles. Indexed compartments and card on door.

The extremely close price on this Cabinet is only possible because of the flood of orders we are receiving.

Write for *New Catalog* and name of your nearest jobbers handling Udell Cabinets.

The Udell Works
Indianapolis, Indiana

Makers of Cabinets for Disc and Cylinder Records.



Victor-Victrola XI, \$100
Mahogany or oak.



The Victor-Victrola is responsible for the great musical awakening

To the Victor-Victrola more than any other musical instrument is due the unprecedented awakening of interest in music, which has taken place throughout America during the past few years.

The development of the Victor-Victrola, and this growing appreciation of the world's best music have been co-incident.

There is a completeness in the Victor-Victrola which satisfies a demand hitherto never fully met.

Its perfect reproducing qualities combined with its artistic appearance, make it the most complete musical instrument in the world.

The Victor-Victrola adds a new dignity to the talking-machine industry. Its refined elegance makes it a component part of the complete music room. It is a fit companion for the finest piano.

The success of the Victor-Victrola is wonderful, and the demand increases daily.

Every dealer should take advantage of the great opportunity offered by the Victor-Victrola.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak, \$200.
Circassian walnut, \$250.



Victor-Victrola X, \$75
Mahogany or oak.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

VICTOR DISTRIBUTORS:

- Albany, N. Y. Finch & Hahn.
- Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex. The Talking Machine Co. of Texas.
- Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Sons.
Collister & Savle.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsit Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Musical Echo Co.
Wulschner-Stewart Music Co.
- Jacksonville, Fla. Carter & Logan Brothers.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Louisville, Ky. Montenegro-Riehm Music Co.
- Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Lawrence McGreal.
- Minneapolis, Minn. Laurence H. Lucker.
Wm. H. Reynolds.
- Montreal, Can. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Talking Machine Co.
- Newark, O. The Ball-Fintze Co.
- New Haven, Conn. Henry Horton.
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landay Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

- Oklahoma City, Okla. Schmelzer Arms Co.
- Omaha, Neb. Walter G. Clark Co.
A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa. The Talking Machine Co.
Louis Buehn & Brother.
C. J. Henpe & Son.
Penn. Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
- Portland, Ore. Sherman, Clay & Co.
- Richmond, Va. Cable Piano Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, Utah Carstensen & Anson Co.
Consolidated Music Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange.
- Spokane, Wash. Eilers Music House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
- St. Paul, Minn. W. I. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

Columbia Double-Disc Records live up to all the claims we make for them. They are "double discs, double value, double wear, double everything except price," and the Columbia Demonstration Double-Disc Record is convincing new thousands every week.



Columbia Phonograph Co., Genl., Tribune Building, New York.

MARCH SALES GOOD IN CINCINNATI.

Talking Machine Houses Surpass Merchants in Other Lines in That City—Details of the Arrangement of the New Aeolian Co. Quarters—Wurlitzer Co. Doing Strong Victor Business—Personal Items of Interest—Columbia Machines and Records in Strong Demand—Krolage Co. Plans—Other News.

(Special to the Talking Machine World.)

Cincinnati, O., April 9, 1911.

The dealers were favored with a prosperous business for March. While merchants in other lines complain of having experienced a dull month the talking machine boosters announce the sales for the period just closed to have been greater than during March, 1910.

A rack capable of holding 25,000 records will be one of the features of the new home of the Aeolian Co., 25 West Fourth street. Each record will have a separate "home" and the rack will be dustproof. This department will be on the first floor of the new building. The exhibition rooms will be 8 by 12 feet and each will be equipped with fancy mahogany cane-seated chairs, tables of the same wood and Persian rugs. Different colored lamps will be placed on small pedestals in each room. Victor concerts will be given daily on the Victrola, accompanied by the Pianola-piano.

The Aeolian hustlers will spring a surprise upon the local trade this summer. They have formed a baseball club, which will be a part of the Spalding Saturday Afternoon Commercial League. L. H. Ahaus will be "Our Captain." He claims if the players live up to the reputation of the firm there is no reason why the club should not finish at or near the top of the ladder at the end of the season.

The Rudolph Wurlitzer Co. report the demand for the Victor line was very diversified, in strong contrast to previous conditions, which were unsatisfactory in several particulars. An insistent demand for one type machine, such as, for instance, the Victrola No. 16, while very gratifying, is unsatisfactory on account of the shortage in this style of instrument. The same thing can be said in the record department, where the demand runs entirely to the high-class records.

With an effort, however, on the part of the Rudolph Wurlitzer Co. and their dealers to cause a demand for the general line instead of specializing on one type machine, the business last month assumed large proportions without working hardships on the department, to whom most of the retail department and the dealers look for their supplies. The sales this month have ranged from the Victor "O" machine to the Victrola No. 16, and the Victrola No. 14 has proven its selling qualities by the large number of sales credited to that type machine.

L. F. Kieffer, representing the Rudolph Wurlitzer Co. in the State of Indiana and northern Kentucky, married a Paducah (Ky.) girl, and his many friends in the wholesale trade will undoubtedly be pleased to hear the good news.

The greater part of the month of March, with the exception of the last week, was favorable to business on account of the fair weather conditions,

and the retail trade was very active. The record business was also very active. The Rudolph Wurlitzer Co. have shown some splendid Victor windows during the month, the best one being a display of the three highest-priced Victrolas made, the Moorish marquetry, the Vernis Martin and the Circassian walnut shown in a decorated window. The concerts have been well attended, and have become a feature of the business.

The Columbia Phonograph Co. report a very active month in all departments, the new records by Nordica, Fremstad, Baklanoff, Heinemann and Scharwenka having created much interest among their regular customers, as well as bringing in a large number of new customers, many of whom, after seeing and hearing the Grafonolas, traded in their old machines on the purchase of the Grafonola.

Newspaper advertising of the special demonstration records also brought hundreds of new customers to the store, resulting in a largely increased business in all classes of records and up-to-date graphophones. The Grafonolas De Luxe B at \$225, the Regent at \$200, and the Favorite at \$50, were the instruments most in demand the past month. The wholesale trade has been brisk, and one very noticeable feature is that the mail orders have greatly increased, and when the dealers order goods in large amounts by mail without solicitation it proves beyond a doubt that conditions are good and demand for this class of goods is steady and strong.

C. G. McNeill, of this city, formerly connected with the Standard Publishing Co., has taken charge of the Dictaphone department, and under his management the company are expecting big results. The Dictaphone business for the month of March was four times the amount of business done in March of 1910.

Business at John Arnold's place during the first part of March was a little quiet, but the month closed with a substantial increase over the corresponding period last year. He is making a fine display of Edison goods.

J. C. Groene may enter the talking machine arena. He recently opened a wareroom at 135 East Sixth street and has on exhibition some Edison goods. If the location warrants the outlay he may put in a full line.

The Joseph Krolage Co. will gradually accumulate a large supply of new records instead of replacing the stock destroyed in the recent fire. The corporation is going into the music publishing business, and one of its first numbers will be "Old Man Grump," a local celebrity from a cartoonist's standpoint. This has been dedicated to Garry Hermann and will make its appearance on the opening of the local baseball season, April 12.

The machine business was one of the features of the month at the Milner Music Co., West Sixth street.

J. E. Poorman, Jr., 641 Main street, found business rather quiet last month from the talking machine standpoint, but the loss was made up in the demand for sporting goods.

Do not tell what profit you are making, as you will thereby only invite competition.

DORAN PHONOGRAPH CO. EXPAND.

Detroit Jobbers Secure Additional Floor Space—Have Established 45 Agencies in Six Months—Carry a Strong Line of Machines.

(Special to the Talking Machine World.)

Detroit, Mich., April 4, 1911.

The Doran Phonograph Co. have leased the second floor of the building at their present location, 45 Michigan avenue, and are engaged in making alterations which will more than double the floor space.

The growth of this company has been rapid since they purchased the Mazer Phonograph Co. last June. The Mazer Co. were organized four years ago, and had done a moderate business. Henry S. Doran and his associates, when they took it over, adopted an aggressive policy. In September they incorporated and began to go after up-State business. In the six months which have passed since then they have established no less than 45 agencies, mostly in the larger cities of the State. Besides this big increase up-State their retail business in Detroit has expanded until it demands the increased accommodations which now are in process of accomplishment.

The capital stock of the corporation is \$20,000. The officers are: Henry S. Doran, president; James M. Carmichael, vice-president; Charles D. Bush, secretary and treasurer; Bruce Carpenter, general manager.

The lines carried by the company are the United States, of which they have the State agency; the Columbia, the Victor and the Edison. James A. Bennett and Hugh Gully are two traveling men who are looking after the State trade.

MOTION PICTURES FOR SALESMEN.

Motion pictures as a method of training traveling salesmen have been introduced by one large mercantile house, says System. At the monthly meeting of salesmen the firm rented a film from a moving picture concern, hired a machine and operator and put on the screen, tacked up in one of the largest rooms, a motion picture story entitled "How Salesman Lawson Made Good" and other appropriate subjects. The pictures appealed to every salesman present and at the same time furnished a pleasant as well as an instructive form of entertainment, following the regular discussions and business routine of these meetings.

NEW COLUMBIA QUARTERS IN DETROIT.

(Special to The Talking Machine World.)

Detroit, Mich., April 4, 1911.

The Detroit branch of the Columbia Phonograph Co., now located at 242 Woodward avenue, will have new quarters about the first of May. A large store in the new McCreary building on Broadway has been leased, possession to be given as soon as the building is completed. The Columbia's number will be 114. K. M. Johns is manager of the Detroit branch.

It is a bad habit, but the privilege of customers, to play off competitors against each other,

PROFITABLE COMPLAINTS.

Soliciting Complaints and Adjusting Them Frequently Mean Bringing Old Customers Back to the House—How One Concern Worked the Plan Very Successfully.

The question of handling the complaints that crop up in any business generally proves sufficiently serious to the merchant without his being encouraged to welcome and, in fact, solicit such complaints. In several instances, however, it has been found that capital may be made out of complaints, if they are ferreted out and that at small expense they may be made to prove excellent advertising for the house.

A big Western house, for instance, in looking over its books recently discovered that quite a number of people who had been customers of the house for a period of time had not purchased anything for some months or even years. A special letter was sent out to the entire list of such patrons, calling attention to the fact that they had not purchased anything for some time past and requesting that if they had any complaints to make that they submit them to the house, together with any suggestions that they might feel inclined to make.

Over 20 per cent. of the letters brought replies, most of them making complaints and several claiming cash adjustments, but at the same time orders were received for goods valued at practically 75 times the cost of the cash adjustments. Then, too, and what is more important, the people who made complaints and had them attended to were naturally well satisfied with the treatment accorded and became loyal supporters of the house and its methods of doing business. These satisfied customers tell their friends of their pleasant experiences and the result is that they, too, are influenced with the house and so it goes on.

It is sometimes asked, "How is a house to act when a complaint, though involving a trifling amount, is unfair?" According to those who have tried the plan out, it has been found that in such a case, if actual intent to defraud is not clear, to give in to the customer, for such an act will undoubtedly mean much future business from that customer.

As one authority says: "The proper handling of a complaint turns it into an advertisement no matter whether it is taken up in the office, the store, the factory or by mail—the principle is the same. In the hands of a diplomatic adjuster, it becomes a basis upon which to build business. It not only offers the house an opportunity to get in closer touch with the customer and show a genuine interest in him, but it brings to light weaknesses which should be remedied to insure a future for the business.

"Whether a customer's grievance is real or imaginary, the house cannot afford to neglect his complaint. Even though it is not justified, it is real to the customer or he would not go to the bother of complaining. His future trade and the influence he may have on other customers or prospects calls for a prompt and satisfactory settlement of the trouble. The big manufacturer and the corner grocer, the large wholesaler and the little retailer, have all found it a wise policy to adjust complaints at once. A diplomatic adjustment gives an impression of fairness and good intention and appeals to one side of the customer that can be reached in no other way. Whether the man has come to your office to voice his complaint, or whether it came by letter from a distant State, the same attitude can be taken. Fairness inspires fairness in return—it is a psychological truth that the merchant cannot afford to ignore, and the customer is quick to respond to the interest manifested in him.

"Then the complaint may be settled so liberally that the customer will feel under obligation to reciprocate. Human nature is very much alike among all classes of customers—buyers appreciate generosity in complaint adjustments and usually they are not slow to show that appreciation."

Pay your accounts punctually and see that you get your cash discount.

CHARM OF MUSIC UNDER FIRE.

How an Exploring Party Won Natives of South American Village with Talking Machine.

"Leigh, Costin and myself," said Major P. H. Fawcett, R. E., in describing some exciting incidents of the exploration of the course of the River Heath in Bolivia, carried out last year by a party of which he was the head, "were some distance ahead of the leading canoe, the other having fallen behind owing to the difficulties of threading the labyrinth of snags.

"On rounding a turn on the river we saw about a mile ahead a collection of newly made palm huts on the point of a large sand bank, and at the same moment heard an uproar of barking dogs, shouting men and screaming women and children, emphatic testimony to their appreciation of their civilized neighbors. We immediately endeavored to reach the huts before they had disappeared.

"Opposite the sandbank was a red earth cliff, cut out by the river, and some 20 feet to 30 feet in height, extending the whole length of the sandbank. Against this cliff and on the sand were tied up fifteen large canoes and various rafts, known as balsas. With South American savages it is foolish to show any hesitation, so passing directly under the high bank we landed opposite the huts.

"There was no sign of a savage—only barking dogs. As the second canoe came up, however, an arrow struck it, passing completely through about an inch and a quarter of wood, succeeded immediately by more arrows and by fire from shotguns, which latter had probably been stolen at different times from the rubber pickers on the Madre de Dios and Tambopata. How someone was not hit it is difficult to understand.

"Seeing that reprisals were out of the question, Major Fawcett trusting, in the proverbial influence of music, told one of the party to put a record on a small talking machine taken along, which must have been a new experience to savages. The rain of arrows, soon began to abate. In time the

savages showed themselves ready to parley and the party landed and were assisted up the cliff. After an interview with the chief lasting about half an hour, according to Major Fawcett, the party returned to the bank, with the chief's son wearing my hat and all of us the best of friends. We were not molested by Guarayos again throughout the river, although there was evidence of an extensive population."

DOING A BIG VICTOR BUSINESS.

The E. E. Forbes Piano Co., of Montgomery, Ala., are doing a fine business in the Victor line, under the new management of H. B. Coreaux, recently with John Wanamaker's talking machine department, New York. Mr. Coreaux having received good training under the management of Louis Jay Gerson, is making the best use of his acquired experience.

TALKING MACHINE CALLS COWS.

There seems to be no limit to the practical use of the phonograph. Instance two Wisconsin boys who are devoted to the game of drafts, but who find their pleasure marred every day by the necessity of going after the cows at milking time. So, it is reported, the boys made several phonograph records, consisting of those time-honored words, "Come, Bos," and placed the machine on the edge of the pasture lot. And the docile cows are said to come home obediently, and the checker game is not disturbed.

THE VIRTUE OF SINCERITY.

Says Hugh Chalmers, one of the most successful salesmen in the United States: "A man cannot be insincere without injury to himself. Whether you are talking to one man or to a thousand, whether you are talking to me or to a customer, you are throwing thoughts to his brain; you cannot see them, but they are tangible, and you cannot throw insincere thoughts to the brain and not have the brain catch insincere thoughts."



**Won't You
Have a
Lesson in
Spanish?**

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa

Push the Edison Phonograph



—the one sound-reproducing instrument that works right with you and that you don't have to make excuses for. The instrument that gives you every selling argument, and against which no competitive argument can stand up.

Amberol Records: The Edison Phonograph (every style from the Gem to the Amberola) plays both the regular Edison Standard Records and Amberol Records, which play more than twice as long.

The Sapphire Point: The Edison is the instrument with the button-shaped sapphire reproducing point that never wears out and never needs to be changed—and *this* is the secret of Edison purity of tone.

Home Recording: Every one of your customers can make records at home on the Edison—can record the songs and stories of family and friends. Demonstrate this great Edison feature to every prospect.

In selling the Edison, you don't have to generalize—be specific—

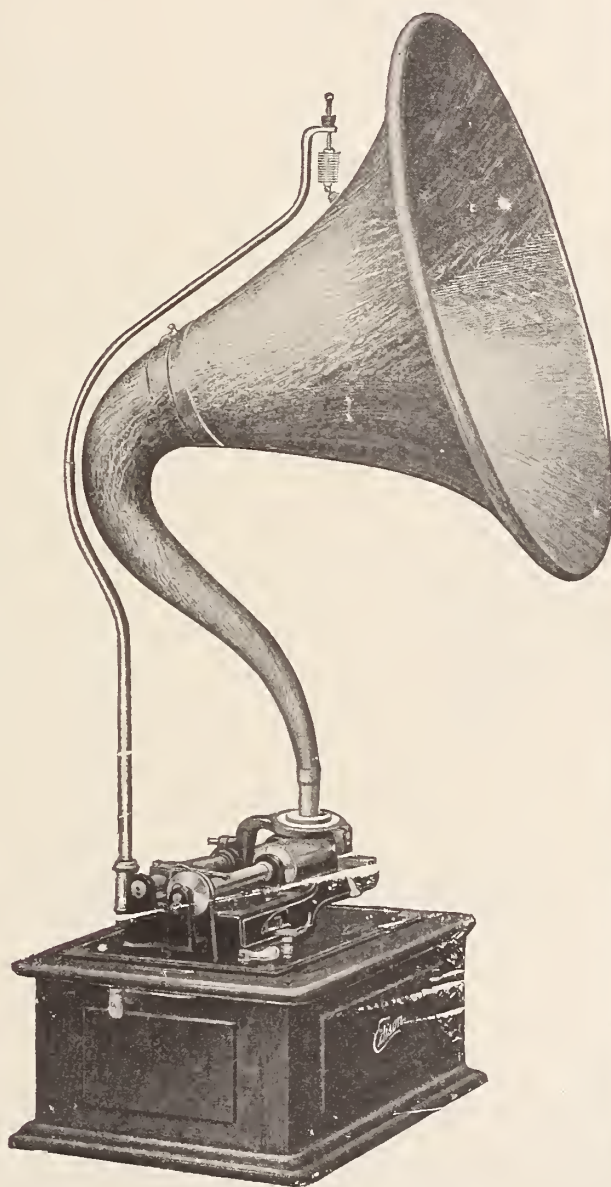
For instance, take the new
Edison Triumph \$75 Outfit

You surely cannot have forgotten that there were a number of your customers who declared that they wanted an Amberola badly but they positively could not afford it.

Write personally to every one of them and tell them about the Triumph with its handsome Music Master Horn and the Model O Reproducer.

Invite them to see it and hear it. They'll come on the run. And that's more than half the sale.

Stir up the town, advertise. Don't leave people to dig out the news of this great instrument for themselves.



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

Thomas A. Edison, Inc., is the new corporate name by which
the National Phonograph Co. will hereafter be known.

WITH THE OQUAKER CITY TRADE.

Apparent Dulness Noted in Talking Machine Business During Month of March—Proves Better Than Piano Business—Look for Spurt in Sales with the Ending of the Opera Season—What the Various Jobbers and Dealers Have to Report Anent Conditions—Talking Machine Co. Take Over Sol Bloom Store—Columbia Concert in Allentown—Recent Visitors of Note to Philadelphia Trade.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1911.

Like in all other lines of the music trade, as well, it seems, as is the case with all trades, there was an apparent dulness in the talking machine business in Philadelphia during the month of March. It has not been as striking as in the piano business, which demonstrates that while the piano business is established, the talking machine business is still in its rapid growth, and it seems to have been merely stunted during March, in comparison with the first two months of the present year. It shows a considerable increase over the business done last year, and that in itself is most encouraging. In fact, there is nothing discouraging in the talking machine business in Philadelphia, and some of the dealers affirm that March was fully up to their expectations, and attribute that more was not done to the fact that we are just at the tail end of an exceptionally long and hard winter; a winter during which it has been necessary to bear an unusual expense, and besides the Lenten season has detracted considerably.

The opera season, so far as the regular ten weeks of continuous opera is concerned, closes on Wednesday evening of this week, with still two more performances to be given by the Metropolitan Opera House Co. The dealers believe, with the close of the season, there is going to be quite a spurt in the talking machine business, every season adding new friends to the singers and an increased interest among their old friends, who will not be privileged the hearing of their voices in person and will be glad of the chance to keep up their acquaintance through the records they have made. Each season adds to the list of operatic records, and at the present time all tastes can be satisfied.

Louis Buehn & Brother report that their March business in Victors and Edisons was fair. It was better than it was during the March of last year, but it was not up to what they had expected. The bulk of their business was on the big machines, and they are under the impression that April is going to be a very good month. The Victor Co., the Buehn Brothers note, have issued a number of records which have filled a long-felt want, and they were very glad to get them. Henry Zeamer, of Columbia, Pa., was a recent visitor at the Buehn store. He reports things very satisfactory in his section. They have been giving a number of entertainments, which has assisted them in their sales, and these have been so popular that at every opportunity the people come after him. The Buehn Brothers have an exceptionally attractive window decoration this week.

Frank K. Dolbeer, general sales manager of Thomas A. Edison, Inc., made the rounds of all the big dealers in Philadelphia last week. He stopped off here on his way home from Washington and Baltimore.

The Penn Phonograph Co. note that breezy March was the best month they have ever had. From present appearances they believe that April is going to be fine. They report that goods are not coming in at a very regular rate, especially the higher priced machines, in both Edison and Victors. They believe that they could have done considerably more business in March had they been able to get the goods, and more promptly. W. P. Swartz, of York, Pa., was a visitor at their store this week. He says that the talking machine business in his section is very good, and that the general business is suffering less than in most sections.

Mr. Elwell, the manager of the Hepe talking machine department, is very much pleased with the accomplishment of his department of the big Hepe store during the month of March. The class of goods sold was of a very fine character, both in machines and records. The Heppes note that there is a shortage of a certain line of goods, which has hampered them materially.

It is reported that W. C. Holzbauer, who was for many years with the firm of J. E. Ditson & Co., who have just closed up here, has been engaged by John Wanamaker. He is to be in charge of the small goods department.

The Columbia Phonograph Co. have received a large consignment of the new records by Fremstad, Nordica and Maria Gay, which are meeting with a very big sale. Manager Henderson is taking a little trip up the State this week to look over some of the trade. Marion Dorian, the treasurer and auditor of the Columbia Co., spent a couple of days here last week.

March was an excellent month with the Columbia Co.—in fact, it was the second best month since Manager Henderson took charge of the store, the only month beating it being last December. The firm are continuing to give concerts here almost nightly.

Sol Bloom, Inc., has been succeeded by the Talking Machine Co. at 143 South Broad street. They advertise, "We have installed an innovation in the way of an inspection department for our patrons and all talking machine owners. If your machine does not work to your entire satisfaction just notify us, addressing Department A, and one of our experts will call to look over your machine and advise you of any trouble that may exist."

James Shearer, manager of the instalment department of the Columbia Co., is a very happy, though somewhat excited man these days, owing to the fact that his wife and family sail from Scotland on April 1 for this country. As Mr. and Mrs. Shearer have not seen one another for two years, it is needless to say there will be a happy reunion.

I note the following in the Allentown Democrat of March 1, 1911: "Wuchter, the Columbia Grafonola man, of South Seventh street, yesterday gave a free concert, using records furnished by Nordica and Fremstad. The crowd on the inside

of the store and on the pavement finally became so large that a detail of reserve policemen had to be summoned to keep the crowd in order. Mr. Wuchter was the first dealer to receive a shipment of these records from the Columbia factory, having placed his contract two days after Nordica signed her exclusive Columbia contract."

On Saturday, March 18, the Stephens Music House, of Norristown, Pa., opened their new graphophone department with two grand concerts, the first being held at two o'clock in the afternoon and the other in the evening. Both concerts were thoroughly enjoyed by large audiences and many demonstration records were disposed of. The concerts were given under the personal direction of Hamilton Bouvier, musical director of the Columbia Phonograph Co.'s Philadelphia office, who played several piano solos and also accompanied many of the records on the piano. The Philadelphia store has booked a great many concerts to be held during the next few weeks in different parts of the city and State and anticipate a busy time.

Among recent callers at the Philadelphia office of the Columbia were Signor and Madame Zerola and Signor Francesco Daddi, of the Metropolitan Opera House; Albert Krell, president of the Krell Auto-Grand Piano Co.; W. F. Wallace, treasurer of the General Music Supply Co., of New York, and John H. Parnham, of Hardman, Peck & Co., New York City.

H. A. Weymann & Sons report that their March business in both Victors and Edisons was very good, not only at the local store, but the men on the road did exceptionally well. Harry Cake, one of their dealers of Pottsville was here last week. A. C. Weymann was late getting to the office this morning, and the brothers wondered what was detaining him. They did not have to worry long, for while I was in the store a 'phone message came, stating the reason—it was a new baby girl. He doesn't know whether he will call the young lady Victoria or Edisona.

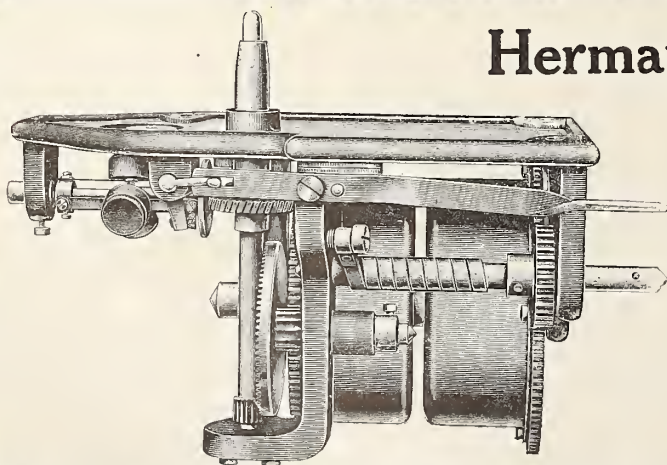
ADVICE TO THE ENVIOUS.

The Employe Will Gain More by Sticking to His Own Than Wishing for the Other Job.

A shrewd observer, in speaking of such clerks and other employees who are at times envious of "the other fellow's" job, adds as a word of sound advice as follows:

"See if you are filling your own position as well as or better than anyone else can fill it. Start to grow and keep on growing in knowledge and ability until you are bigger than your position. Then you will find a better one ready for you. Not the other fellow's job, but your own—the one you are qualified for and able to fill. The other fellow is taken care of and so are you. Don't worry about him—nor yet about yourself. But set about to so improve yourself, to grow so much better than the work you are now doing that your employer can't afford to keep you there."

Your time may be valuable, but if it's worth more than a dollar a minute you should seek a situation and leave the job to your understudy.



Hermann Thorens, Ste.-Croix (Switzerland)

TALKING MACHINE WORKS

Motors and Sound-Boxes a Specialty

Conceded to be the best manufactured

OVER THIRTY DIFFERENT STYLES

Machines with or without Horns

FIRST QUALITY ONLY

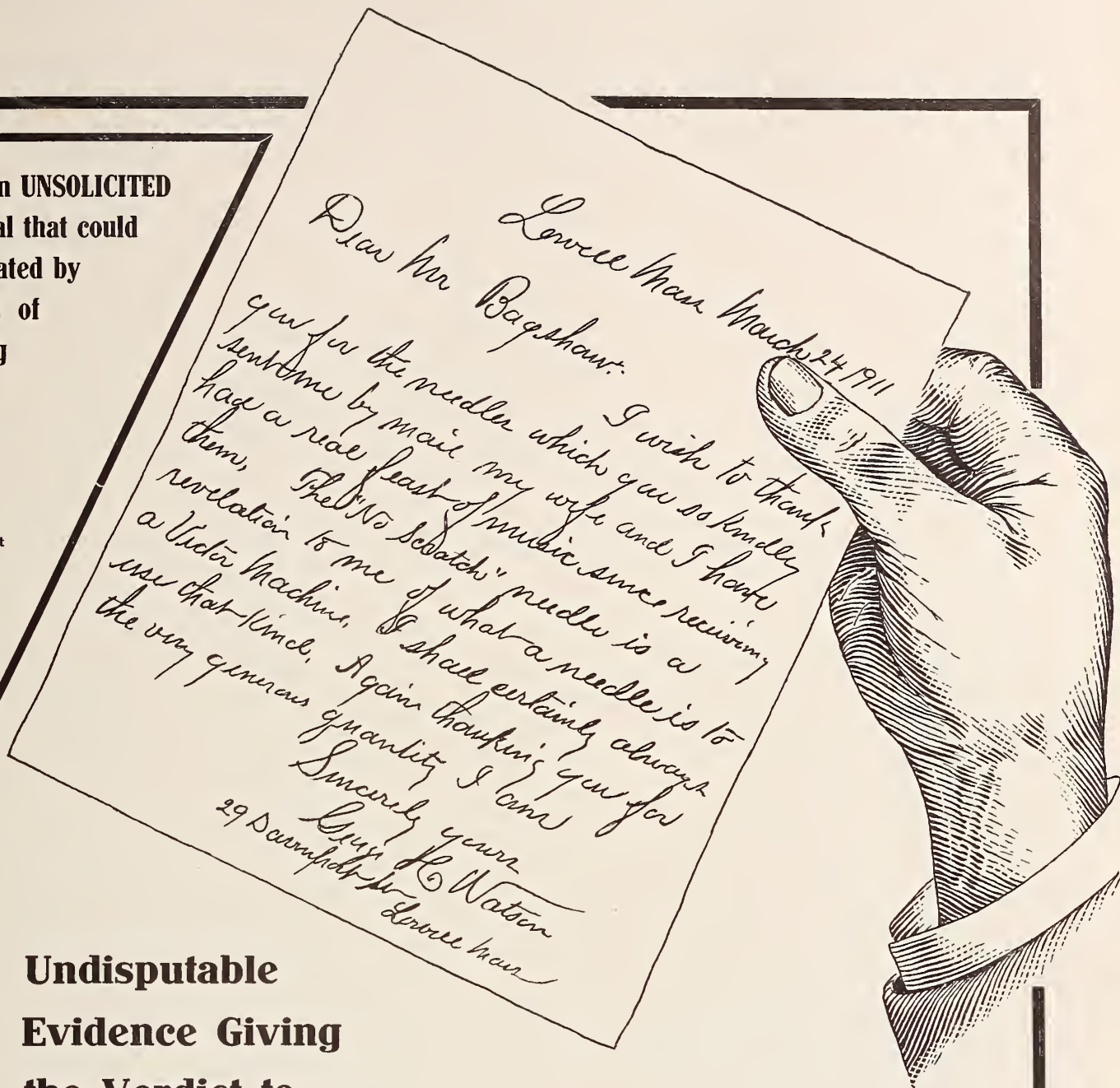
Novelties in Hornless Machines

Noiseless Motors :: ::
Highest Recommendations

WRITE FOR DESCRIPTIVE BOOKLET

Here is an **UNSOLICITED** testimonial that could be duplicated by thousands of **Talking Machine Owners**

The Moral is:
 "You profit most by selling Bagshaw Needles"



Undisputable Evidence Giving the Verdict to

"No Scratch" Bagshaw Quality Needles

Talking Machine Jobbers and Dealers

by using Bagshaw Quality Needles, which are the best made, can sell records in many instances which could not be sold by demonstrating with a Needle of any other manufacture.

Jobbers and Dealers cannot afford "needle trouble," especially when demonstrating, and they protect themselves when using Needles made by

W. H. BAGSHAW - LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles

ESTABLISHED 1870

We Manufacture All Styles, Shapes and Sizes



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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1911.

WHILE trade in the majority of industries in this country has been disappointing during the past four months, the talking machine business must be considered an exception, for its volume, broadly considered, has been most satisfactory.

And this is due in a large measure to the faith of all members of the craft in the present and future of the business.

Much of the disturbance prevalent in the commercial world these days can be credited to the destruction of confidence.

There is no sound reason why business should not be good to-day, and it would be good if everyone determined to look on the bright side and pushed the wheels of progress along the road of optimism.

Ninety-five per cent. of the business in this world is done on credit; in other words, on confidence, and when that is assailed the underpinning of the business structure is bound to be shaken.

It will pay everyone to think, work and act along the lines of confidence in order to achieve success.

Business, after all, is what we make it.

When we wise mortals determine that business is bad—it is bad; when we insist it is good—it is good.

This is putting the matter in an elementary way—for, after all, the subject is as largely psychological as it is economic or political.

Now, to get down to the fundamentals.

Decisions by the Supreme Court and the superstition that Congress is a disturber of business should be eliminated in favor of the overwhelming fact that the agricultural outlook for this year was never brighter and according to the best authorities we shall take seven billion dollars out of the ground

this year, which should certainly help to correct some economic mistakes.

The members of the talking machine trade will do well, therefore, to continue their policy of optimism regarding the development of the talking machine and the future of the business. Things are coming their way, and will come their way in a larger degree, provided they are up and doing and continue to work along the same enthusiastic lines as they have in the past.

IT must not be overlooked that even in the best of times it is not easy for everyone to be satisfied in regard to the volume of business transacted. Every retailer who means to be progressive is constantly developing plans to bring buyers to his establishment. Stock must be displayed attractively, sound-proof rooms must be created, attractive windows inaugurated, effective and original publicity carried on, all with the object in view of keeping the name, place and store before the public continually.

One of the best plans in our opinion of keeping in touch with customers is to employ men for no other purpose than to call on the purchasers of instruments with the object of ascertaining if they are in proper condition.

In a great many machines some slight disorder in the mechanism either of the sound-box or the machine itself is apt to disgust the buyer with the instrument, and, instead of going to the establishment from which the machines was purchased, he oftentimes goes to another establishment to have repairs made.

By keeping in touch with purchasers of machines the dealer is able not only to please his customers, but he is also enabled to make his customers constant purchasers of records. A great many people, once they make an initial selection of machine and records, do not again come to the store, whereas if they are followed up, and the latest records brought to their attention, they will become frequent purchasers of records and other supplies.

A much larger record trade can be transacted by dealers if, instead of waiting for customers to come to their store, they will go after them. And this should not be difficult in view of the fact that every dealer has at his disposal a large list of live "prospects."

THERE has evidently been some misunderstanding regarding the recent decision handed down by the Supreme Court which held that manufacturers' agreements with distributors or retailers for the maintenance of retail prices at an arbitrary figure, are illegal.

A great many editorial writers in the daily papers have made some rather misleading and untrue deductions from the decision referred to. They have not pointed out that this decision does not affect *articles protected by patent*. Under the statutes a patentee is given the sole right not only to manufacture but to prescribe the price, and by whom, and in what manner his product shall be sold.

It has been held time and time again by the Supreme Court that the right of a patentee to fix and maintain prices of his prod-

uct does not violate the provisions of the so-called anti-trust law.

It is not improbable that inasmuch as the case at issue related to proprietary or patent medicines some writers believed that control of prices by patent was involved. This, of course, is not so. As a matter of fact, "patent medicine" is rather a misnomer, for most of the so-called "patent medicines" are not protected by patent. An interesting reference to this subject appears in our news columns and is well worth reading.

PREPARATIONS are now actively under way for the convention of the National Association of Talking Machine Jobbers, to be held in Milwaukee, Wis., in July, and the present indications are that there will be a rousing attendance, at which many matters of importance to the industry will be discussed. There are a number of matters pending which are of vital interest to the jobbers and the trade at large, and an interchange of opinions will doubtless do much to clear the atmosphere.

During the past month the Eastern Talking Machine Dealers' Association also came together and reported progress for the past year. Efforts are being made to increase the membership of this association, and to interest the dealers of the Eastern States to a larger extent in the association.

Members of the trade, be they jobbers or dealers, should make it a point to attend meetings of their associations. In this way they are kept in close touch with the trend of trade events. This keeps at high pressure the enthusiasm the association has aroused. Without enthusiasm little can be accomplished. Therefore, frequent meetings will do much to eliminate those feelings of antagonism that stand as a barrier to friendly relations between competitors. Organizations can and do assist members to reap more of the benefits of trade than the mere individual can ever obtain, for at the meetings are continually coming up the ever interesting and profitable topic of what lines are most popular, and what are least. Systems and methods are discussed, and all can learn.

The question of giving your competitor an advantage need not be considered, as all are alike benefited, and the friendly feeling that is sure to flow from such gatherings results often in explanation that otherwise may never have occurred. These meetings keep alive within one the issues that interest him most, and thus is created a taste for the higher side of one's avocation.

"DUBBING" records is now a practice of the past, so far as public exploitation is concerned in this country, since the decision of Judge Chatfield, of the Federal courts, was rendered. Possibly this nefarious business may be carried on surreptitiously, but it is doubtful. At the same time, conditions elsewhere are to be considered. For example, F. W. Horne, an American who formed and is the president of the Japan-American Phonograph Manufacturing Co., of Japan, writing from Yokohama, under date of March 14, says:

"For your information I would advise you that dubbing records of all makes is in

full force in this country, including the Victor, Columbia and Nipponophone. There is one particular concern in the city of Osaka that has dubbed and cataloged 175 of the Nipponophone records of native talent, for which they have not paid one cent to the artist for recording. They are offering and selling these dubbed records at forty sen (twenty cents gold) each. It remains to be seen whether this can be stopped by the proposed law and our attorney has advocated and requested the Bureau of Patents to so construe the copyright law. This law, if so interpreted, will only affect the artists who virtually sell the right to their voice, which in the great majority cannot be obtained. At the present time there is not any law which covers unfair competition, but I am advised that such a law is being seriously considered by the government."

It will be recalled that Judge Chatfield's opinion dealt more particularly upon "unfair competition" than any phase of the question. The defense relied upon the "patent situation" to relieve them of their liability and urged most ingenious arguments in support of their false position, but without avail. The specious reasoning was brushed aside by the court as untenable, and it would be well if the Japanese Government would accept this able decision as a governing rule. No exception can possibly be taken to it either in justice or fairness.

In the choice of a location, do not think that the lowest rent is the cheapest, or that you can hunt up customers if they do not come to you. It is cheaper to pay a high rent than to lose time in going round. But, of course, the rent must be in proportion to the available means.

A GREAT DEPARTMENT

Devoted to Talking Machines Is Now Being Built in the Philadelphia Store of John Wanamaker—Covers an Area of 6,000 Square Feet—Some Details Worth Reading.

(Special to The Talking Machine World.)

Philadelphia, Pa., April, 1911.

What will probably be the most complete talking machine department in the country as well as one of the most beautiful, is now about to be built in the Philadelphia store of John Wanamaker. It will be situated on the second floor in the middle division, opposite the grand court in which finishing touches are now being made to the big St. Louis pipe organ which, with one exception, is the largest in the world.

The plans for the talking machine department cover an area of over 6,000 square feet, and in this will be erected the beautiful Oak and Gold gallery that was purchased by Mr. Wanamaker from the German exhibit of arts and crafts in the varied Industries building at the Louisiana Purchase Exposition held in St. Louis in 1904. This gallery measures 88x28 feet, and is rich in its carvings, paintings and genuine symmetry. This gallery will be used exclusively for Victrolas, and will make, without exception, the handsomest music room in the world.

The layout for the department was based on plans suggested by Louis Jay Gerson, and include a series of rooms at one side that will be made absolutely sound proof for the purpose of furnishing privacy and comfort to record purchasing patrons. It embodies an up-to-date system of keeping record stock, there being special sets of demonstrating records in addition to the regular record stock.

No records used for demonstrating and selling purposes will be sold, and each purchaser of a record will receive a brand new record in a sealed envelope, guaranteed absolutely perfect.

At one end of the series of rooms will be the office of the manager, Mr. Gerson, while at the other end there will be equipped a first-class repair shop and stock room.

TRADE BUILDING METHODS

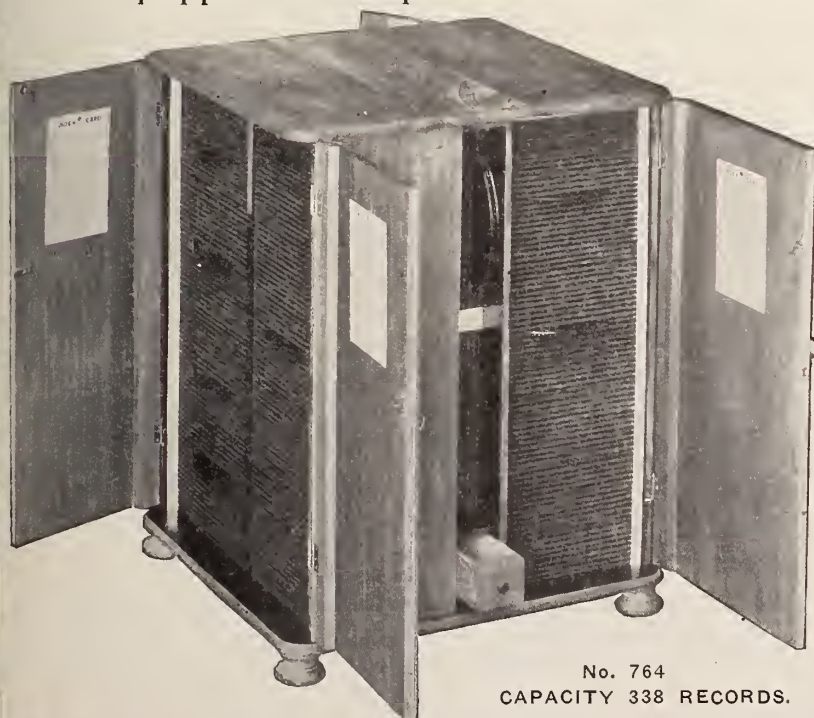
Adopted by Wise Merchants to Create Business.

Something is to be learned from the method adopted in an Eastern town with a view to securing the trade of the farmers of the surrounding territory. A number of the merchants of this town representing different lines of business unite in an arrangement with a man who makes regular trips through the country, distributing their circulars and printed matter and in other ways promoting their interests. He makes two or three trips monthly, covering on their behalf a radius or about ten miles. In this way the dodgers or pamphlets furnished by manufacturers find a natural outlet as well as such circulars or circular letters as may be specially prepared by the merchants. It is not unlikely that something along this line might advantageously be done in other places by talking machine men. There may be in work of this character an opportunity for some who are not more profitably employed to get busy and useful. An energetic and tactful man might make such service justify itself by its results, and at the same time become a stepping stone to more permanent and more remunerative work. The getting together of the merchants of the town for such united action is certainly commendable, and might lead to other forms of co-operation. The effort to make use to the best advantage of this itinerant service would naturally have a stimulating effect on the merchants represented, as they endeavor to provide suitable printed matter for general distribution and perhaps make special appeals adapted to the varying circumstances of the prospective customers thus canvassed, as something like personal relations are gradually established. The making of the effort would in itself be a good thing as emphasizing the too generally neglected duty of going out for business instead of simply waiting for it to come.

It is not pleasant to have debts, but it is better to owe money for a new and good installation than to lose it in an old one.

SALTER MFG. CO.
CHICAGO, ILL.

Our latest Catalogue of Cabinets is just out, write us for a copy to-day. All Salter Cabinets are equipped with Improved Patent Felt Lined Shelves.



No. 764
CAPACITY 338 RECORDS.



No. 789
COLONIAL STYLE

Keeps Records free from dust, never scratched or bent.

Any Record can be found instantly.

All shelves are numbered.

Each record has separate compartment.

Our Shelves are made of Solid Wood with Felt (which lasts), not complicated paper index files, which tear and quickly soil, also injures records.

TRADE ON THE PACIFIC COAST.

March Sales in Excess of Those for February—Conditions Generally Are Excellent—Columbia Machines as Prizes in Newspaper Contest—Shortage in Victrolas—Hauschildt Music Co. to Continue Talking Machine Lines—Heine Piano Co. to Reopen Department in Downtown Store—What the Various Managers Have to Report Anent Business.

(Special to the Talking Machine World.)

San Francisco, Cal., April 7, 1911.

Eugene W. Scott, local manager of the Columbia Phonograph Co., reports that business conditions in this city are excellent, and the March sales have considerably exceeded those of February in all the lines which are carried by this company. Mr. Cyrus, traveling salesman for the local office, has been spending some time in the Sacramento country and has found business in that region very good, considering the high water following the heavy rains in the late winter. The San Francisco Chronicle, which is running a large prize contest, has added a Grafonola Regent to its list of prizes. A matter of considerable congratulation for the office in this city is the fact that the San Francisco Call will inaugurate a big contest on April 1 in which it will offer \$1,200 worth of Columbia machines. Considerable interest has been shown of late in the records of singers who have been in San Francisco during the past few weeks. Following the Bonci concerts an especially heavy sale of Bonci records was noticed, and already interest is being shown in the Alexander Heinemann records, as Mr. Heinemann is soon coming to this city.

Andrew G. McCarthy, vice-president of Sherman, Clay & Co., is still laboring under the same difficulty of getting enough Victrolas to supply the orders which this firm are constantly getting from various portions of this end of the country. The Eastern trade is so busy, he says, that the manufacturers find it hard to supply both sides of the continent, and the West is suffering slightly for that reason. Shipments are being received all the time, but orders still keep ahead of the shipments. It is expected that larger shipments will soon be forthcoming. A decided increase in business during March of this year was noticed over that of the same month last year, and the outlook for the coming months is very encouraging.

The Hauschildt Music Co., who are now finishing their first month's sale of the stock of Clark Wise & Co., will carry all the lines of talking machine goods that were carried by the retired firm. Richard Wise, who has been making a specialty of talking machines for years with the Clark Wise Co., will take charge of this department on April 1 for the Hauschildt Music Co. This firm will

spend considerable effort in extensive advertising, and expects to build up one of the largest talking machine departments on the Coast.

J. J. Black, of the talking machine department of the Wiley B. Allen Co., speaks very highly of present business conditions in this line. City trade, he says, is exceedingly good. Among the branches which are making a good showing are the Oakland and the San Jose stores. Mr. Black notes an increased demand for the higher class of goods during the past few months. The general tendency is toward the Victor-Victrola and other high-class goods. The new style Victor-Victrola now on the market about three months is selling very well and is supplying a long-felt want. Along with increased sales of this machine is to be noticed a decrease in sales of the horn machine. Mr. Black mentions the lack of Victrolas, orders for which are more numerous than the goods to fill them. A large shipment is expected within two weeks. F. P. Corcoran will soon make a business trip, visiting various branches of the Wiley B. Allen Co. He will devote his time specializing on the Victrola end of the business for the spring selling campaign. Lawrence Wilson, who has been with the Wiley B. Allen Co. for many years, will now serve that firm in the capacity of publicity manager, and intends to arrange for some attractive window displays in various branches at once.

While the record business is making hardly as great a showing, in comparison with that on machines, as it did a month or so ago, it is keeping up extremely well. Among the records which are especially popular just now are a number of selections from grand opera, the Neilson records, and the admirable Scharwenka records of the Columbia Co.

The Heine Piano Co., which started out in their downtown store with a talking machine department, which was later abandoned, announced their intention recently of reopening this adjunct to the business, and are now making preparations. An entire floor will be given to this department, and the stock will be put in within a few days. With the new arrangements he has made for the conduct of the talking machine business, Mr. Heine is confident of making it a success.

W. A. Voltz, Western representative of the National Phonograph Co., has been making his headquarters here all month, but has been away most of the time making trips to outside points all over northern California. He reports great success, and considers conditions in this district favorable for a good season. He expects to complete his work in this vicinity before long.

A. R. Pommer, head of the Pacific Phonograph Co., is getting in a lot of special talking machine goods, which he expects to use in extensive window display work. This will be one of the fea-

tures of his advertising campaign this summer, by which he expects to bring out a larger demand for Edison goods. This company are keeping their large storage space well filled up, and will continue as before to keep their stock complete in every way.

The Fitzgerald Music Co., of Los Angeles, handling the Columbia line, are making a strong feature of their talking machine department, making it one of the main features in all publicity work.

THE PHONOGRAPH IN MEDICINE.

By GORDON LLOYD, M.D.

It is now proposed to use the phonograph as an aid to diagnosis.

Perhaps the greater part of what we know of the heart and its diseases has been learned by listening at the chest. Each contraction of this vital organ is accompanied by two sounds, the "first" and "second" sounds, respectively, and when anything goes wrong with the heart the normal sounds are altered and new sounds added. Of these added sounds, the "murmur" caused by the leakage of the valves of the heart is most significant.

The writer has long revolved in his own mind the idea of utilizing the phonograph as a means of recording these sounds, so that the physician might study them at leisure in his own office, submit them to consulting specialists and reproduce them before students for purposes of instruction. And now comes the news that Cabot of Boston, probably America's leading diagnostician, has taken up the plan seriously and intends to harness this triumph of Edison along with the X-ray and other mechanical contrivances for the study of man diseased.

By this means all the remarkable "heart cases" discovered in the great clinics of Berlin, Vienna or New York may be preserved and issued to students the world over as "records" for study. And in consequence our ability in one of the most elusive and difficult phases of medicine will be tremendously enhanced.

The mortality records show that physicians themselves die from heart disease more frequently than from any other cause. And by the aid of the phonograph the time will come when the doctor may listen to his own heart. Moreover, the taking of phonographic records at regular intervals will enable us to compare accurately the action of the heart to-day with its action three months ago.

Also breathing sounds, which tell much of the condition of the lungs, may be recorded, preserved and compared. And our great-grandchildren will be able to hear us breathe and the beating of our hearts as well.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

VICTOR

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

EDISON

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.

SAINTLY CITY GLEANINGS.

Trade Optimistic Anent Business—Exhibitors at Household Show—Columbia Co. Having Big Call for High Priced Machines—O'Neil's Knowledge of the Orient Cleverly Utilized—Representative Dealers Kick About "Small Fry" Who Cut Prices—Recent Visitors from Various Parts of the State—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8, 1911.

The trade comment among local men is largely centering upon the increased size of bills for single sales. Not only is a better class of machines being sold, but more records are going with the machines on first orders. "It is nothing uncommon," said Manager Robinson, of the Thiebes Piano Co., "to sell a \$300 order," as he displayed three \$100 bills that had just been passed to him. Only a short time ago such sales were very uncommon. I attribute this largely to the great strides that have been made in the manufacture of records. Within the last year the record improvement has been especially noticeable. Mr. Byars, of the Columbia Co., spoke of the same trend of the trade since the disc machines have to compete with the cylinder machines. "Now we have less trouble selling a higher-priced machine than we formerly did the low-priced machines, and the cylinder machines have almost disappeared from the city trade. They are still being sold heavily in the country." In all of the downtown stores March was spoken of as an especially good month.

The Aeolian Co. had a display of Victrolas and the Columbia Phonograph Co. a display of all makes of their disc machines at the Household Show at the Coliseum during the two weeks of that exhibition, and both companies express gratification at results.

C. L. Byars, manager of the Columbia retail department, said their company had made a number of sales of the "Favorite," the \$50 model, at the Coliseum, as well as of other Graphophone styles, and have numerous prospects on their books, and expected to realize several thousand dollars' worth of business from the exhibit. The Columbia policy at the show was to play anything the customer requested, the noise being too great to permit a set program. J. L. Reid, of the Columbia retail department, was in charge of the exhibit, and made many friends by his work there. He was assisted by A. F. Butterfield and Mr. Byars.

At the Victor display, in a tea garden, opera records were used, chiefly, and Mr. Levy, of the Aeolian Co., reports a number of sales. Mr. Crisp, of the Aeolian retail department, was in charge.

The Columbia Phonograph Co. have been consistently using one of their large display windows for a purely record display, and find it very profitable. The discs are shown and variety is given with large placards announcing features with prices. This window brought heavy sales on the special 10-cent demonstration record. The second window at the storeroom is used for a machine display.

H. N. McMenimen, sales manager for Sheip & Vandegrift, makers of the "Music Master" horns, was here recently.

Several records by the Paragon Quartette, a St. Louis German organization, are attracting considerable attention in the Victor stores.

Ambassador O'Neil, of the Victor Co., was a visitor here recently who attracted more than passing attention. He was full of interesting tales of his experiences in the Orient, where he obtained a number of records of Japanese and Chinese music and speeches. While at the Aeolian store a local Chinese entered, and Mr. O'Neil was sent to greet him, and through his ability to converse with the Celestial, Qung Long Lee left the store the owner of an expensive Victor machine with the promise that some Chinese records would soon come to him. At the Thiebes store Mr. O'Neil is chiefly remembered for his intimate talk to the salesmen on the making of records and of the points to be noted in selling. Manager Robinson declares that the enthusiasm and interest given the sales force through that hour's talk is the best

one incident he can remember in connection with his sales force.

R. A. Thompson, recently of San Antonio, but who was introduced to the piano trade through his employment with the Kieselhorst Piano Co., in this city, is talking machine prospect clerk with the Thiebes Piano Co. Mr. Thompson was recently called home by the illness of his father, and decided not to return to the Southwest.

The St. Louis Star, a local daily, is offering 200 graphophones, furnished by the Columbia Phonograph Co., as prizes in a circulation contest.

G. Hill, of Gill & Hill, dealers at Caruthersville, Mo., has been in St. Louis for two weeks receiving medical treatment.

Wholesale trade has been especially good with the Edison machine and records, according to Mark Silverstone, manager of the Silverstone Talking Machine Co., the Edison agent here. He says, however, that retail trade has held up excellently.

The A. F. Mengel Music Co., Boyle avenue and Olive street, are planning enlarged quarters, and will add greatly to the space allotted Victor machines and records.

Philip Knapp, of Knapp Bros., prominent Columbia dealers in Belleville, Ill., has been much in St. Louis recently, being a member of the committee from his city engaged in promoting a traction franchise across the city bridge into St. Louis. Other retail dealers recently in the city were: Wayne Allen, of the Allen Music Co., Columbia, Mo.; C. N. Lanhart, Mattoon, Ill.; W. W. Fischer, Murphysville, Ill.; John Prada, Paris, Mo.

Dunbar Kirtland, of the Columbia Phonograph Co., spent a three weeks' vacation during March at Helena, Ark.

Judging by some comment heard among the downtown retail dealers there is going to be an argument soon between them and the jobbers over the present plan of permitting machines to be handled by small dealers in the city. Said one downtown manager: "Our greatest handicap at present is price-cutting by the little fellow. While it does not seem fair for me to criticize the small dealer, perhaps, he is certainly not fair to us in the way he does business. I am speaking now only of the dealers who carry only one or two small machines in stock, and when they get a possible purchaser for a larger machine take him to the home of some person to whom a downtown store has sold a good machine and depend upon the demonstration there to make the sale. That in itself is not so bad, but when they tell the customer, 'Now, I do not keep that machine in stock,

but I can get it for you and save you \$10 or \$15.' It even happens that this small dealer will send his possible customer into our store to see machines with the promise of saving him money when he gets ready to purchase through him. This imposing on us is not as bad as the cutting feature. That is demoralizing the trade, as it is becoming fairly well known. We think that those of us who have money invested in machines should be permitted to have fair profits, and that the jobbers should realize through their own retail experience that the small agent does the trade more good than harm. We don't want to see a cheap machine kept in the corner cigar stand or newspaper depot as an advertising feature become a competitor with us, but that is virtually what it becomes when the owner is permitted to get on the wholesale books as a dealer, and that one machine is about all some of the small dealers have to show for a stock."

A. Colegrove, Edison dealer at Taylorville, Ill., has been quite seriously ill, and Mark Silverstone, of the Silverstone Talking Machine Co., visited him.

Wayne Allen, of the Allen Music Co., Columbia dealers at Columbia, Mo., spent March 13 and 14 in St. Louis to better acquaint himself with the Columbia Table Graphophone, regarding which instrument he is an enthusiast. He reports prospects for the sale of 10 to 15 of this style of graphophones within the next few months.

R. P. Bartlett, manager of the Des Moines store of the Columbia Phonograph Co., spent the week of March 20 visiting his parents in this city, his father being the head of the Bartlett Candy Co.

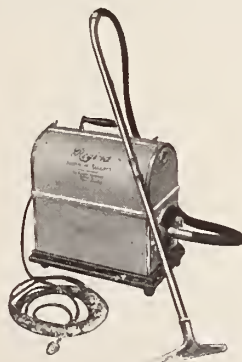
Charles Kauffman, traveling sales manager for the Columbia Phonograph Co., left March 21 for a two months' trip through Missouri.

John A. Hurtmiller was a Columbia visitor the week of March 20, combining business with pleasure.

C. M. Morris, who has been identified with the local store of the Columbia Phonograph Co. for several years, has been transferred to Des Moines, Ia., leaving his work here March 19. He was succeeded by R. E. Bruce, late of the Hamilton-Brown Show Co.

Joe Ryan, formerly of the shipping department of the St. Louis Talking Machine Co., is now with the Columbia Phonograph Co. in the shipping department.

In advertising it is not altogether what you say, but very much depends on how the man you are after feels when he reads what you say.



Spring Housecleaning

begins this month and vacuum cleaners will be in greater demand than ever before. Dealers who act quickly can secure some of this profitable business.

REGINA.

Pneumatic Cleaners

are liberally advertised for the benefit of the trade and carry a name which your customers know and recognize.

REGINAS have double suction pumps and do the work twice as quickly and with less effort than others.

They are easy to operate and easy to sell—beautifully constructed and fully guaranteed. Made in our own factory by skilled workmen and sold at a reasonable price. We have hand operated and electric models.

Your jobber can supply you with Regina cleaners if he carries them. If not, write to us for full particulars. The proposition is an inviting one.

THE REGINA CO.

Broadway and 17th St.
NEW YORK

DEPT. M.

215 Wabash Avenue
CHICAGO

Licensed under the basic patents covering vacuum cleaner.

The Talking Machine Trade in New England

BUSY TIMES IN PORTLAND, ME.

Steady Increase Noted in Talking Machine Sales—Columbia Store Moves—Remarkable Business Showing.

(Special to the Talking Machine World.)

Portland, Me., April 8, 1911.

Lewis W. Frickett, manager of the talking machine department of Cressey & Allen, handlers of Victor and Edison machines, gives out some fine, cheery words, saying: "Business in Portland is very good indeed. We look back on one of the most profitable winters that we ever had. We have noted particularly, with a great deal of satisfaction, the quality of business which we are getting. There is no question in our minds but the high-priced goods and records are what the people want."

The Columbia Phonograph Co. recently removed to 550 Congress street, corner of Oak, where they have large and handsome quarters. George P. Donnelly, manager, says that their business the last month increased 150 per cent. over the same month of a year ago, which is a splendid result of hustling work. Continuing Mr. Donnelly remarked: "We are looking ahead to an excellent business during the summer months, and we believe that our new show window, which is second to none, will be excellent advertising in many parts of the country, as thousands of people going to and from the summer resorts in Maine stop over in Portland. About \$4,000,000 are spent every summer by people vacationing in northern New England."

Mr. Donnelly also says that the new Grafonola "Favorite" is all its name implies—a favorite—and they are having hard work to keep pace with the demand. They are likewise having a fine grand opera record business, and especially on the records made by Mme. Nordica. The people of Maine apparently take pride in the fact that she is a native of this State.

Mr. Halfpenny, wholesale man, is pulling off some good contracts in this section.

TO HANDLE GROWING TRADE.

(Special to the Talking Machine World.)

Fitchburg, Mass., April 9, 1911.

F. B. Matthews, the Edison dealer, has built two new booths to care for his growing patronage. He

is one of the hustling dealers of the State, maintains a fine store, and is working hard to create a big volume this year.

A PROMINENT "TALKER" MAN.

W. D. Wilmot Draws Attention of Newspaper Artists—A Working Optimist.

(Special to the Talking Machine World.)

Fall River, Mass., April 8, 1911.

Newspaper artists are strong followers of talking machines, it is evident, from the way they are adopting various ideas which surround the indus-



try. Here is one of W. D. Wilmot, the big talking machine dealer of this city, who handles Edison and Victor goods. He is a big commercial booster and has done more to aid the growth of optimistic conditions than any other one person. Mr. Wilmot holds the secretaryship of the Merchants' Association, where a synonym for Wilmot is Optimism and its complement is Work. He is a big dealer in type writers, sporting goods, office supplies, etc., as well as handling talking machines, and his working force varies from ten to twenty people, according to the season.

Mr. Wilmot is a Mason and a Shriner, member of the A. O. U. W., N. E. O. P., and several other societies. He is highly esteemed by everyone who meets him and ranks high in the social and commercial world of Southern Massachusetts.

NAMING BAGSHAW NEEDLES.

Referred to as "No-Scratch" Needles in Enthusiastic Letter of Man Who Had Given Them Thorough Trial.

(Special to The Talking Machine World.)

Lowell, Mass., April 7, 1911.

Needles do more to mar the playing surface of records than perhaps any other cause. Various attempts have been made to manufacture needles which will not at any time scratch or destroy the surface. Recently W. H. Bagshaw, the big needle house, sent a package of needles to a man who complained about the destroying of his records by various kinds of needles. He tried the Bagshaw make and was so enthusiastic over their qualities that he voluntarily wrote a letter of thanks and appreciation, dubbing the needles with the name of "No-Scratch." The letter in full is reproduced elsewhere in this issue and is certainly a strong testimonial to the achievements of W. H. Bagshaw toward perfecting a needle that will accomplish those ends.

W. H. Bagshaw, of this house, says: "Although we believe our 'No-Scratch' needles are the best toward saving records on the market to-day, our experimental department is still working on the matter and we are not going to be satisfied till we produce a needle that will be an innovation to everyone. There is an art in making needles that is only secured after constant years of study and production, and when we offer the 'No-Scratch' needle to the trade, it is the last word on the subject. We are extremely glad to be able to offer these to the trade, and orders already received for these amount to a large quantity."

Geo. H. Watson, of this city, who gave the Bagshaw Co. the unsolicited "No-Scratch" praise, is treasurer of the W. A. Mack Co., large sheet-iron workers, this concern ranking with the largest houses in the city.

CONCERTS IN NEW HAVEN.

Much Excellent Publicity Secured for Columbia Line by That Method—Efficient Correspondence—Linenoid Horns in Demand.

(Special to the Talking Machine World.)

New Haven, Conn., April 7, 1911.

If there is a stroke oar for piano records, it is H. M. Blakeborough, manager of the Columbia Phonograph Co., who is a decided enthusiastic Columbian on Scharwenka's records. Likewise he is strong on Nordica's records, which are the latest addition to the Columbia list of artists.

Mr. Blakeborough is meeting with fine success giving concerts, one in particular being given at the Colonial Club. The morning papers gave big space to this one and called it "a rare musical treat." All their big artists contributed their part to this concert via the Columbia Grafonolas, "Mignon" and "De Luxe."

In his business digging, Mr. Blakeborough has given considerable study to efficient sales correspondence, and as this is the writer's hobby, there were mutual thoughts at once. In the specimens shown, written in a most chatty style, are fine examples of compelling the reader's attention.

Linenoid Recording Horns are a big seller with the Pardee-Ellenberger Co., as recording is a fad that is growing constantly with machine owners. The Linenoid horn is handsomely finished in black enamel and gold striped, at a retail price of but \$2. This company only sells to jobbers and dealers who want one or more, are requested to order from their jobber, who will either have them in stock or can easily secure some from the Pardee-Ellenberger Co.

A WAR TALK TO SHARP NEW ENGLAND DEALERS!

A few miles from us on April 19th, 1775, the embattled farmers stood and fired the shot heard 'round the world. They were fighting for liberty and a deliverance from oppression.

To-day, the embattled talking machine dealer is fighting from a deliverance of snail-speed service. It is causing him need'ess worry, anxiety, disturbance of mind, loss of patronage and loss of profits. A 1911 Revolution is eminent and one shot will be sufficient to throw off that slow service bondage which is gradually destroying the red corpuscles of a flourishing retail business and its prestige.

Make that time NOW and shoot in a postal to the Boston Cycle & Sundry Co., Exclusive Edison jobbing generals, and learn how their equipment can be your base of supplies. No matter where you are manoeuvring for retail sales, you will have plenty of ammunition to make the customer surrender, the former being invaluable for close fighting when you MUST HAVE FAST SERVICE.

Exclusively Edison and Exclusively Wholesale.

BOSTON CYCLE & SUNDRY CO., 48 HANOVER ST., BOSTON, MASS.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., April 10, 1911.

The trade turned the quarter pole of the year business track in very satisfactory time. When the word "go" was given three months ago, with everyone in fine form, a breaking of business sales records was expected, and averaging the performances so far of all contestants, it can be said that the trade as a whole had a normal growth over 1910. While true that the fraternity has had a lot of things to contend with this year, yet their energy in seeking business is not only most commendable but has been prolific of this good result. "Educate the public" is the slogan, and the influence of good advertising, concerts, recitals, and other promotive work are creating new talking machine devotees daily. A maintenance of this aggressive policy should make 1911 the most profitable year in the industry's history. While in past years the coming two or three months have not compared quite as well as a holiday season, the outlook this year has never before been so encouraging and a most substantial volume of business is expected by jobbers and dealers alike.

Occupying Larger Victor Quarters.

Jordan, Marsh Co. have removed their Victor talking machine department to their new building, where they now enjoy most spacious quarters. Four mahogany soundproof booths, reported to have cost \$3,200, with consistent, pleasing furnishings throughout, make this one of the most ideal departments in the country. E. B. Holmes, manager, says the response from people who enjoy purchasing in luxury, so to speak, has been large.

Boyd's Delightful Pastime.

F. S. Boyd, the well-known talking machine man, is serving on the jury, a job which he likes immensely (?).

Edison Business Boosters.

H. R. Skelton, the Edison order scout, has been diligently following the blazed trail about this section of the reservation. He is acquiring a fine bunch of scalps in the shape of Edison business boosters, the names of which not only make a fine adornment for his wigwam but incidentally testify to his prowess as a hunter.

Chamberlain as an Automobilitist.

A. W. Chamberlain, manager of the Edison department of the Eastern Talking Machine Co., has been presented with an \$800 Buick roadster by his friends (or enemies) and he will soon be spinning along the bark of trees and hitting other obstacles in the path of the auto novice. No! A. W., I don't care for a ride.

Peck Makes Change.

Cecil A. Peck, for many years with the Victor department of the Oliver Ditson Co., is now associated with the Victor end of Henry F. Miller & Sons Piano Co.

It's "On Again."

It's "on again" at this writing for that department store talking machine manager, the many changes of which have kept the writer busy following. As The World likes to give authentic information, the manager's name is withheld for fear it will be but a memory ere this appears. To those who like alliterations, how is "myriad managers?"

Cooper Primed with Suggestions.

Charles R. Cooper, manager of the Edison end of the Boston Cycle & Sundry Co., "exclusively Edison and exclusively wholesale," has been dopping over dealers' retail problems and says he has some fine suggestions to offer the trade. They are now in process of completion, and dealers who are fortunate enough to secure this service evidently will have considerable aid.

Mr. Cooper adds that business is holding up fine and he anticipates an April far ahead of any previous similar period.

Among the recent visitors to the Boston Cycle & Sundry Co. was Mr. Gove, of the Brockton Sporting Goods Co., Brockton, Mass. Mr. Gove reports business as flourishing there.

Guy R. Coner, the popular road man of the Boston Cycle, leaves to-morrow for a trip through Maine, New Hampshire and Vermont.

Mistaken Ideas About "Talker" Departments.

To a talking machine man department stores have funny policies anent their talking machine departments. One concern in particular relegates talking machines to a lane leading off the shipping by-path, where a blue print and guide are almost necessary to find it. This house is up-to-date and progressive in every other department, and when there is no fluctuation in talking machine profits—guaranteed large—practically speaking, why hide the department? Even with this handicap the manager is making good; he is one of the most experienced men in the business, and when the writer advocates giving the department a "show," he does so with an assured feeling that the change will be most profitable to the house. He has found by experience that this department is hidden, and if it is now making good, with people wasting time doing the Christopher Columbus stunt, the business volume will be tremendously increased if only given a half-way prominence.

Meeting of Eastern Talking Machine Associates

The Eastern Talking Machine Associates held their regular monthly meeting at the company's headquarters on the 30th ult., when arrangements were completed for their coming minstrel show, which is to be given April 17. W. J. Fitzgerald, on behalf of the committee, reported splendid progress. The famous comedy twins, Messrs. Brown and Fitzgerald, the fun cut-ups, promise to rival last year's success, and Old Mother Gloom won't even have a look-in on that night.

A. W. Chamberlain, president, sprung a surprise by introducing as the first speaker of the evening W. D. Wilmot, of Fall River, who made an interesting speech on "What is the best service a jobber can render the dealer?" which was enthusiastically received. The next speaker was George K. Cheney, mechanical and laboratory expert of the Boston Talking Machine Co., who gave an excellent and valuable talk on "The art of making both disc and cylinder records." Mr. Cheney has been identified with record making from its early beginning and knows the business in every detail. Aside from this he is a fluent speaker, which, plus a subject well in hand, is most entertaining.

Some Interesting Data from Mr. Taft.

E. F. Taft, general manager of the Eastern Talking Machine Co., gives some long-time information when he says that the Eastern Co. have been in the field sixteen (16) years. In the talking machine industry this extensive experience should be a great aid to dealers, as the company has gone through a period covering every phase of selling. As an idea of this long time, which will be appreciated by talking machine men, it can be said that if Mr. Taft started playing 2-minute records 16 years ago he would have played by to-day 4,204,800 records.

Growing Columbia Trade.

Manager Arthur C. Erisman, of the Columbia headquarters, has received a fine unsolicited letter from superintendent of the Pierce School, Manchester, saying that while they originally purchased a Columbia for marching, they have changed their decision and are using it to give the scholars a course in grand opera.

Mr. Erisman also gives out the gladsome tidings that their March business was the largest for any month in the history of the house, and this means in excess of any December or other notable month. Naturally he is a little elated at this achievement, but adds, smilingly, "While March was immense, it probably won't stand very high in the list when 1911 closes. I have just bought a secret tonic for business building, so watch how we grow."

Entertains with Victor Concert.

At the recent banquet of the Pilgrim Publicity Association at the American House, Harry Rosen, the School street talking machine dealer, furnished

the music, playing a number of songs in which the diners joined. This is the big boosting New England association, and its membership comprises all leading advertising and publication men.

Mr. Rosen gave a similar concert at the fair of the Evangel Chapter of the Epworth League, where the program was continuous.

Concert giving is becoming quite a fad, and Mr. Rosen is playing at a number of them. He uses a Victor machine with a 24-inch bell brass horn, with loud needles.

A Popular Talking Machine Man.

"Billy Fitz" is the hail word of most everyone who knows Wm. J. Fitzgerald, who has been with the Eastern Talking Machine Co. for a number of years. It goes without saying that a service of



WM. J. FITZGERALD.

this character fits Fitz (no joke) as one of the most versatile men in the business. Aside from the business end, he has cultivated the musical end of the profession, and to-day he knows the leading artists of national and world renown, while locally he knows everyone, a large majority of all being personal friends. When the former are in town they seldom fail to drop in to shake hands with "Billy Fitz." Mr. Fitzgerald has worked in every department of the Eastern Co. and can repair an Edison or Victor as easily as he can sell them. His hobby is selling governors, having sold Governor Foss, ex-Governor Draper, ex-Governor Douglas, ex-Governor Russell and others.

THE GROUCH IN BUSINESS.

An expert on grouchiness in business men addresses these poor afflicted merchants in these sharp-pointed observations:

"Your mouth is drawn down at the corners and your brow is wrinkled because of your habitual frown. Your grouch has been visible on your face so long that it has trained the muscles so that when you relax the grouch look is still there. You are a hard loser, and when things go wrong woe unto those who come into your presence.

"You pity yourself and consider that you are an abused man, and this self-pity makes you a sort of a hero unto yourself. When you see the other fellow have a grouch you denounce him; that's always the way with a grouch, he criticizes the thing in another which he himself is possessed of to a greater degree.

"You have some good qualities, every one has, but you let that grouch of yours so completely overshadow your virtues that the world only sees the grouch.

"This grouch of yours is going to ruin your stomach, your health and your business unless you wake up and get rid of the habit."

You can sell a Columbia Grafonola to any man who has \$50, \$100, \$150 or \$200 to spend on a musical instrument and you have a first option on all the money he is ready and able to spend for records.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE THIRD DEGREE.

How the Authorities at the Famous Cherry Hill Prison Wring a Confession from a Suspect by Means of the Talking Machine—Another Notch in the "Talker's Gun Stock."

As special correspondent for a magazine whose sole aim is to increase the popularity of the talking machine, it is my pleasant duty to follow up all clues which may result in new laurels for my paper, and the wonderful instrument it represents.

For some time previous to the day upon which this story opens, I had read a few scattered paragraphs in the papers about the use of music in connection with prison work. The Salvation Army and philanthropic societies in general, so said these paragraphs, had found music of great assistance in soothing the prisoners' minds into a state of calm, which enabled them to absorb the word of God. As Cherry Hill was the prison in which melodious conversion was most popular, it was there I journeyed.

"I am very glad to know you, Mr. Middleton," said the warden cordially, as I was ushered into his private office, "and really your calling just at this time is most opportune. From your card I judge you are a talking machine expert."

"There is very little I do not know in that line, sir," I answered modestly.

"Very good, I am glad to know it," continued the warden, "for I am in a position to put your knowledge to a most severe test. We have a particularly vicious character locked up over there"—he pointed through the office window to where the grim outlines of one of the prison wings showed sharp and clear in the afternoon sunshine—"and I mean to make him confess. I have tried the sweating process without the least effect; in fact, there does not seem to be a redeeming trait in the man, but, at last, we have arranged for a final ordeal, which we hope will break down his sullen reserve and send him to the chair."

"What is his crime?" I asked with growing interest.

"One of the most dastardly known to the criminal calendar," he replied. "A little girl eight years old was kidnapped from the lawn of her father's home last Wednesday night, and her body was found frightfully mangled in an old house on the Chelsea road early this morning. As Jim Slater was seen in the neighborhood shortly after the crime, he was arrested, and after Captain Dennis had questioned him at City Hall, he was sent down to me for a further sweating in the hope of making him confess. We have practically no evidence, but there is something so positively devilish about his personality in general, and in his reckless bearing that almost confirms his guilt."

"What is your plan of campaign?" I inquired.

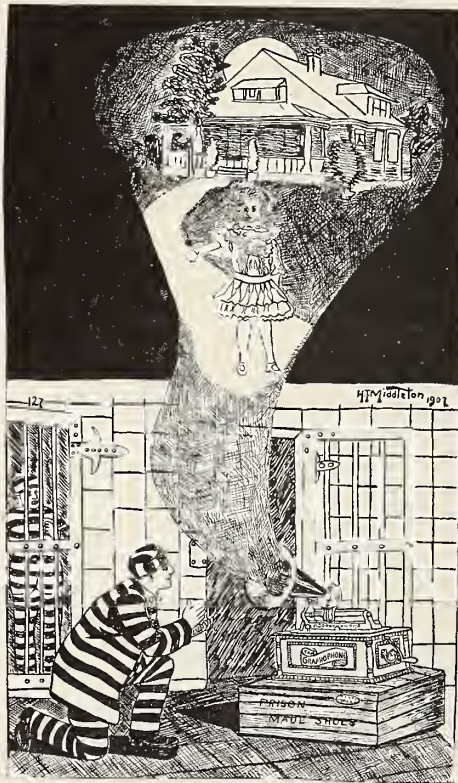
"I am coming to that now," he went on, flicking the ashes carefully from a long black cigar, "the little girl's father is the owner of a talking machine, and often of an evening, he would ask her to record what she had been doing during the day, or recite a nursery rhyme, or perhaps, sing a little song into the horn, for this father was so fond of his little girl that he loved to hear her

fresh young voice even after its owner was in the realm of slumber. I have the machine and a number of records made by the child locked up in the closet over there, and I want you to hear the records and decide for me which is the best for our purpose. Then I will have Slater brought in while we determine the effect of her voice upon his nerves."

He went to the closet and took out the talking machine. I set it in operation, playing all the records one by one.

"I think this is the most appropriate," I said at last, taking one from its box, "because it is a song. Children when alone are more apt to sing than to talk, and, perhaps, she was singing this very lullaby when attacked, who knows?"

"I agree with you," cried the warden enthusias-



THE VISION IN THE PHONOGRAPH.

tically, and he touched the bell on his desk. A guard came in and saluted his chief.

"Bring Slater up, Maloney. You have better slip on the bracelets, too, I guess. We can hardly afford to have an accident happen at this time, do you understand?"

"Yis, sorr," drawled Maloney and withdrew.

"Now, Mr. Middleton, is the machine ready?"

I answered in the affirmative.

"All right then, I will arrange my theatricals accordingly." The warden arose and going to the windows, pulled down the blinds, making the office as black as night.

"When I throw on this light," he explained, at the same time pressing a button which flooded the apartment with blinding radiance, "start the concert."

He had no sooner turned off the light when the door opened and two figures entered—the guard and his prisoner.

"Well, going to try some more of your damned tricks, are you?" asked a deep voice with a ring of bravado. "Fire away! If you think your bum theatre nonsense will phase me, you are off your base, old man. I know you and your third degree. You may have sent some innocent men to the chair by your rotten show, but not me, see?"

"Slater!" cried another voice from the darkness, which I recognized as the warden's, "we've got you just where we want you, and it will be very much better for you to make a clean breast of the whole affair and have done with it. I know beyond the remotest shadow of a doubt that you killed Madge Maitland!"

"You lie like hell," answered the prisoner easily.

A faint click sounded from across the room, and a great white light swept the gloom away and disclosed the accused man, his manacled hands raised to shield his face from the glare. The light was my cue, and feeling for the starting lever—the talking machine was in the shadow—I pushed it over. From out the horn came the voice of a child singing a lullaby to its doll. Slater dropped his hands and stood for a moment in a sort of a trance with hair erect and face pasty and gray with terror.

Then from between his chattering teeth came the words, "God in Heaven, it's her! I see her comin' down the path in the moonlight. It's her ghost came to take me to hell. For God's sake, take her away; don't let her touch me!" He screamed and his features twisted themselves into a hideous mask of agony. Sinking upon his knees, he held out his arm in a final appeal for mercy from the spirit which his fear had created, but the song went on, the thin childish soprano unruffled and unheeding.

"Take her away, I say! God, she's got me; I feel her icy fingers on my throat; one of her curls is twinin' around my finger; it's cold and clammy like a snake; it's bitin' me! Take it off before it poisons me! O God, I'll confess; I done it; I killed her; I'm willin' to die; only don't let it bite me; don't let her take me to hell." His voice sank to a gurgle and he fell to the floor with a moan.

"Raise those blinds, Maloney," came the even voice of the warden. The white light went out and was replaced by the cheering radiance of the setting sun, which flooded the windows with red and gold and sent a path of glory across the floor. It touched the upturned face of the prostrate man, bringing its agonized expression into horrible relief. The warden knelt down and felt the pulse beneath the manacles. "The district attorney has lost a job this time," he remarked, a tinge of regret in his voice, "the prisoner is dead."

HOWARD TAYLOR MIDDLETON.

The Hawkins Music House, who have recently moved into new quarters on Merchant street, Decatur, Ill., have announced that they will shortly add a talking machine department and an organ department to their store.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

General Conditions in the Talking Machine Trade Much Better Than at the Same Time Last Year—Great Increase in Sales of Machines and Records—Liberal Advertising the Rule with the Manufacturers—Jobbing Off of Odd Lots of Records at Low Prices a Real Trade Evil—Amendment to Copyright Law Introduced in Parliament—Census Figures for 1907—New Styles of Perophone Machines Please the Trade—J. E. Hough, Ltd., Win Suit Involving Record Order—What Is Offered in the New Record Lists of the Different Companies—Murdoch & Co.'s New Sound Controller—Inaugurate British Shopping Week—George Robey Starts Action to Prevent Use of Name—Gramophone Co. Shares at £2—Herbert's Activity Impresses British—Introduce Jap-Fiddle—Some Special Records Put Out by the Various Companies That Are Worthy of Particular Attention—Good Reports from the Talking Machine Houses in the Provinces.

(Special to the Talking Machine World.)

London, E. C., April 6, 1911.

Unlike even time last year, talking machine conditions could scarcely be more firm and bright than at the present period. Sales have maintained splendidly, and although one does not expect trade to increase now, it is a remarkable fact that in more than one instance the past month's trading figures are ahead of the busiest times experienced last season. Proportionately, the greatest increase is to be found on the record side, and while machine sales are certainly very good, a noticeable decline is apparent now that the days are lengthening. The manufacturers reckon not of it, however, for if anything, their output of publicity literature is greater than ever, not to mention the substantial amount of newspaper advertising still in force. And in this connection it is a welcome sign of the times that many dealers too, profiting by example rather than precept, have exercised a maintenance of local publicity schemes, which has had a most beneficial effect upon sales. Public interest in the new issues each month is still effective, and a continuance of the present policy of manufacturer, factor and dealer, is the best possible method for the propulsion of sales.

The foregoing indication of things is perhaps all the more satisfactory when one considers the many drawbacks incidental to this industry. That of chief concern at the moment is unquestionably the jobbing-off at any old price of the seemingly almost inexhaustible stocks of disc and cylinder records—some bought of manufacturers who have discarded certain matrices, others of bankrupt concerns. This evil has unfortunately been pregnant more or less for the last three years at least. Either the great stores have overloaded their stocks with a lot of out-of-date stuff that it is difficult to sell, or there is a certain clique going about the country buying up record stocks of dealers on the verge of financial ruin. It may be both. But whichever reason holds good the evil is with us all the time and the legitimate trader who would foster healthy trade methods, is considerably handicapped in the face of this price-cutting competition. Disc records at 6d, cylinders as low as 3d, and many very good records at that, offered for sale in various parts of the country, is creating a feeling of insecurity in the minds of the small dealers who, one invariably notices, console themselves with the thought that the talking machine industry is going to the dogs. Manufacturers have no desire to encourage the custom of this type of man, and with that the whole trade will agree, yet meeting facts squarely, one must recognize that here the matter does not end. Other really energetic and enterprising retailers ever and anon, adversely feel the effects of these job-price records, and it therefore behooves manufacturers

to find a remedy. Their lack of co-operation is largely the cause of all the trouble, or so it would seem, for if they were in joint agreement surely it is not too much to suppose that some preventive measures could be devised against flooding the market with this unhealthy competition. Discussing matters with your correspondent one of the leading makers recently expressed himself as being desirous to promote some active combinations for the suppression of price-cutting delinquents, but in his own words "It is next to impossible to meet on common ground until such time as all the record makers agree to adopt a one-price system." It is a fact that more than one make of record is sent out to different factors under varied rates, be it a fixed charge or in the disguise of discounts for cash, quantities, and so on. True enough, but isn't that the best possible argument for an attempt to lay the foundation of unity?

Amending Copyright Bill.

The bill to amend the law of copyright was introduced in Parliament March 30 by Mr. Sidney Buxton, president of the Board of Trade. It was read a first time without comment. In parliamentary circles it is regarded as a non-controversial measure, but it will be a matter of considerable surprise to us, if it passes the question stage without strong opposition from certain M. P.'s, for only then will it be apparent that no effort has been made to lay before them the hardships which one at least of the clauses must inflict on not a few of the smaller record companies. The clause referred to leaves a monopoly in the hands of composer or publisher, in that there is no stated or fixed royalty provision, while the right is vested to refuse publication by records to all or any one manufacturer. The whole trade, I believe, is in agreement that a royalty—so much per record sold—should be fixed by law, and that once permission is given to any one maker to record then that permission automatically passes to all other record makers upon payment of royalty terms. As things are, matters will soon reach a head when the bill becomes law, and a not intolerable condition is likely to result.

Figures on Musical Instruments.

Under the census of production act the trade returns for the year 1907 have just been issued. The total value of musical instruments produced here amounted to £1,867,000; gross output, £1,057,000 net output, and the number of persons employed totalled 10,117. Included in these figures is an amount of £69,000 against talking machines and records. Nothing very startling, but on that basis it would be no exaggeration to compute the figures for 1910, at least, in the neighborhood of £300,000.

New Line of Perophone Machines.

Messrs. Lockwood's, of 43 City Road, the great twin and zophonophone factors, and the proprietors of the famous Perophone machines, have just put on the market a new range of concealed horn models, which are a revolution in the cabinet class of instrument. When closed, these models, which are of exceedingly striking designs, bear no resemblance to talking machines, and when open they disclose a wood horn, built on scientific and exceptionally graceful lines.

They are put on the market at prices which compare more than favorably with the standard types of machines and we predict an immense demand for them. They can be thoroughly recommended as a satisfactory and profitable line for colonial and foreign traders. Terms and other particulars will be sent on application to the sole shipping agents: Messrs. Cullum & Best, 91 Finsbury Pavement, London, E. C.

Hough Wins Important Action.

Last month Judge Parry had before him the action listed as between Lang & Another v. J. E. Hough, Ltd. Plaintiff appeared, placed an order

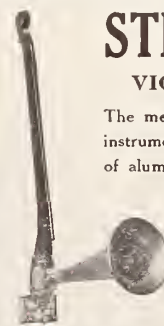
THE LONDON OFFICE OF THE TALKING MACHINE WORLD IS NOW LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL St., E. C.

for some thousands of disc records with the defendant firm, who claimed that one of the stipulations of the contract was in effect that the records should not be sold by or for the English Record Company. After the delivery of a certain number of the records the question arose as to the use of a certain label. Plaintiffs eventually canceled some four thousand records, the number required to complete the order. Defendants refused to comply, except on the understanding that a certain amount was paid by way of liquidated damages. Plaintiffs now claimed for the return of money paid, or to have the records manufactured under any label they wished. Mr. W. Henderson for J. E. Hough, Ltd., stated that plaintiffs had definitely assured Mr. Hough that these records would not be supplied to the English Record Company, which company sold talking machines and records on the gradual payment system to Tom, Dick and Harry, and defendants regarded it as detrimental to have their records associated with this system. After some further remarks in which Mr. Lang admitted that he had received his order from the English Record Co., judgment was given for the defendants, with costs.

Important New Gramophone Records.

In addition to many special issues during the month the Gramophone Co. have just issued advance information of three new records by the greatest of all Italian sopranos, Mme. Tetravzini. The titles are: "Bolero" (I Vespri Siciliani), (Verdi); "Bel Raggio" (Semiramide), (Rossini), and "O Luce di Quest Anima" (Lerinda di Chamounix), (Donizetti).

The ordinary supplementary list for April contains many notable and interesting novelties. There is a duet "The Gendarmes" (Offenbach), made by Geo. Grossmith, Jr., and Edmund Payne, which is the first time these two great comedians have ever made a joint record. To fill the growing demand for more waltzes, the Gramophone Co. have issued this month no less than seven pretty selections by the well known orchestra conducted by Herr de Groot. Other interesting titles are as follows: "Ivanhoe," selection (Sullivan), and "L'Italiana in Algeri," overture (Rossini), by the



One String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

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OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—Continued.)

band of H. M. Coldstream Guards; "Scenes Neapolitani" (Massenet); "Temptation Rag" (Lodge), Pryor's Band; "In the Shadows" (Finck), Bohemian Orchestra; "Has Sorrow Thy Young Days Shaded?" (Moore), Mr. John McCormack; "Widcombe Fair" (Heath), Mr. Charles Tree; "The Dagger Speech" (Macbeth), Mr. Arthur Bourchier; "Flower Song," "Faust" (Gounod), Mme. Edna Thornton; "Agatha Green" (Margaret Cooper), Miss Margaret Cooper; "Gentle Spring" (Lanc Wilson), Miss Percival Allen and Mme. Edna Thornton; "Cynthia" (Wolseley Charles), Mr. Tom Clare; "You Can Do a Lot of Things," Mr. Mark Sheridan; "Good-bye Till We Meet Again" (Lauder), Mr. Harry Lauder, and "All Clear Out of the Park," Mr. George Graves.

Four new Caruso records were issued in March. They are marvelously recorded, and following upon the newspaper advertising indulged in by the company, the public inquiries caused dealers to place big orders.

A New Sound Controller.

A very effective and useful device in the shape of a sound controller will shortly be marketed by John G. Murdoch & Co., Ltd., the well known factors. For the time being it is adaptable for use on the Exhibition, Symphony and Tournaphone sound boxes, but arrangements are contemplated whereby it will be possible to manufacture other sizes suitable for all the leading makes. This new sound controlling device is in the shape of a plate, with an inner lining of rubber, which fits over the diaphragm without in any way curtailing the freedom of the stylus bar. By means of a small screw acting directly upon the plate, one is enabled to control the vibration of the diaphragm at will. If, in playing over a particularly loud record, it is desired to modify the volume, all that is necessary is to give the screw two or three turns, thus bringing the device into action by pressure upon the diaphragm.

In view of the tendency of some makers to increase the volume of their records, the user will

heartily welcome this ingenious sound controller. It must be admitted that there is a large body of talking machine lovers who find that many of their favorite record selections are in volume much too loud for quiet enjoyment in the average-size room common to most houses, hence this new idea of Messrs. Murdoch's will no doubt come as a boon and a blessing to talking machine users, and should be in great demand. It will sell at a moderate figure, varied according to size of sound box, and from the dealers' viewpoint should prove highly profitable. Trading, terms, etc., may be had upon application to the company at Farington Rd., London, E. C.

All British Shopping Week.

At the instance of a large number of traders throughout the country an all-British shopping week has been inaugurated during which period nothing but English goods will be shown in the windows of the shops associated with the movement. In the musical instrument department of some of the large stores may be found a display of disc machines of entirely British material and construction throughout. This instrument, "The Dulcephone," is the product of Messrs. Barnett Samuel & Sons, Ltd., and every constituent part is guaranteed to be of home manufacture. Thus motor, horn, cabinet, taper arm and sound box, etc., are in every respect "all British." Selling at five guineas, the machine is of wonderful value, and is alike an excellent tribute to British resources, as it is to the enterprise of B. S. & S.

Talking Machine Artists Participate.

The Orlando Football Club, composed of the employes of John G. Murdoch & Co., Ltd., held their annual Bohemian concert at the Holborn Restaurant, March 27. An excellent feast of good music was provided by a large number of popular talking machine artistes, whose services were greatly appreciated. "Twere invidious to particularize; each gave of his (or her) best in contributing to a most delightfully, enjoyable evening. There were the usual felicitous speeches, and with the

popular president, Mr. George Murdoch, in the chair, a general spirit of bonhomie prevailed. Amongst the visitors were to be noticed quite a number of manufacturers, factors, dealers and others of the industry, a fact which in itself is stray testimony of the general esteem in which Messrs. Murdoch are held by the whole trade. These days, the opportunities for talking machine men to foregather in social converse, are few and far between, hence this was an occasion of more than ordinary importance from a trade point of view. More social gatherings of this kind would be welcome.

Geo. Robey's Action.

George Edward Wade, professionally known on the music-hall stage as George Robey, was plaintiff in an action in which he mentioned his unpleasant experiences by the receipt of letters and personal visits at the stage door of people who desired to expostulate with him. Plaintiff brought an action against Mr. Francis Salmon O'Brien, his wife Ada, and George Robey (Ltd.), of Coventry. He claimed an injunction to prevent defendant's passing off goods under his name, and he also complained that defendant's advertisements were defamatory of him. Defendants asserted by their pleadings that Ada O'Brien had carried on business as George W. Robey or George Robey since 1905. They denied that they passed off their goods as plaintiff's or that the advertisements contained any matter defamatory of plaintiff.

Mr. Duke, K. C., and Mr. Harold Simmons (instructed by Messrs. J. B. and G. S. Beirne) appeared for plaintiff, and Sir Edward Carson, K. C.; Mr. George Elliott, K. C., and Mr. J. F. Eales (instructed by Messrs. Maddocks and Carlson) were for defendants. Mr. and Mrs. O'Brien, it was stated by Mr. Duke in opening the case, had for some years dealt in bicycles at Coventry. Afterwards they began to deal in gramophones and gramophone records. They used the name of George Robey in advertising their business. The only connection plaintiff had with gramophones

ROYAL APPRECIATION

of

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THE GENUINE

GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVE
OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the SHAH
OF PERSIA

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LONDON

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GERMANY . . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
Appelbergsgatan 52, Stockholm

RUSSIA . . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona
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The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

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The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London,"

Special shipping terms.

Catalogues and samples mailed free.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Empire Spear Point, and Tournaphone needles.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

was when he a few years ago entered into a contract with the Gramophone Co. for the making of records of songs which were popular. Defendants issued records of George Robey's songs, and there could be no question that during the last twelve or eighteen months they had been circularising and advertising the business as that of George Robey. Their advertisement stated that "7s 6d secures immediate delivery of the world-famed Robey phone, terms to suit yourself, at half shop cash price." "George Robey, the world's provider, Coventry," was also a part of the advertisement quoted by counsel. Amongst the published matter issued by defendants was a representation in which plaintiff was depicted in the familiar role of Mrs. Blobs, widow. Mr. Duke said there was another publication, in which plaintiff was represented as a domestic servant singing into a gramophone, "Let Me Love Thee." Continuing, counsel said as a result of the advertisements plaintiff was annoyed by the receipt of letters and finding indignant purchasers of the gramophones at the stage door. Defendants entered into a contract with a young man named George Robey, by which he was to enter their employ and they were to be at liberty to use his name. In the course of his evidence, plaintiff said he was educated for a civil engineer. He attached great importance to the value of his name. Defendants' business was brought to his notice by letters he had received, addressed to "George Robey, England." They came to his private house. One came from Ireland, addressed "Mr. George Robey, the World's Provider." The audience used to shout when he was on the stage, "George your gramophones are rotten!" What price gramophones?" (Laughter). Sir Edward Carson: "Did you get cheers?" Witness: "Jeers." (Laughter). Witness said he had people at the stage door waiting to see him about the gramophones. "But," he proceeded, "I never saw them. I have my man at the stage door." Sir Edward Carson pointed out that defendants had offered to call the firm G. W. Robey, and asked if that would suit witness. Plaintiff: No. Sir Edward: You want Robey and all the initials in the alphabet. His Lordship: Suppose they called it Wade? Would not that do? It would make no difference to me, because I am not known publicly as Wade. Sir Edward Carson: Have you been known as the "world's provider?" No; fun provider they have called me on the bills. Frederick Watson, lodging-house keeper, Cardiff, spoke of having purchased a gramophone from defendants. Mr. Duke: Could it play? Rotten! (Laughter). Sir Edward Carson: Is that the name of the tune? (Laughter). Witness: It made a squealing noise. Witness proceeded to say that he sent the gramophone back to defendants and it played worse when returned to him. Everything, he added, was stamped "Made in Germany." Mr. Edward Foster, resident manager of the Grand Theatre of Varieties Birmingham, said plaintiff's name was an asset to him apart from his performance. As to the publication of an illustration of a servant at a gramophone, he stated that when he saw it he concluded it was an absolute copy of one of Robey's stage attitudes. George Robey, of Coventry, stated that he

had worked for O'Brien (Ltd.) at different periods and they had used his name for trading purposes. Mr. Walter Gibbons, managing director of the London Theatres of Varieties, stated that the name of George Robey was a great asset to plaintiff, and it would do him considerable injury if the public were led to believe he was connected with defendant's business. Sir Edward Carson, for the defense, contended that plaintiff had disclosed no cause of action. There was no right of property in a name, and plaintiff was not entitled to the injunction asked. The jury gave a verdict for plaintiff for £100. Judgment was accordingly entered with costs, and an injunction was granted by his lordship.

April List of Zonophone Records.

The April list of zonophone records to hand contains many titles of an attractive nature, and judging by the advance orders already placed, they are likely to enjoy a big demand. La Garde Republicaine Band is responsible for two fine selections, and the following also call for mention: "The Faries' Greeting" (Heed), the Peerless Orchestra; "Tis But a Little Faded Flower" (Thomas), Madame Deering; "You Taught Me How to Love You," Miss Florrie Forde; "John Bull's Biscuits," Mark Sheridan; "William Tell," Selection (Rossini), (Ocarina Solo), Signor Tappiero, and "O Hush Thee, My Babe" (Sullivan), beautifully rendered by the Zonophone Concert Quartette.

New Columbia Celebrity Records.

Unquestionably the great event of the month is the issue by the Columbia Co. of a remarkable series of Columbia grand opera records. The catalogue covers practically every school and period of Italian opera, no less than sixty-seven double-faced records being listed. As interesting as the repertoire is the standing of the artists, and here the Columbia Co. have established a record, for they present world-famous artists whose work has long been coveted in the permanent recorded form, but which has not hitherto been available. The various artists have already been referred to in the news columns, and include the great Cavaliere. Coupled with this soprano are Boninsegna and Bronskaja, the former an exponent of the dramatic arias in grand opera, the other the celebrated Russian coloratura soprano. There is also Bettina Freeman, a talented young American mezzo-soprano. Among the celebrities of the other sex must be noted the names of Constantino, tenor, and Mardones, basso. The baritones are Campanari and Blanchart. These Columbia celebrity records are with a few exception practically all 12-inch records.

Sounds Rather Familiar.

According to a Brighton critic, a famous pianist, at his recital a few days ago, "let loose roaring Niagaras of rushing sound. Suddenly on the astonished sea, beating the raging tumult into insignificance, a still louder phrase would crash out all-conqueringly. The pianist's hands, smiting titanically, moved so fast that at times they were scarcely visible. One noticed that the perspiration rolled from the pianist's forehead, and the constant use of the sustaining pedal had worn a hole in the sole of his boot." The critic, in his flood of eloquence, omitted to add that every soul in the audience was also affected!

Some Pleasing Twin Titles.

The "Twin" titles for May are of a varied and pleasing nature, covering all phrases of music from comic to classical. It is just one of those lists in which dealers have confidence—especially at this period of the season—confidence borne of the knowledge that with a fair stock of "Twins" on hand they need never fear a "quiet" time! Sounds bad, but its good—from a sales point of view.

Indicates Healthy Conditions.

At the moment of writing, the shares of the Gramophone Co. are quoted at over £2, a fact which is always satisfactory, indication of healthy trade conditions.

New Record Appears.

Under the auspices of John G. Murdoch & Co., this city, another record has made its appearance on the British market. It is a 10-inch double disc, needle-cut, of average good quality as to tone and artistes, and is known under the title of "Bel-canto." The price has not yet been decided upon, but it will most probably be fixed in accordance with that generally recognized as the standard figure.

English View of Victor Herbert.

Victor Herbert, whose new opera, "Natoma," has just been successfully produced in America, evidently believes in the strenuous life. His schedule for one day has been quoted here as follows: 1.30 a. m., returns to New York from Philadelphia, after rehearsing "Natoma;" at seven, rises to keep a recording engagement at the National Phonograph Co.'s laboratory that lasts three hours; at 10.30 sees a reporter; from 12 to 3, correcting proofs sent over from the printer; from 3 to 4 another interview; at 4, the young women cast for the leading role of a new comic opera arrives to try over her part with the composer; from 5 to 7, he is working on another opera recently ordered to be completed in a certain number of days; at 8.15, conducts a special perform-



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Wanted, reputable agents for these goods in U. S. A. and Canada. Liberal terms.

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Rusholme, Manchester

FROM OUR LONDON HEADQUARTERS—(Continued.)

ance of "Naughty Marietta" (another of his operas). Then midnight train to Philadelphia. It makes one giddy.

Not in These Trousers.

There is a discussion in the press just now as to the origin of the phrase "Not in these trousers," which the street-gamins are so fond of applying to the wearers of the harem skirts who venture into the light of publicity, and which many musical artists introduce into their "gags." We believe that Charlie Austin can claim the distinction of having originated this quaint phrase, since he has used it consistently for some years past in his sketches "Parker P. C." and "Parker's Progress." Folk-lore students of the future will find the phrase duly crystallized in permanent form in the popular sketches on Columbia-Rena records.

Some Columbia Notes.

There is a delightful surprise for lovers of Savoy opera in the new list of Columbia-Rena 12-inch records. A new combination of talented artists is presented under the name of the Columbia Light Opera Company, and on one side of a 12-inch disc they provide some of the choicest excerpts from the familiar (and one-timed banned) opera "The Mikado." On the other side of the disc, admirable variety is provided in other extracts from "The Mikado," played by Prince's Orchestra.

Three Columbia-Rena records by Billy Williams were issued on February 24. In two days they had leapt up in sales to several thousands and at the moment of going to press we learn that every one of the three had beaten every other record sale—save only the "Parker P. C." disc. We observed a prominent advertisement in the *Daily Mail*, too, of the Billy Williams records on February 28, in which the inimitable "man in the velvet suit" was spoken of as "laughter-making Billy Williams." And so he is.

Other titles demanding special mention here, are

as follows: "The Sea" and "The Englishman," by Edgar Coyle; "The Quaker Girl," selections I and II, by the band of H. M. Scots Guards; "Heroes of the Mind," by Stanley Kirkby, and "Sons of the Sea," by Harold Wood; "My Wife" and "Constable Duffey," by George Gilbey; "Those Lovely Bells" and "One-Two-Three-Four-Five," by Arthur Peet; "Hearts of Oak" and "A Life on the Ocean Wave," by Bernard Dudley; "The Girl With a Brogue," by Miss Ada Jones, and "Charming Weather," duet by Miss M. Mayhew and Irving Gillette—both selections from "The Arcadians;" "Rescue the Perishing," duet by Harry Anthony and James Harrison, and "Looking This Way," duet by John Young and Marie Tillotson.

The Stroh Jap-Fiddle.

A new line just introduced by Messrs. Geo. Evans & Co., of this city, is the Stroh "Jap-Fiddle." It is made of ebonized mahogany, with polished aluminum fittings, and the entire absence of glued parts will especially recommend it to musicians in tropical climates. In the matter of reproduction, the tone quality is rich, mellow and full, without the slightest taint of nasal or other objectionable tone characteristics usually inseparable from instruments of this class. Upon reference to the illustrations elsewhere in this section, it will be seen that the Jap-Fiddle is easy of portability and compactness, by reason of an ingenious arrangement enabling the trumpet to be closed in right up against the body of the instrument. The Stroh Jap is easily mastered, and will commend itself especially to those unable to afford the time required to properly master a violin or other stringed instrument.

Klingsor Popularity.

The increasing popularity of the Klingsor instruments with the better class traders in the home and foreign markets is amply demonstrated by the substantial repeat orders on hand at the Klingsor Works, London. Orders from the Colonies are

exceedingly good, and this last few weeks sales have been on the upward tendency, which plainly indicates that a commencement of the colonial season is in sight. A splendid addition of up-to-date popular titles has just been made to the Klingsor record list, and these new issues will prove a good investment for colonial and foreign buyers.

Clarinet Quartette Records.

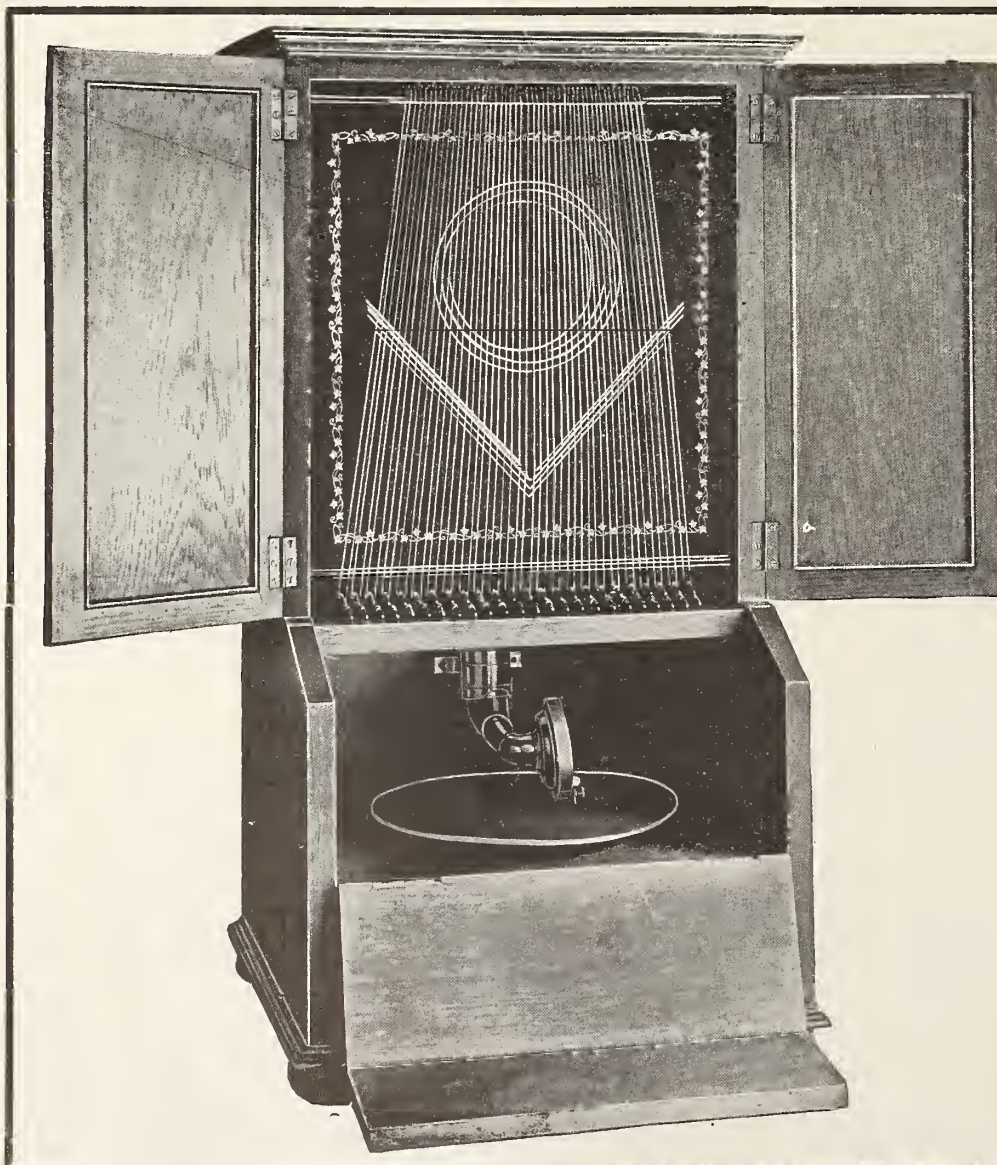
J. E. Hough, Ltd., announce having made exclusive arrangements with the famous Renard Clarinet Quartette, who will shortly record a number of classical selections, and in addition, some of the foremost national airs of England, Scotland, Wales and Ireland. The sort of records that dealers find "quick sellers."

LATEST EDISON RECORDS.

(Special to The Talking Machine World.)

The Edison Phonograph Records for May, 1911, are as follows:

Grand Opera Amberol (orchestral accompaniment unless otherwise indicated).—30045 Norma—Meco all' altar di Venere (With Me in Rome) (Bellini) (Sung in Italian) Carlo Albani; 30046 Germania—Ferito, Prisoner (Wounded, a Prisoner) (Franchetti) (Sung in Italian) Carlo Galeffi; 30047 Freischütz—Wie nahte mir der Schlummer (Before My Eyes Beheld Him) (Weber) (Sung in German) Marie Rappold; 35021 Otello—Ave Maria (Hail Mary!) (Verdi) (Sung in Italian) Maria Labia; 40044 Am Rhein und beim Wein (Rhine Wine Song) (Ries) (Sung in German) (Piano accompaniment) Karl Jörn. *Edison Amberol*.—590 Silver Bell—Indian Intermezzo (P. Wenrich) American Standard Orchestra; 664 Girmeco Polka—Clarinet Duet, U. S. Marine Band; 667 I Love the Name of Mary (Olcott and Ball) Frank H. Doyle; 671 "Officer of the Day" and "The Hurricane." Two-steps, National Promenade Band; 678 I Don't Believe You (H. Von Tilzer) Miss Ada Jones and Billy Murray; 679 Three Quotations—No. 1. "The King of France," etc., (Sousa) Sousa's Band; 680 Tell Mother I'll Be There (C. Fillmore) Jas. F. Harrison and Edison Mixed Quartet; 681 Rock Me to Sleep, Mother (E. Leslie) Will Oakland; 683 The Dream Melody Intermezzo—"Naughty Marietta" (Victor Herbert) Victor Herbert's Orchestra; 685 Mother Goose Days, Empire Vaudeville Company; 12299 Coronation March, from "The Prophet" (Meyerbeer) National Military Band; 12300 Hail King George (E. St. Quentin) Peter Dawson; 12301 Take Your Girlie Where the Band is Playing (F. Dav) Miss Florrie Forde; 12302 The Fusilier Patrol, March (Herbert J. Ellis) (Banjo Solo) Olly Oakley; 12302 A (K) Night in Armor (Lorne and Evans) Will Evans; 12304 Heroes of the Mine (Will Geddes) Stanley Kirkby; 12305 Bob Down—You're Spotted! Arthur Os-



KLINGSOR TALKING MACHINES

The ONLY Musical
Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klingsor Record
10 inch D. S.

The acme of perfection in the art of recording. Will appeal to all lovers of music. For lists and monthly supplements, also terms, etc., apply to

Klingsor Works
22-24 Tabernacle St., London, E. C., England
Cables: Defiatory, London

FROM OUR LONDON HEADQUARTERS—(Continued.)

mond; 12306 Gray Eyes (Montague Phillips) Ernest Pike; 12307 At the Cake Walk Last Night (Crosby and Sedgwick) George Formby; 12308 Turkish Patrol (Michaelis) National Military Band. *Special Foreign Amberol*.—17105 Overture—Songe d'une nuit d'été (Midsummer Night's Dream) (Mendelssohn) Garde Républicaine Band. *Edison Standard Records*.—10492 Silver Bell (P. Wenrich) Miss Ada Jones and Billy Murray; 10494 Honeymooning, Honey, in Bombay (D. Reed) "That Girl" Quartet; 10495 On Mobile Bay (C. N. Daniels) Oakland Quartet; 14053 Hail! King George (March) (E. St. Quentin) National Military Band; 14054 Don't Go Down in the Mine, Dad (Will Geddes) Peter Dawson; 14055 Your Eyes Have Told Me So (Carr Hardy) Ernest Pike; 14056 I Don't Want a Girl (Will Letters) Arthur Osmond; 14057 I Don't Mind Leaving the Dear Homeland (Mellor and Gifford) Stanley Kirkby; 14058 Queen of the Burlesque, Schottische (Arthur Tilley) (Banjo Solo) Oly Oakley.

PROVINCIAL NOTES.

From reports to hand from the leading centers, the well defined and welcomed fact that talking machine sales are quite satisfactory is certainly a pleasing sign of future prospects. It is generally believed that the summer's trading figures will be miles ahead of even time last year—modestly good as sales were then. This optimism is largely based upon the present excellent condition of talking machine business, and a general feeling of security now prevalent in all other industrial markets. The trade returns show that the markets are firm and steady, strikes and labor troubles few, money is easy, and in view of the stimulating effect on trade expected as a result of the coronation, and other important ceremonies, we should really enjoy a boom time in such articles of luxury as musical instruments.

Good trade reports reach me from Manchester, Liverpool and Lancashire generally, where dealers are having a good time just now supplying the enormous demand for Billy Williams' new records listed by several of the disc companies. Indeed, this demand is common to traders located in all parts of the country, for the manufacturers have created a real boom this time by their newspaper and other advertising schemes. Daws Clarke is maintaining good sales for his famous "Flex" diaphragm, which is now sold by agents appointed in various foreign countries, colonies, etc., the

latest convert being India, where the Flex has received a good reception from traders and users alike. Mr. Clarke is open to receive applications for agencies where not represented.

Nottingham way the great evangelist, Gipsy Smith, recently conducted a ten days' mission, one concrete result of which is that the sales of his Columbia-Rena records have increased enormously.

Mention is made in several advices of the wonderful reception accorded by traders throughout the leading Provincial centers of the new Zonophone "Cardigan" machine. It has certainly filled a gap, if not the proverbial long-felt want, but it is a satisfactory index of the trend of the time to know that the higher priced machines are so popular.

The sales of Beka records are very noticeably on the increase in the provinces, which indicates very strongly, especially at this stage of the season, that a good thing well advertised need have little fear of competition.

Dundee and Edinburgh traders were recently visited by Mr. W. Manson, of the Twin and Zonophone companies. In the course of a short chat Mr. Manson stated that he found things were very satisfactory in Scotland, and was of opinion that comparatively trade is improving all round. Twin and Zono sales were excellent.

In Wales certain of the dealers are feeling the effects of the big strike in the coal mining industry, but it is really surprising to find that one or two factors—notably Tilley, of Cardiff, have this season increased their turnover considerably. Good!

The Belfast factor, Mr. Edens Osborne, as usual, has been exceedingly busy this last few weeks. Various entertainments, lectures and other affairs, are indebted to him for the loan of an electric Auxetophone, which, as most of the Belfast journals say, discourses sweet music to an appreciative audience. We commend Mr. Osborne's worthy example to the consideration of other dealers.

TALKERS AT THE LEIPZIG FAIR.

Little in the Way of New Inventions to Interest the Visitors, but Good Volume of Business Was Realized—Selling British Goods in Germany a Hard Task Well Accomplished—The Various Concerns Exhibiting and What They Had to Offer—Other Details.

(Special to the Talking Machine World.)

London, Eng., April 8, 1911.

In common with the excellent trading conditions experienced by most of the exhibitors last year, the recent fair held at Leipzig, March 6-18, was in every way equally satisfactory. Apart from the very fine representative display of standard talking machine products, there was little if anything of a startling nature in the way of new inventions, but for all that there was abundance of evidence that progress is being made in more directions than one. Although not more than a glimmer upon the horizon, there is gradually arising on the part of the Continental public a desire for machines of better quality than the average standard offered by most of the manufacturers. Not that high-priced instruments are unknown in Germany. Far from it. But the educational policy of certain of the makers has had the pleasing effect of stimulating a greater demand for machines of quality and reliability among the greater middle class. The manufacturers have not been slow to take full advantage of this tendency, and it was not surprising therefore to find the exhibits of better-class instruments altogether more extensive than in previous years. The famous Peterstrasse, the center of the talking machine section, was as usual the haunt of business men from all parts of the world. A thoroughly cosmopolitan crowd of visitors, good-natured, and withal good and large buyers. Ever and anon one would observe an unusual look of animation upon the face of a salesman; he had just pocketed an unusually large order! And despite the time of year business all round was splen-

29 x 14 1/2 x 15.



"CONSUL"
\$10 net.

Mahogany Finish. Good Motor. 10-inch Turn-Table.

"PEROPHONE"
CABINET MACHINES

TAPER
TONE-ARMS



TAPER
TONE-ARMS

A REVOLUTION
IN CONCEALED-HORN MACHINES

Perfect
Workmanship

Handsome &
Striking Designs

Grand
Reproduction

WHICH

When *Closed* bear no resemblance to a "Talker"

AND

When *Open* show a wood horn constructed on scientific and extremely graceful lines

For Indents of 8 Machines—
Free Packing and F. O. B. London

LOCKWOODS, 43 CITY RD., LONDON

Sole Shipping Agents—CULLUM & BEST, 91 FINSBURY PAVEMENT, LONDON, E. C.

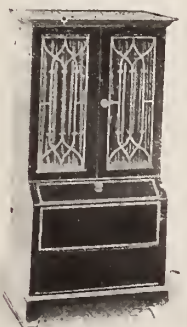
34 x 16 x 15.



"TOREADOR"

\$20 net. Mahogany. D/Spring Motor. 12-inch Turn-Table.

34 x 16 x 15.



"RAJAH"

Solid Oak. \$18 net. D/Spring Motor. 12-inch Turn-Table.

34 x 16 x 15.



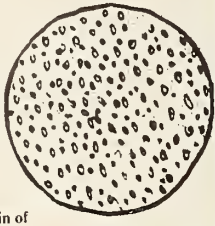
"MATADOR"

\$16 net. Mahogany Finish. D/Spring Motor. 12-inch Turn-Table.

Don't Buy Needles That Damage Records



Bad Needles



Grain of

Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

did, and many large contracts were placed for immediate delivery to foreign parts, in addition to the usual orders for delivery of goods against advice.

Great interest was evinced in the exhibit of Messrs. Carl Lindstrom's, which was far and away the largest there. A series of new gramophone grand cabinet instruments on show attracted many trade visitors, who, needless to say, carried their admiration further than mere curiosity. Over sixty different models were on view, and the firm have every reason to be satisfied with the orders booked. They also made a special display of their latest introduction in the way of records—a 12-inch double-disc known as the "Parlophone." In the matter of tone this record is of splendid quality, and was much praised by all who heard it. The price is very moderate.

To attempt the seemingly impossible task of selling English talking machine goods in Germany is not unlike taking coals to Newcastle. But Craris & Stavtidi have in a sense proved this to be a fallacy. Their "Apollo" wooden horns have quite captured the Continental market, and the firm are now busy executing orders for dispatch to Berlin, Cologne, Dresden, Vienna, Budapest, Christiania, Moscow, St. Petersburg and other continental trading centres. It is a well deserved tribute to British quality of workmanship.

An effective exhibition of machines and records was made by the Beka Company, of Berlin, their display being much admired. Interest was shown in a cheap hornless machine, and taken altogether the amount of business done was highly pleasing. A brave display of instruments was also made by the Triumphone Company, and the novel construction of their new motor attracted a deal of attention. The spring barrel is so arranged as to allow of removal without the necessity, as in others, of taking the motor to pieces when a new spring is required to be fitted. It is a practical and useful innovation, and will undoubtedly earn the commendation of all whose business it is to repair these sometimes devilish bits of machinery.

An excellent feature of the situation, and one perhaps that reflects more than anything else the prosperous condition prevalent in talking machine circles, was found in the quite unusual number of displays of parts and accessories. It is decidedly an indication of trade progress, and may without undue optimism be regarded as a healthy sign of future trade prospects. Apart from the many German exhibitors of parts, etc., the chief Swiss houses put in an appearance, and the very fine displays made by Messrs. Palliard, Mermod Freres, and Herman Thoreus, deserve special mention. Their main forte is motors, the prices for which are higher than those of other continental firms, but even in Germany there are to be found many large buyers. The reception of these Swiss motors was this year more satisfactory than last, which is sterling testimony to their quality.

Foreign visitors displayed great interest in the Hesk company's exhibit of a new home recording attachment for disc machines. It is adaptable for use on all disc instruments, is easily fitted, and is said to work very satisfactorily. The cutting stylus is evidently of the hill and dale type, for to reproduce, a sapphire sound box is necessary. It proved to be quite a novelty at the fair, and some nice orders were booked by the Hesk company.

The needle and trumpet manufacturers were very much in evidence, and their displays were varied and interesting. Some very substantial orders for delivery to England, the Colonies and foreign centres were secured by the different concerns. The artistic treatment and designs of the horns came in for much praise, and the new, not to say curious shapes of some of the needles, evoked friendly criticism—and orders.

The slot machine trade here in England is of

anything but satisfactory proportions, compared to the splendid business experienced by the continental makers. A representative show of these automatic penny-in-the-slot machines was noticeable at the fair, but the bulk of trade orders were for delivery to continental traders supplying the near home markets, where the cafe system is the vogue.

The new hornless instrument shown by the firm of Holzweissig attracted much attention, and some nice contracts were entered into on the part of buyers from all parts of the world. There is no gainsaying the fact that this class of instrument has won for itself a substantial position as a competitive line of great commercial value, for its popularity covers the summer months, and right through the winter season also. Hence it is one of the best all the year-round trading lines that dealers could possibly have, and full recognition of this fact was apparently very general, judging by the large orders placed by the home and foreign buyers.

Although showing nothing much out of the ordinary, the Symphonium concern made an excellent impression with their fine series of machines, and sapphire disc records, which evoked much praise and satisfactory orders.

Large contracts were also booked by the Polyphon Co., whose extensive range of models attracted a deal of interest, many being of quite novel construction. Business activity reigned throughout every day, for visitors and buyers were numerous. This company also had on show various samples of their disc record, and good business resulted.

Several records were noticeably displayed, but as a body, the record manufacturers adopted the same attitude as last year, that their products were sufficiently well known, and did not call for special exhibits. Still, most of the record houses were represented in one way or another, and quite a number of makers themselves were to be seen about with the visitor-buyers, and many a quiet order-booking was made in the course of a friendly chat.

English orders were beyond the average, and related mostly to contracts for disc machines; ordinary horn styles, hornless, and cabinet, and for disc records. On the whole, very fair prices ruled, and in one or two instances—notably for a certain series of cabinet instruments—some remarkably close deals were made. The general feeling prevalent in continental trading circles is one of satisfaction, and it is conceded by men who should know that there is every indication of bright prospects for the whole European talking machine industry.

CUTTING DOWN THE PAPER BILL.

In Long Letters Using Both Sides of Carbon Copy Has Numerous Advantages.

"Write on one side of the paper only," was formerly a form of instruction generally given out wherever letters were written. But with the advent of the writing machine it became a general practice and the legend was no longer necessary.

However, like all rules, there are exceptions to it. Here is one of them.

When you make a carbon copy of a letter write on *one* side of the letter sheet only, but on *both* sides of the second sheet. This not only saves paper, but also places all of the record you want to keep on one sheet of paper where you can get it all together. Your files are for your private use, not for outsiders; and when you go to them to find a letter to John Doe, it is mighty exasperating to find the first sheet of the carbon copy, but no trace of the second.

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT
bel Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World.)

Washington, D. C., April 8, 1911.

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

MARCH 18.

Berlin, 26 pkgs., \$1,038; Buenos Ayres, 16 pkgs., \$642; Callao, 10 pkgs., \$322; Freemantle, 19 pkgs., \$562; Havana, 6 pkgs., \$184; Iquique, 6 pkgs., \$230; London, 137 pkgs., \$2,466; Manila, 33 pkgs., \$1,333; Marcorio, 6 pkgs., \$327; Para, 47 pkgs., \$875; Porto Columbia, 6 pkgs., \$455; Rio de Janeiro, 5 pkgs., \$304; Singapore, 3 pkgs., \$138; Valparaiso, 4 pkgs., \$128; Vera Cruz, 62 pkgs., \$1,591; Vienna, 4 pkgs., \$114; Yokohama, 1,134 pkgs., \$20,181.

MARCH 25.

Bahia, 141 pkgs., \$8,068; Berlin, 19 pkgs., \$600; Buenos Ayres, 147 pkgs., \$2,386; Callao, 4 pkgs., \$898; Chemulpo, 3 pkgs., \$116; Colon, 5 pkgs., \$164; 5 pkgs., \$193; Guayaquil, 1 pkg., \$102; 18 pkgs., \$630; Hamburg, 1 pkg., \$100; Havana, 27 pkgs., \$1,224; Limon, 5 pkgs., \$181; London, 159 pkgs., \$3,182; 43 pkgs., \$2,176; Milan, 12 pkgs., \$730; Para, 22 pkgs., \$1,668; Rio de Janeiro, 25 pkgs., \$1,056; Tampico, 3 pkgs., \$121; Tumaco, 3 pkgs., \$107; Vera Cruz, 36 pkgs., \$1,927; Vienna, 6 pkgs., \$171; 114 pkgs., \$3,493; Yokohama, 12 pkgs., \$750.

APRIL 3.

Amapala, 2 pkgs., \$162; Berlin, 50 pkgs., \$1,489; 33 pkgs., \$590; Bluefields, 5 pkgs., \$100; Buenos Ayres, 14 pkgs., \$271; Colon, 6 pkgs., \$115; Guayaquil, 6 pkgs., \$229; Havre, 8 pkgs., \$312; London, 4 pkgs., \$3,446; 236 pkgs., \$7,753; Melbourne, 3 pkgs., \$100; Para, 46 pkgs., \$2,173; Rio de Janeiro, 47 pkgs., \$3,194; San Domingo, 7 pkgs., \$442; Santiago, 1 pkg., \$155; St. Petersburg, 8 pkgs., \$164; St. Thomas, 3 pkgs., \$182; Trieste, 61 pkgs., \$179; Vera Cruz, 58 pkgs., \$1,619; Vienna, 41 pkgs., \$1,425.

NEW GERMAN PATENT BILL.

Measure to Deprive Americans of Advantages Under Present Agreement.

A committee of the Reichstag in Berlin, this week, discussed a new bill regulating patents, which has been drawn as a result of the petition to the Imperial government of the German Machine Manufacturers' Association, asking the abrogation of the German-American patent agreement of February 23, 1909.

The petitioners assert that the Americans have an advantage in competition because they are not compelled to manufacture in Germany, whereas German holders of patents are required to make their articles here.

A representative of the government told the committee that the passage of the new measure before the Washington conference in May was regarded as absolutely necessary. He pointed out that the insertion of a clause forbidding the transfer of patents to a third person was quite legal and the only question arising therefrom was whether the clause was admissible in view of the terms of the German-American agreement. In the course of the discussion, which was adjourned, several of the committee referred to the variations between the German and American texts of the agreement.

THE REGINA PNEUMATIC CLEANERS.

The Regina pneumatic cleaners, some particulars regarding which appear on another page, have proven an excellent side line for the dealer. This fine appliance, manufactured by the Regina Co., New York and Chicago, has double suction pumps and does the work quickly, easily and perfectly. They are easy to operate and easy to sell—beautifully constructed and fully guaranteed and are sold at a reasonable price. The Regina may be operated by hand or electric current.

"DAVEGAS" THE TITLE

Of a New Retail Talking Machine House Just Opened at 405 Broadway.

Davegas is the title of a new concern at 405 Broadway, New York, that will handle the lines of Thomas A. Edison, Inc., and the Victor Talking Machine Co., as dealers. The store opens to-day (April 15) and besides talking machines, etc., will also carry a large stock of sporting goods. Harry Davega, son of S. B. Davega, of the S. B. Davega Co., 126 University place, this city, is the president, and P. M. Lopez, secretary of the corporation. Harry Davega has been in the business all his life, and was the active manager of S. B. Davega Co., a position he filled with skill and great ability. The success of the new concern is a foregone conclusion, as the location is excellent from every point. The World tenders its good wishes to Davegas.

S. B. Davega, president of S. B. Davega Co., the well-known Victor and Edison jobbers—in fact, the oldest jobbers in New York—returned recently from Seattle, Wash., where he had gone in February to look over conditions in that hustling city of the Pacific Northwest. Mr. Davega owns a valuable block of real estate in the heart of Seattle and therefore is personally interested in its progress and welfare.

LANDAYS ARE FAVORED

With the Custom of Many Titled Visitors from Europe.

Landay Bros., New York, add another illustrious name to their long list of notables who have visited their store, 400 Fifth avenue, and placed orders for goods. They had the honor of supplying the Duke of Manchester with some Victor goods the other day. In an interview with The World, Max Landay gave the inside facts as to why they have been favored with so many orders from the peerage of England. He said that about five years ago the Countess von Hatzfeldt ordered an expensive Victor outfit. She was so pleased with the tone of the instrument that she has recommended Landay Bros. to all her friends. This means a great deal, as she is a favorite with the Queen of England. Before leaving Max said that he would not be surprised to receive an order for a Victrola from ex-King Manuel, of Portugal, for his lady friend.

NO FRAUDULENT TRADE-MARKS

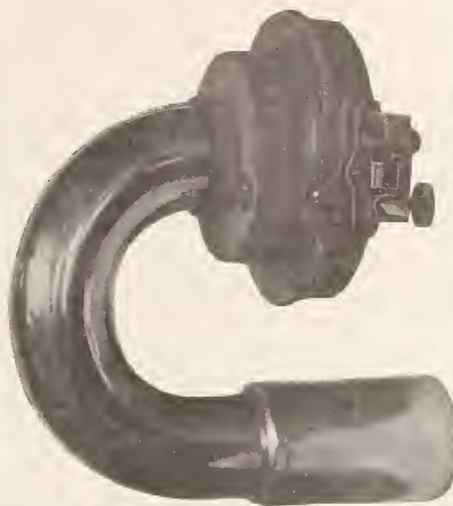
To Be Permitted in Great Britain—Important Bill Just Introduced.

A bill has been introduced in Parliament to amend the Merchandise Marks Act, so that in the case of goods being imported in the United Kingdom bearing any name or trade-mark of a fraudulent description, the importer may be required to produce documents and furnish information as to the name and address of the person by whom the goods were consigned to the United Kingdom. The penalty for withholding such information is £100. The information when secured may be communicated to any person whose name or trade-mark is alleged to have been imitated or is imitated by anyone.

ABSORBS THE SAPPHIRE CO.

The Indestructible Phonographic Record Co., 352 Livingston street, Brooklyn, N. Y., have taken over the Sapphire Record & Talking Machine Co., New York. The latter have been in business only a short time, but concluded they better quit than go ahead, as the enterprise required more capital than was anticipated. They were incorporated April 1.

Insist on cash payments from unknown persons, and with everyone restrict credit as much as possible. Of ten long credit customers, one will take you in, and you will lose with that one all you have made out of the other nine. Be particularly cautious with new customers who pay small bills quickly, and then give large orders without any cash payments being stipulated.

Fibre Needle Attachment

Attachment in Position.

SIMPLE TO ATTACH

This fibre needle attachment will help you make sales on fibre needles, which means

BIG PROFITS

Some people when inquiring about fibre needles will not buy if they have to bring their sound box to be fixed for FIBRE NEEDLES, others will postpone purchasing FIBRE NEEDLES until they get their sound box adjusted. This may cause the customer to possibly forget about it or they may have their sound box adjusted in a different store, all of which will mean loss of sales to you. If you have our

Fibre Needle Attachment

The Fibre Needle Attachment.

you can assure yourself of an IMMEDIATE SALE.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

PROGRESS IN TALKING PICTURES.

Advance in Recording Art Has Made Practical Solution of Problem Possible—What Is Necessary in Successful Combination of Talking Machine and Cinematograph—Where Psychology Enters Into the Problem—Some Troubles That Beset the Experimenter—Obtaining Synchronism Between Talking Machine and Projector—How Recording Necessities Limit Free Movement on the Part of the Actors.

Every observer who has followed the progress of cinematographic art during the past few years has doubtless been impressed with the advantages that would clearly arise through a union of the film-picture projecting apparatus with the talking machine record. The proposition is easily stated in terms, and as easily comprehended, but its practical realization is quite a different matter. Nothing seems more natural than that the actors who present silent tabloid drama through the medium of the instantaneous photographic camera and projecting machine should at the same time record their voices on the wax of the talking machine. Yet nothing in the whole realm of cinematography can be compared for difficulty with this apparently simple idea.

It is sufficient to say that, until the last year or two, there has been no chance of a successful attempt in this direction, simply because the art of sound-recording had not reached such refinement as would permit of any satisfactory union of the two elements. Within the last year or so, however, there has been seen a noteworthy advance in the art of recording, so that the time now appears to be ripe for some definite step in the direction of a complete affinity between the moving picture and the talking machine.

In the present remarks we desire to point out some of the practical conditions which limit and bound the path of the experimenter who tries to unite the talking machine with the film projector, and to show what are the main and essential obstacles to be overcome, in order that thereby a start may be made toward clearing the ground and furnishing to future experimenters some notion of the direction which they must all take, if success is to be theirs. This article, in effect, is a brief analysis of the factors which enter into the problem of talking-motion-picture attainment.

When a man walks up and down a room, talking and gesticulating, his words and the appropriate gestures accompanying them synchronize with each other so perfectly and naturally that it seems as if the two operations of speech and gesture were one. The same notion seems even more plausible when we note how, with growing excitement, his steps back and forth over the floor seem to time themselves with his words. As a matter of fact, however, what we are witnessing is a series of entirely distinct and altogether separate processes, directed by the brain, and forming, in their aggregate, the complex phenomenon which appears to our senses. Some external circumstance has excited, through eye or ear, the mysterious something which we call "mind." This in turn has re-acted upon one set of motor nerve centers to produce speech through its action on the vocal cords and upon other sets to bring about muscular movements of the hands and arms. Although the re-actions from the source of original sensation are one in their original impulse, they are two and individual in their causation.

Two separate things, in short, are being done. The psychological reactions which result in the psychological motions leading to speech and gesticulation are separate reactions, and each can and does exist without the other. We speak, but do not move, or move without speaking; each at will.

We may take these remarks as a basis for observation of the talking motion picture problem. Although the immediate cause of the actions and words which we see and hear in such picture presentations are thought of as the result of activities simultaneously co-ordinated on the part of the actors, yet the physical and mechanical mediate

causes are distinct and separate. The whole problem is to co-ordinate these separate mechanical processes in such a way as to make one run with the other, infallibly and naturally.

This problem is what we refer to when we speak of "synchrony." But there is more to be considered than the mere synchronism of talking machine and projector. For it must be remembered that the actual doings on the stage which we desire to represent are the product of a perfectly co-ordinated series of actions and re-actions on the part of the actors. If it were possible to separate the speech and action entirely, if we could so train the actors that they could go through their appropriate posturings and then, afterwards and separately, speak their lines while thinking a perfect representation of the unacted physical motions; if in short, we could make our actors not only speak their lines perfectly when doing the "business" before the camera, but also think their "business" perfectly, though without physical corresponding motion, while in front of the talking machine horn; then the problem would not be so difficult. It would then be simply a matter of running the picture film so carefully that the action would not run behind or ahead of the words. And this could be done with ordinary care on the part of the film and talking machine operators, respectively, or better still, through some mechanical system of mutual control between the rotary motions of the films and the talking machine cylinder or turn-table.

Unfortunately, however, except when the speech and accompanying "business" are of the simplest and most elementary character, except in fact where the two classes of actions to be co-ordinated are in the simplest relations of rhythm, it will be found impossible to separate them and then carry them out one by one with any natural correspondence as a result. In the course of ordinary, not to say dramatic speech and co-ordinate action, we continually perform most complex series of physiological motions, involving a great variety of relations and sub-relations one to the other. And the more complex the relations are, the less does it become possible to detach any of them from the rest, perform it separately and then fit it in to the general scheme again.

Clearly, then, the first question that arises, the first problem to be solved, is that involved in the possibility of performing the two operations of sound and motion recording simultaneously. No difficulty is presented in the second of these, since the eye of the camera is now of sufficient capacity and rapidity of action to enable the just recording of motions undertaken over large spaces and under conditions involving both complexity and rapidity. But in the case of sound recording, the problem is by no means as yet so well in hand. So far no satisfactory recording of musical or other sounds has been possible except when the machine has been brought into very close proximity with the source of sound. Free movement about a stage during the recording of action in front of the camera has therefore been incompatible with the recording of sound. Hence, in all experiments which have been made hitherto it has been necessary to record the sounds separately. Not only so, but absolutely no free movement or reproduction of stage business has been possible. The actors have been obliged to place themselves directly in front of the recording machine horn, and even then have had to exercise the greatest care, lest some essential part of their speeches be lost. The Edison interests state that they have now developed such a recorder, one of sufficient delicacy to catch sounds of all kinds accurately within a radius of twenty feet from the horn, while the actors are performing their stage business.

Although no details have been given out, it seems most probable that this problem has been solved, in so far as a solution has been gained, through the employment of improved external means for deflecting the heterogeneous series of sound-waves toward a central focus; in short by an improved sound refractor. Anyone who is familiar with practical acoustics can imagine the kind of wave refractor and conductor which might conceivably be used for this purpose.

After the matter of sound-recording, comes the further one of synchrony between the motions of film and sound machine. Let us see precisely what the problem is.

The camera is started working in front of the actors on the stage. It is only necessary, in addition, that the talking machine should begin to rotate at such a time in advance of the first spoken words that the first of these will be recorded only after the machine has attained its proper speed of rotation. But this speed of rotation must bear some definite relation to that of some moving element in the camera, so that the motion of the one may control that of the other. If, therefore, we have, let us say, two electric motors, one to drive the camera shutter and film and the other to rotate the talking machine, and if these synchronize with each other, then it is plain that the operator who controls the one can also control the other. It then becomes a matter of adjusting the starting point of the recording stylus in its travel so that it begins its recording at some convenient moment after the camera has begun its work, or so that it begins simultaneously with the camera, if action and words also begin coincidentally.

Since the talking machine must be behind the projecting screen, while the projector itself is some distance in front, it is plain that synchronous motors for driving each element present the most obvious solution. This does not mean that the two motors must necessarily travel at the same revolutions per minute, but simply that their respective revolutions per minute must bear some definite relation one to the other. Synchronous motors have been developed, and several patents have been granted here and abroad for such motors. The synchrony is attained by certain proportionate systems of winding the rotating and magnetic elements of the two motors, and by other cognate methods.

Other methods for obtaining a proper union between projection of the picture and reproduction of sounds have contemplated engraving the sound-record right on the edge of the film. In this case, of course, there would have to be some means devised for transmitting the vibrations communicated to the stylus of the talking machine through the record, to the back of the projecting screen. This might perhaps be done on the same principle as used in the telephone. So far, however, nothing has been done in this way except experimentally.

Enough has been said to indicate in a broad and general manner the practical problems which must be faced by those who would undertake to unite sound and sight recording. Of the artistic or commercial possibilities of the union it is unnecessary to speak here. They are plain to all. That the day will come when grand opera may be given in every hamlet throughout the country is certain.

With characteristic timeliness the Edison interests recently made an announcement which indicates that Mr. Edison, who has been working on a combined moving and talking picture machine, has succeeded in accomplishing some wonderful results in this union of the film picture projector apparatus with the talking machine record. Full details have not been given out, but sufficient is known to indicate that some move of great importance in this line is imminent.

George Allen Hedden, who formerly traveled New York State for the National Phonograph Co. (Thomas A. Edison, Inc.), is now proprietor of the Hotel Knickerbocker, Third avenue and Twenty-fourth street, New York City, a smart and well-conducted place. When in the trade Mr. Hedden had the reputation of landing some of the largest single sale orders on the company's books. He was also one of the most popular men on the road, and this reputation has followed him into his new field of business activity.

"Advertising," says Dean Williams, of the University of Missouri, "is merely store news, business news. That its publication is paid for does not make it any the less important news. Often it is the most important news in the newspaper. It is always news that appeals to the pocketbook of the reader."

TIMELY TALKS ON TIMELY TOPICS

The interest in South American affairs, especially the commercial development, grows apace with manufacturers and merchants in this country. It is unnecessary to recall the great strides made by the talking machine trade in Latin America, for they have been steady and progressive, particularly in connection with goods coming from the United States. Naturally news from that part of the world is always welcomed, no matter from what source. It was therefore thought that when Georges Clemenceau, ex-premier of France—editor, diplomat, physician, a man of the broadest culture—visited the South American countries and engaged to write a series of letters for the New York Times, the correspondence would be of the greatest value in more ways than one. But they have been woefully disappointing also in more ways than one. In explanation it has been urged that M. Clemenceau was writing a lot of twaddle, such as can be taken from any encyclopædia, and keeping his own opinions on matters commercial and political “up his sleeve.”

Another view is that the distinguished Frenchman, who lived in New York for several years, is familiar with American institutions and was married here, was on a special mission to Latin America in behalf of copyright legislation. Some authorities in talking machine circles are of this opinion, and if that is the case and he is responsible for the new law in Argentina, then Clemenceau is being severely criticised. As one in a position to know recently remarked to The World: “The Argentine republic has recently enacted a law which is said to be the most drastic regarding reproduction privileges of any ever enacted by any nation. It is believed the other countries will probably follow suit, and, it is anticipated, the American talking machine record manufacturer may be called upon to pay excessive royalty fees

or else ‘lay down’ on the whole proposition. It is this that is causing some anxiety regarding the future of the export business in that part of the world.”

One thing Clemenceau wrote about which is true, is as follows: “In the pampas, dwellings that look modest and even less than modest, generally boast an easy chair, a chest of drawers, with a clock, a sewing machine, and talking machine, which, when fortune comes is completed by a piano. The talking machine is the theatre of the pampas. It brings with it orchestra, song, words, and the whole ‘art,’ paraphernalia suited to the aesthetic sense of its hearers. Thus, on all sides, dreadful nasal sounds [must be the cheap European machines referred to, as only the best go from the United States—Ed.] twang out to the great joy of the youth of the colony, whose artistic career will probably end in a colonist’s ‘fauteuil,’ (stall, also easy chair).”

Reference to copyright in another paragraph is a reminder that Canada is to have a new act, and it is going to be a most unique measure. Hitherto, while the Dominion has had a species of local copyright in operation, it was really a superfluity. The country was governed to all intents and purposes by British copyright, and what was entered at Stationers’ Hall, London, became immediately, by virtue of such action, copyright in Canada. Now, if the proposed measure becomes law, the Dominion will take copyright matters into its own hands and make its own regulations. It is a natural movement and, from the standpoint of national growth, a significant one. The Hon. Sydney Fisher, Minister of Agriculture, under whose charge copyright enactments are placed, attended the conference of the Board of Trade held in London last June, when a copyright measure was formulated and

introduced into Parliament by the government, and is still pending.

Recently the Canadian government issued a memorandum setting forth the heads of the new act with the sections of the old act which they supersede. The new act will provide specifically that “the importation into Canada of copies made out of His Majesty’s Dominions of any work in which copyright subsists is prohibited.” Just how this will affect the importation of records into Canada remains to be seen. When Paul H. Cromein, vice-president of the Columbia Phonograph Co., General, a conceded expert on copyright, has looked into the question with his usual perspicacity and clearness of judgment, the trade will be apprised of the meaning and intent of the Canadian act. If music publishers and record manufacturers are compelled to establish branch plants across the border in order to reap the benefit of copyright in the Dominion, it will be something of a hardship, though probably the accomplishment is not so difficult on second thought. However, it is just as well not to cross a stream until it is actually reached.

After an expenditure of \$40,000—probably more than less—a concern essaying to enter the field as manufacturers of machines and records, retired on April 1, fully satisfied it would require at least six times that amount to “buck the game.” Deciding discretion the better part of valor they “threw up both hands” and quit. Another boldly announced they were about coming to the front with a capital of \$60,000,000, and were to buy up eighteen running concerns, enlist the efforts of the Attorney-General of the United States to “maintain free speech,” whatever that means, declare existing patents void and nullify court decisions. This broad-gauge proposition—truly a wonder—has failed to materialize to date. Yet that is the way the world wags, and if the trade did not have a sense of humor the business would be dull, indeed.

INSURE YOUR RECORDS

Against A SCRATCHY SURFACE
UNNECESSARY WEAR—SHORT LIFE

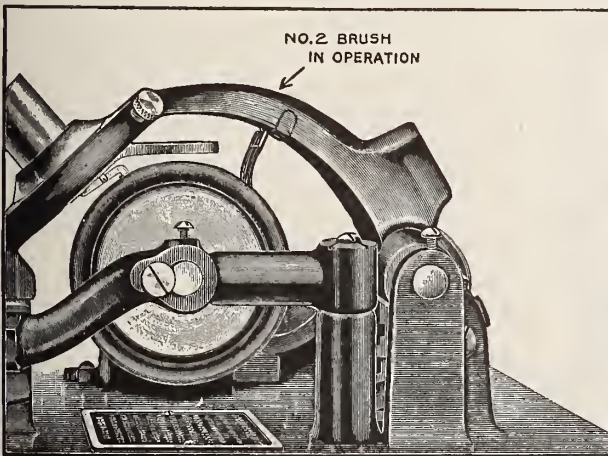
USE THE PLACE AUTOMATIC RECORD BRUSH

IT'S
THE BEST POLICY

Patented Sept. 25 and Oct. 2, 1906, Sept. 10, 1907.

FOR EDISON PHONOGRAPHS
LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES
LIST PRICE 25 CENTS



IT SAVES THE TONE

You can't afford to lose this protection.

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. **Write Now**

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"



MARY GARDEN as "SALOME"

MARY

is singing exc

COLU

The first records ever su
est exponent of modern

These records sung by Mary Ga
exclusively for the Columbia, will be a
lation even to Miss Garden's most
admirers.

In presenting this series of ren
able records by the greatest expone
modern French opera the stage can
—one whose interpretations have w
a new page in operatic history and v
unique personality has dominated m
affairs in both the Old World and the
— the Columbia Phonograph Com
clinches once and for all its pre-emir
in operatic recording.

In the admiration justly due fo
personal qualities the fact must no
lost sight of that Mary Garden has a
voice, and is, first of all, a singer. O
an absolute concrete demonstration is
in her records.

Mary Garden's Records have
anything before accomplished in the

Dealers Wanted: Exclusive selling ri

Columbia Phonog Tribune Bu

Creators of the Talking Machine Industry. I
of the Fundamental Patents. Largest M

DISCUSS "CREATIVE ADVERTISING."

H. C. Brown Discusses This Subject at the Closing Meeting of the New York Piano Manufacturers' Association.

At the last meeting and dinner for the season at the Murray Hill Hotel, New York, of the New York Piano Manufacturers' Association, during the evening of April 19, H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., has been specially invited and will deliver a lecture on "Creative Advertising." The trade knew how brilliantly Mr. Brown has conducted his department, and what great work in advertising and general and effective publicity he has accomplished for his company. Therefore his address promises to be something worth while on his chosen subject.

The association is one of the strongest in the country, embracing in its membership the leading manufacturers in the metropolis and vicinity. This quarterly combination dinner and business session always calls out a large attendance, for they are functions of unusual interest. Mr. Brown will have not only an undue of caliber, but also one keenly alive to what he may say about advertising. R. C. Kammerer, secretary of Geo. Steck & Co., will arrange the menu, and that means a spread that will appeal.

U. S. PHONOGRAPH CO. IN NEW YORK.

Eastern Selling Office Opened at 5-7 Union Square—To Go After Business in Aggressive Manner—Full Line of Goods on Display—Those Looking After Eastern Business.

The opening of an Eastern selling office at 5 and 7 Union Square, New York, by the United States Phonograph Co., Cleveland, O., emphasizes the fact that that company are reaching out for business in an aggressive way. The branch is displaying a full line of their machines and records, including a concealed horn cabinet of an attractive design. Demonstrating booths are to be provided and will be installed in about a week. The Eastern house will be under the direct management of L. H. Green, who will have as his assistants on the outside, E. E. Prairie, who has been traveling for the company for several months, and another experienced talking machine man. J. H. Champ, one of the vice-presidents of the company, was here this week looking after the details of the office and approving plans for placing it on a basis to receive jobbers and dealers and show the line adequately. T. H. Fowell, general manager of the company, was also in New York recently for the same purpose.

The literature and printed matter of the company is quite elaborate, including their machine catalog in fac-simile colors, hangers, show cards and the regular monthly bulletin in pamphlet. The May list, received on the 13th inst., is not only very attractive, but includes a number of exclusive selections, which go on sale April 28. It embodies eighteen four-minute and nine two-minute Everlasting records and eight foreign selections. Experts in recording declare these records among the most brilliant and perfect in the art.

TO MOVE TO LARGER QUARTERS.

Joseph H. Mayers, who handles the Victor and Edison lines of talking machines and records at 180 East Houston street, New York, is preparing to move on May 1 to a double store at 196 on the same street, where he will have practically double his former floor space, which room is badly needed for the accommodation of his growing business. The new quarters will be equipped with several sound-proof booths, and will be so arranged that recitals may be readily given in the main showroom when desired.

"SONGS OF OTHER DAYS."

The Victor Talking Machine Co., Camden, N. J., have issued a lecture in pamphlet form "Songs of Other Days." It is illustrated with Victor rec-

ords, a copy of which will be supplied the dealer for the asking. In connection with this valuable aid and splendid business developer they say that after a copy has been received, then ask the school superintendent, or some prominent minister, or some popular young politician or lawyer to read it at a recital to be arranged in the dealer's store, at the Y. M. C. A., at the school or church, or anywhere where complete and proper arrangements can be made. The results will be directly beneficial in creating increased record sales.

LOCAL CONVENTION COMMITTEE.

Lawrence E. McGreal, the Milwaukee jobber, this week informed Max Landay, of Landay Bros., New York, that he had been appointed chairman of a committee who will have charge of the program on July 12 (Wednesday). The day's entertainment will include a ball game, athletic contests, a shore dinner, automobile trips, etc. Mr. McGreal, in his letter commissioning Max for his duties, says he will have authority to appoint the umpires, stakeholders, water carriers, etc. It is also suggested that should Mr. McGreal "throw a fit" in the course of the exercises Max is authorized to have a bucket of water ready to revive him. There is some talk that Mr. Landay may attend the ball game in pink pajamas.

On the 11th inst. the Victor Talking Machine Co., Camden, N. J., announced four special hits to go on sale at once, as follows: 10-inch, 5839, "By the Saskatchewan" (from "The Pink Lady"), sung by Werrenrath and Haydn Quartet; 10-inch, purple label, 60040, "Beautiful Lady" Waltz (from "The Pink Lady"), sung by Lucy Isabelle Marsh and Victor Orchestra; 12-inch, 31823, Gems from "The Pink Lady," by Victor Light Opera Co.; 31824, Gems from "Madame Sherry," by Victor Light Opera Co.

Thomas Kraemer, former general manager of the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa., now out of business, a year and a half ago accepted an offer from Japan to take over the duties as general manager and factory superintendent of the Japan-American Phonograph Manufacturing Co., Tokio, Japan, succeeding J. O. Prescott. Mr. Kraemer intends to stay another year or two in the land of the rising sun and then return to Philadelphia. His assistant, O. H. Watzig, formerly with the Neophone, Ltd., London, Eng., is in charge of the recording department.

PHONOGRAPH AS ANNOUNCER.

To call attention to certain advertised articles a department store manager in northern Iowa placed a large phonograph in the lobby of his store. This phonograph worked automatically and every five minutes it would call out some sentence. "Special shoe bargains in the basement." "Ask the clerk to show you our new line of silks." "Exceptional bargains in chinaware to-day," observes a writer in System.

The records for this phonograph are taken the day before every sale and always remind a customer of the things advertised in the morning papers. The novelty of this form of advertising was commented upon by customers as well as newspapers and kept the name of the store in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might savor too much of the street corner faker to be approved of by all merchants, but it pulled big results for this particular store. At the same time novelty always has its appeal and sound makes a quick impression on the mind—combine the two ideas and you are sure of getting your message "over."

C. P. CHEW WITH T. A. EDISON, INC.

C. P. Chew, recently covering the Greater New York territory for the Victor Talking Machine Co., Camden, N. J., is now on the selling staff of Thomas A. Edison, Inc., and will travel New York State. He is a star in his line.

FROM OUR JOKE BOX

A GOOD CUSTOMER.—"By the Lord Harry," said a stout man, looking down from the balcony skirting the upholstery department of a well-known general provider, "this is an immense place—huge, simply stupendous!"

"Oh, yes; nice place," said the shopman, obligingly.

"The stores ain't a comparison. No, sir, not a comparison, sir. How much of a stock does this represent?"

"About \$500,000 worth."

"Good—first rate! And furniture—how about furniture?"

"Over \$50,000."

"Admirable! Take a house and go right through it, I s'pose—furnish it complete, could you, from top to bottom, eh?"

"Yes, everything, from carpets to bric-a-brac."

"And lace curtains and tapestries—you keep them?"

"Keep everything."

"And you know what style is, too—Renaissance, Pompadour, Henry II, and the Louis?"

"No one better than our manager. Perhaps you'd better see him. Mr. X—, here, one moment."

And the manager came up with a smile on him like a half-moon.

"No idea of it," mused the customer; "no idea. Had an impression you had to go to Paris for such things. Good taste; everything correct; surprising, really."

"If you could give me an idea," ventured the manager, "of about what you required, sir, you know—"

"Ah, yes, I forgot. I want a stick of sealing-wax. Magnificent establishment, sir!"

IN PROPORTION.—Wife—I want a cap, please, for my husband.

Shopkeeper—Yes, madam. What size does he wear?

Wife—Well, I really forget. His collars are size 16; though I expect he'd want about size 18 or 20 for a cap, wouldn't he?—London Opinion.

Suffragette—We believe that a woman should get a man's wages.

Married Man—Well, judging from my own experience, she does.—Tit-iBits.

There is quite a difference between earning money, making money and getting money. The first may be called Honesty, the second Speculation, and the third Robbery.

Old Actor—Your grievance is just. Probably an error. It was undoubtedly intended to appear "supported by a picked company of players," not "a pickled company."

First Manager—Did your company have a long run?

Second Manager—No; but we had a long walk.

After a girl has been engaged three or four times she finds it almost as exciting as a man does when he gets his hair cut.—Chicago Daily News.

"Your daughter plays very sweetly on the piano."

"That's my wife playing."

"I know it."—Birmingham Age-Herald.

The girl next door who declares in glad cadenzas that she cannot sing the old songs ought not to tackle the new.

Minister—What shall we put on your tombstone?
Editor (faintly)—We are here to stay!

"Marry you? Why, you couldn't dress me."

"I suppose I could learn."

"I don't get what I deserve for my poetry."

"You're lucky."

ANNUAL MEETING OF DEALERS.

Eastern Talking Machine Dealers Association Now One Year Old—Excellent Progress Reported in All Directions—Officers for the Ensuing Year—Interesting Addresses Made by Jobbers and Representatives of the Big Manufacturers.

The Eastern Talking Machine Dealers' Association, having safely passed through the trials and tribulations that beset a new organization during the first year of its existence, held its first annual meeting at the Cafe Lion d'Or, New York, on Wednesday last, April 12, upon which occasion the reports of the officers were received, and the officers elected for the ensuing year. At the business session in the morning President Storck, in presenting his report for the year, expressed his pleasure at the progress made by the association, and the interest shown in the movement not only by the dealers themselves, but by the manufacturers and jobbers and their salesmen. He also reported that the outlook for the coming year was most encouraging.

The treasurer in his report stated that despite the heavy expense incurred in getting the affairs of the association running smoothly there was a satisfactory balance in the treasury at the end of the year, which was steadily increasing as the organization grew. The secretary in turn was equally optimistic, and reported that the membership of the association had increased rapidly as soon as the dealers in the territory covered realized the importance of the organization and its value to them personally.

The following officers were elected for the coming year: Frank C. Storck, Red Bank, N. J., president; E. T. Glover, Plainfield, N. J., vice-president; A. Lasus, New Rochelle, N. Y., treasurer, and A. Lustberg, Huntington, L. I., secretary. The executive committee will be announced at a later date by President Storck.

In the course of the business session a resolution was passed reducing the annual dues of the active members from \$5 to \$3 and of the associate members from \$3 to \$1.50, the object being to induce every dealer of standing in the Eastern States to enroll with the association as soon as possible.

Following a pleasant luncheon the members of the association reconvened in the afternoon for the purpose of listening to the addresses of several invited speakers, representing the manufacturers, the jobbers and the trade at large. The first speaker was Max Landay, of Landay Bros., the prominent Victor distributors of New York, who gave the dealers an excellent idea of trade conditions in general and the outlook as he found it upon his recent trip to the Pacific Coast. Mr. Landay stated that the talking machine business was big and was still growing, and that as a matter of fact it had really just commenced at the present time. He also took occasion to point out the importance of attractive window displays and clean and well-arranged stocks in the stores themselves as a means of holding and increasing business.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the

Will Buy Surplus Stocks.

Will buy clean Edison or Victor surplus stocks. Address SURPLUS, care Talking Machine World, 1 Madison Ave., New York, N. Y.

For Sale.

5,000 Edison two-minute records, all new, clean stock; 14 cents each, in 300 lots. A. J. Denniger, 335 North St., Rochester, N. Y.

For Sale or Trade.

5,000 brand-new double-faced Zon-o-phone Records; jobbing stock; complete catalog, well assorted. Also 20 Zon-o-phone Machines, latest models, assorted types. Original packages. Will sell at a price or trade for Edison Records and Machines. "RECORDS," care Talking Machine World, 1 Madison Ave., New York City.

For Sale or Trade.

100 Columbia Disc "BN" Machines equipped with 10-in. turntables. Can use Edison Records in exchange. What have you to offer? Address 41,144, care Talking Machine World, 1 Madison Ave., New York City.

dealers and offered some excellent and valuable suggestions regarding selling methods calculated to increase the record business materially. He exhibited a sample of the new back label on the Red Seal records, and emphasized the importance of the dealer and his salesmen being thoroughly familiar with the music on the record in order that they might demonstrate and talk about it in a convincing manner. Mr. Brown also displayed to the dealers a new card system for keeping track of record sales and prospects, in which each separate record bought by a customer is listed on a card bearing his name, and the dealer is able at all times to see just what records the customer has in his library and act accordingly.

In speaking of conditions in the machine trade Mr. Brown gave it as his opinion that the demand for machines this year would exceed the heavy demand for 1910, the extent of which he illustrated by stating that at present the company were behind on orders for 170,000 Victor machines and 30,000 Victrolas. This in part explained why the dealers could not get all the machines of certain types they desired, and he advised early ordering for fall and the holidays, even though not entirely convenient, in order to avoid disappointment at that time.

Mr. Brown discussed at length the widespread advertising done by the Victor Co., and pointed out many ways by which the dealers should profit by the heavy expenditures of the manufacturer for advertising by backing the general campaign locally in their own cities and towns.

The next speaker was George P. Metzger, advertising manager of the Columbia Phonograph Co., who entered into a live talk upon salesmanship. He stated that his own experience told him that the field for talking machine sales had only been scratched, and that there was virgin ground below the surface waiting for the wideawake dealer, for there were thousands of people who had not been impressed by the first talking machines put on the market years ago, and who were unacquainted with the progress made in producing both machines and records within recent times. Mr. Metzger suggested house-to-house canvassing and the giving of free concerts at private entertainments as a means of placing the present-day talking machines and records before the great mass of prospects who are not easily reached by other methods.

Mr. Metzger called particular attention to the show window as a means of advertising, and emphasized the fact that full advantage should be taken of the space that represents such a large proportion of the rent and really affords the introduction to the store. The interesting and instructive address was brought to a close with the playing of the Columbia demonstration record on a Grafonola for the benefit of those who had not heard that unique and excellent piece of record advertising.

The closing address was made by Ora E. Reinhart, head of the newly organized window display department of Thomas A. Edison, Inc., and the services of which are offered free to Edison dealers, the materials used in the display being sold to them at cost. Mr. Reinhart discussed the question of window display as an expert in that line, and gave the dealers some valuable hints in that direction. While suggestions will be made to fit the individual needs of the dealers applying for the service, the regular displays will be forwarded to the dealers desiring same each month, and will be so arranged that the same foundation may be used for three months, the details being changed monthly in order to give freshness to the display.

The next meeting of the association will be held at the Lion d'Or on the second Wednesday in June.

When a man's in the selling end of the business what he really needs to know is the manufacturing end, and when he's in the factory he can't know too much about the trade.

Do not start business in a place because it happens to please you, but study the local conditions, and only establish yourself where they are of such a nature as to indicate prospective success.

A HANDSOME DEPARTMENT

Is That Conducted by Wm. Knabe & Co. and Devoted to the Sale and Display of Columbia Records.

The formal opening of the talking machine department of Wm. Knabe & Co., Knabe Hall, New York, took place March 21, and on that and succeeding days a large number of people visited the section devoted to a fine display of Grafonolas, graphophones, records, etc.—a complete line of Columbia goods, which they will handle exclusively.

The quarters set aside for this department have been artistically tinted in cream white and pale green wall panels, with plate glass mirror doors opening into the demonstrating booths. The arrangements for handling the record stock are admirable and most convenient. Heavy bright lined velvet carpet and fine rugs cover the floor. The entire place is brilliantly illuminated. In addition to the allotted space, they will also utilize the \$10,000 art room adjoining for the display of the Grafonolas, on which they specialize. The room in question, with deep panels of embossed pink silk, cost Knabe & Co. that figure to decorate and furnish, and is used for exhibiting the finest examples of Knabe's art grand and upright pianos.

It is the intention of Wm. Knabe & Co. to have specially designed Grafonolas for their trade only, and with this purpose in view the art department of the great piano house are preparing cabinets that will range in price up to \$1,500 in cost. This work is to be completed and finished at the Baltimore factory, and the mechanism subsequently installed by the Columbia Phonograph Co. Joseph M. Bryant, in charge of the department, said the opening was auspicious in the highest degree, and that the sales since had exceeded their most sanguine expectations. At times they had as many as sixty callers, three-fourths of whom placed orders.

FEATURING COLOMBIAN COMPOSITIONS.

El Grafico, of Bogota, Colombia, S. A., in an article on "Our Music Abroad," says: "Colombian airs have always called for considerable attention abroad for the originality of their rhythm and poetic grace of expression. At present they are not only sought for private entertainments, but solicited for public purposes as well. This success is due in great part to Emilio Murillo, indefatigable composer and promoter of our national airs, who has set himself to bring to light the Colombian musical compositions. They are being enthusiastically hailed principally in the United States. (The Yankees are so fond of all our productions!) The celebrated Mademoiselle Dazie has been engaged for the Victoria Theater of New York, where she sings very correctly the Colombian airs of Murillo and dances to the music of the Colombian composer so as to do one's heart good. To this should be added the fact that Mr. Sause, with the Columbia Phonograph Co., asserts that the most successful records are Murillo's Colombian compositions."

Engage capable assistants and pay them satisfactory wages. Treat them well so that they may take an interest in your business. Do not act toward them in a narrow-minded manner, but do not be too indulgent. Make inquiries about their capacity and then require each one to do his best.

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The extraordinary efficiency of The Talking Machine World as an advertising medium has been the subject of most favorable comments from time to time, while its merits in a literary way, as well, have been acknowledged by firms, companies, individual dealers and jobbers in every section of the globe. Hundreds of communications in our files testify to this, and only recently the S. B. Davega Co., the prominent Victor and Edison jobbers of New York, wrote the following unsolicited letter, which speaks for itself:

"Gentlemen—It gives us great pleasure to inform you that we have received more replies to our last month's 'ad' and had greater results therefrom than any 'ad' we ever had in your paper. Almost two carloads of cabinets were disposed of in one month's time; in fact, one complete carload of our No. 100 cabinets alone was sold. The results obtained from our Simplex Needle Box 'ads' in previous issues were also very gratifying, and we do not hesitate to say that The Talking Machine World has been our best medium for advertising all of our specialties."

Another pleasing tribute to the literary quality and the general excellence of The World reaches us from Thomas Edens Osborne, the progressive talking machine jobber of Belfast, Ireland, who says: "I am sure you will believe me when I say that one copy of The Talking Machine World is worth all the other papers connected with the talking machine industry."

The World has won its place in the foremost rank of trade papers throughout the world because it believes, firstly, in furnishing the trade not only with the news of the world, but with helpful, stimulating, educational articles covering every branch of the industry; secondly, it believes in giving the advertiser the value of legitimate circulation—of persistently and systematically getting after old and new dealers and bringing the specialties advertised in The World to their attention.

It is safe to say that The Talking Machine World to-day has a circulation in foreign countries which far exceeds all other publications devoted to talking machines combined, while in the United States it is the only publication devoted exclusively to this important industry.

Sample copies free for the asking. By the year, One Dollar.

EDWARD LYMAN BILL

Editor and Publisher,

1 Madison Avenue

NEW YORK

JOHNSON RECORD PATENTS UPHELD.

Judge Ray in Exhaustive Review Grants Decision to the Victor Talking Machine Co.—The Control of the Disc Record with Lateral Undulating Groove Remains with the American Manufacturer.

The case of the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Co., New York, argued in November last before Judge Ray, U. S. Circuit Court, Southern District of New York, sitting at Norwich, N. Y., at the time, was decided in favor of the complainants.

The charge is infringing what is known as the Johnson cut record patent No. 896,059, issued August 11, 1908, which the defendants claim is in contravention of the well-known Jones patent, which they own.

Judge Ray's decision, which was handed down March 29, is broad and comprehensive, and by it foreign manufacturers are estopped from attempted inroads upon the trade in this country, by importation of records which are an infringement upon the Johnson patents.

The decision perpetuates the control of the disc record with lateral undulating groove, such as at present is employed, in the hands of American manufacturers.

It is the first time that the Johnson patent has ever appeared in any court, and, therefore, the decision in detail will be of manifest interest to the entire talking machine trade of the world.

Following are excerpts from Judge Ray's decision:

The Johnson Patent Described.

The patent in suit, "Record for Talking Machines," was granted to Eldridge R. Johnson, assignor to Victor Talking Machine Co. Aug. 11, 1908, on divisional application filed Nov. 12, 1904, original application filed Aug. 16, 1898. While the complainant alleges in a general way that substantially all the claims are infringed, it points out and specifically alleges infringement of certain claims. . . . In what is called the parent patent, patent to Eldridge R. Johnson, assignor to Victor Talking Machine Co., No. 778,975, dated Jan. 3, 1905, application filed Aug. 16, 1898, the claim made was for a "cutting tool for sound-recording machines." Johnson tells how to make or form a cut-out record. He says, after telling how to cut out and form a record, "It is understood that in reproducing the record thus formed may be used for reproducing purposes directly, or a more durable and indestructible record may be reproduced by various processes from the original record. . . ."

Nov. 19, 1897, Joseph W. Jones filed an application for a patent in this same art, and which the defendant claims fully covered the same invention described in the Johnson patent in suit, and a patent issued thereon on the 10th day of December, 1901, for "Production of Sound Records," No. 688,739. That patent has been the subject of considerable litigation. . . .

It is obvious from the specifications of the Jones patent that he did not claim the discovery or use of any new or improved mode or method of "cutting or engraving" the spiral grooves—the laterally undulating grooves—in the wax or wax-like tablet. He plainly recognized that this had been done before, and that there was more than one way of doing it. After describing his disc or tablet of suitable recording material he specifically says, "Upon the surface of this tablet I then form, by the use of a sound-recording machine, in a well-known manner a spiral groove of practically uniform depth that contains lateral sinuosities or irregularities corresponding to or representing the sound-waves recorded." In short, he cuts or engraves his spiral groove in "a well-known manner."

Validity of Jones' Invention Upheld.

In American Graphophone Co. against Universal Talking Machine Co., the Circuit Court of Appeals, Judge Townsend writing the opinion, upheld the validity of the Jones patent as disclosing invention in the mode or method of making commercial sound records by (1) cutting or engraving a record groove of uniform depth by means of the lateral vibrations of a suitable stylus upon a disc of wax-like material; (2) coating the same with a conducting material; (3) then forming a matrix thereon by electrolysis; (4) then making therefrom duplicate records by impression. This case was decided Jan. 14, 1907. I find no reference in that case to the then pending application of Johnson for the patent in suit, issued in August of the next year, 1908. Judge Townsend refers to the Bell and Tainter patent, No. 341,214, claim 9, of which was for "The method of forming a sound or speech record which consists in engraving or cutting the same in wax or a wax-like composition, substantially as described." Of this Judge Townsend said, "An examination of the Bell and Tainter patent shows that the assumption as to its broad scope are without foundation. There is not a word of reference in the specifications to the engraving laterally of undulating records, or of any records of uniform depth." This indicates a departure by Jones from Bell and Tainter in both these respects, as, indeed, the specifications and claims of Jones show. Clearly Jones cut or engraved on his tablet a record-groove "of appreciable and practically uniform depth" having "lateral undulations corresponding to the sound waves." From the opinion of Judge Townsend we would infer that it was here that he found patentable invention in the Jones method. The distinction drawn between Bell and Tainter

and Jones seems to have been that Bell and Tainter cut or engraved sound grooves on cylinders or on tablets vertically instead of laterally and without regard to uniformity in depth.

Board of Examiners Grant Claims.

After Johnson had divided his original application and filed his application for the patent in suit, Nov. 12, 1904 (serial No. 232,389), the principal examiner finally on April 3, 1908, rejected claims 1, 2, 3 and 9 (which seem to be the same as claims 1, 2, 3, and 4 of the patent in suit), and the claimant appealed to the board of examiners in chief April 8, 1908. Among others the Jones patent in question here was cited. July 7, 1908, the board of examiners reversed the examiner in chief. It was held that Johnson was rightfully in the Patent Office with his divisional claims and that Jones did not anticipate as he had filed and abandoned claims for the same subject matter as is embraced in the claims before the board of the patent in suit. Amongst other things on this subject the board said: "Jones has no more equity against the applicant's right to a patent for the subject matter of the appealed claims, nor, if possible, even as much as Clark and Johnson, No. 624,625, May 9, 1899, have, upon whose patent Jones claims for the subject matter here appealed were rejected."

I think it quite clear from the prior art, the proceedings in the patent office, the exhibits and testimony, that Johnson had clearly in mind the actual cutting out and removal from the groove of a part of the substance of the disc or tablet on which the original record was to be made in the art of making sound records upon tablets of wax or other suitable material of the laterally undulatory groove type, and that he was the first to conceive this idea and reduce it to practice. In August, 1898, he said, "It is essential in order to produce a clear record that the material be cleanly and neatly cut from the grooves in the process of recording so that sharp, well defined lines will be formed in the walls of the grooves." In describing his tool and its operation he says, "These edges (a') are carefully formed to present a cutting edge, so that as the moving record is traveled against the face a of the tool A when held in position, as indicated in Fig. 1, the knife edges a' will clearly cut the material from the record, forming a clean-cut groove, with the undulation or sound waves produced by the vibration of the stylus formed in the record, as shown in Fig. 5, and illustrated in cross-section in Fig. 3." His Fig. 1 of the parent patent shows the knife, or cutting tool at work. Fig. 5 shows the groove on the tablet, and Fig. 6 shows the record groove with the laterally undulatory sound waves in the sides thereof.

This is beyond anything shown or described in the prior art, or in Jones, and, I think, was beyond anything Jones had in mind when he applied for his patent, although Jones, broadly speaking, described it, aside from the peculiar form of the groove, elliptical form. Did this originate with Johnson in 1896, as he claims, and before Jones filed his application?

An Improved Sound Groove Attained.

It is clear that Johnson had been at work in this field, this art, and this particular branch of it prior to August, 1898, when he filed his application and claimed the cutting tool. It is not, therefore, improbable that he made his discovery in 1896, when he says he did. It is clear that he knew all about it Aug. 16, 1898, for, as stated, he then had invented and then claimed and later was granted a patent for the cutting tool that would do the work which he described. I think it may be well doubted that Johnson appreciated that, in view of the prior art, he had made a patentable invention in producing a disc sound record such as he described in his parent patent of Jan. 3, 1905, applied for in 1898: that is, "A disc sound record having a cut-out laterally undulatory groove of substantially constant or even depth, such lateral undulations corresponding to the sound waves."

However, he clearly reserved the right to claim it, for he said, "It is understood that in reproducing the record thus formed may be used for reproducing purposes directly (that is, reproducing the sounds) or a more durable and indestructible record may be reproduced by various processes from the original record. (That is, duplicates might be made by various processes.) This feature, however, forms no part of my present invention herein described." That is, he did not go into the feature of a duplication of the original for commercial purposes. . . .

If Johnson himself and his witnesses, C. K. Haddon, B. G. Royal, W. H. Nafey, A. C. Middleton and A. A. DuBois, are to be credited, in fact, unless their statements are to be rejected, Johnson made and completed this invention (now held to be an invention) in the early summer or fall of 1896, which included the making of the lateral undulating record of even depth cut in a plate of wax-like material and the making of an electroplate upon such record of wax-like material by covering it with plumbago and making it electro-conductive. If this was done he demonstrated that a matrix made by such process of electroplating the record could be obtained for making duplicate commercial records.

Discoverer of the Cut-Out Process.

I do not think it necessary here to go into the details of the evidence which leads me to the conclusion that Johnson, corroborated as he is, made this invention in 1896. He either did or he, Haddon and others, have concocted a plausible story and committed deliberate perjury. I cannot find anything in the case to justify a conclusion that he got his ideas, incorporated in the specifications of the so-called

parent patent, from Jones. On the other hand, while there is no evidence that Jones got his ideas from Johnson, he did not seem to appreciate and certainly did not claim that he had made any discovery in cutting his groove into not out of the wax-like tablet. He said nothing about actually cutting out a groove by the lateral or zigzag movement of the stylus. In fact it does not appear from the Jones patent that he did in fact cut out a spiral groove of practically uniform depth containing lateral sinuosities or irregularities corresponding to or representing the sound waves recorded. He claims nothing of the kind as a discovery or invention, or, if he did, it was rejected and in the rejection he acquiesced. It is easily seen that such a groove as Jones described might have been produced in a soft wax-like material without cutting out any of the material. Such a groove could have been made by displacement, and mere cutting is quite different from cutting out and removing a part of the material. . . .

However, it is perfectly clear that Jones was not the inventor of the cutting-out process in either the flat disc or the cylindrical sound records. Jan. 9, 1897, eleven months before Jones filed his application, Alfred Coening Clark and said Eldridge R. Johnson filed an application for a patent for a "Sound Recording and Reproducing Machine," which the specifications expressly state was adapted to make records upon either rotating discs or revolving cylinders and the original sound reproduced therefrom. . . .

The record substantially concedes infringement by defendant, assuming the Johnson patent to be valid, and no time need be spent on that question, although I am of the opinion that sustaining the Johnson patent in suit does not destroy the Jones patent. I think both are valid, but that Jones includes and uses what belongs to Johnson. In short, should Johnson do just what the Jones patent describes and all that it describes, he would infringe Jones, while Jones in doing what he does infringes Johnson. . . .

Estoppel and Other Conditions Considered.

The opinion here takes up the question of estoppel and other conditions alleged to have a bearing on the trading relations between the Victor Talking Machine Co. and the American Graphophone Co. (Columbia Phonograph Co.) in connection with the Jones patent, and deals with them at length, with the result that the court denies every contention of the defendants. The argument then concludes as follows:

Nov. 19, 1897, about two years after Jones filed his application for his patent he attempted to amend by inserting the following claims:

"1. The herein-described method of producing original sound-records, which consists of cutting or engraving upon a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record-groove of appreciable and practical uniform depth, the same having lateral undulations corresponding to the sound waves, substantially as described.

"2. An original sound record formed of a wax-like material and having engraved upon its surface a spiral groove containing lateral undulations of uniform depth, the depth being slight but appreciable, and the undulations corresponding to sound waves, substantially as described."

These claims were rejected on the prior art and Jones acquiesced. Defendant cannot be heard now to say these rejected claims formed any part of the Jones invention. As I look at it Johnson claimed and was granted a patent for what in substance was denied to Jones.

Jones claimed but was denied a patent for (1) the method of producing an original sound record which consisted in, (a) cutting or engraving upon a tablet of suitable material, (b) by means of the lateral vibrations of a suitable stylus, (c) a record groove of appreciable and practically uniform depth, and (d) the latter having lateral undulations corresponding to the sound waves.

And again, the product, viz.: (1) an original sound record, (2) formed of a wax-like material, and (3) having engraved upon its surface a spiral groove, (4) containing lateral undulations of uniform depth, the depth being slight but appreciable, and (5) the undulations (lateral) corresponding to sound waves.

The patent granted Jones is for a method of producing commercial sound records which consists in cutting or engraving upon a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record groove of appreciable and practical uniform depth, and, having lateral undulations corresponding to the sound waves, as step one, and then coating the same, etc. In short, it stands out perfectly plain that the first step of the Jones method or process which consists in making the original record was claimed by Jones as his invention, and rejected on the prior art. It was subsequently patented to Johnson as the inventor thereof.

The Court Can Draw No Distinction.

I can draw no distinction between what Jones claimed and had rejected, and claim 3 of the Johnson patent in suit. Johnson cuts on a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record groove of appreciable and substantially uniform depth, having lateral undulations corresponding to the sound waves. Wherein does this differ from the rejected Jones claim and step one of the Jones process or method? And why is it not patentable? It is the making of the original record which may be used to reproduce sound.

However, it would not be a commercial success as a sound record for reproducing sounds because not durable. But the commercial records could not be produced without it. Add the other steps of the Jones method or process and we have the successful commercial records of Jones. But in practicing the Jones process the defendant infringes the Johnson patent. Clearly defendant infringes claim 3 of the patent in suit. And as clearly to my mind, the de-

defendant infringes all the claims of the patent in suit in issue here unless it be claims 14 and 23, which add in broad terms the production of duplicates or commercial records from the original by any process, or any means which will accomplish the end. The defendant insists there is only one known process of producing duplicates from the original and that the one described in the Jones patent and there claimed.

All Johnson says in the patent in suit as to reproducing sound records from the original is, "It is understood that in reproducing, the record thus formed may be used for reproducing purposes directly or a more durable and indestructible record may be produced by various processes from the original record." He does not point out or describe or claim either one of the "various processes" referred to. Jones did and does and was granted a patent for that particular or specific process of reproducing a more durable and indestructible record; that is, the commercial sound records for use in reproducing the recorded sounds, music or speech.

Infringement of Johnson Patent Declared.

I cannot find that Johnson anticipated or was prior to Jones in his method or process described in his patent No. 688,739, dated Dec. 10, 1901, for reproducing sound records from the original record made according to the Johnson invention; that is, by coating such original with a conducting material, then forming a matrix thereon by electrolysis, and finally separating this matrix and pressing the same into a tablet of suitable material in the way described; or, in the language of claim 2, by next rendering the surface thereof (of the original record) electrically conductive, then forming a matrix thereon by electrolysis, next separating the matrix from the original record disc without the use of heat, and finally impressing said matrix into a disc of suitable material to form the ultimate record. Whether or not this part of the Jones patented process was old in the art does not concern this litigation; the defendant infringes the Johnson patent now owned by the complainant, by using his method or process of producing the original record and his patented original record from which the duplicates are subsequently made. If there are methods of reproducing records from the original record other than that described and claimed by Jones, clearly the complainant may use it without fear of the Jones process. There will be a decree accordingly, with costs, and for an accounting.

In view of all the prior litigation and all the facts, I may as well say here that if the defendant desires to appeal and takes the appeal within thirty days from the entry of the decree hereon, the issue of an injunction will be suspended pending such appeal and until the determination thereof, providing it gives a bond in the sum of ten thousand dollars (\$10,000), conditioned to pay all costs, damages and profits awarded against it herein, and provided it moves such appeal to a hearing promptly by asking that same be advanced.

VICTOR CO.'S FOREIGN LISTS.

Send Out an Advance List of 86 "Specials" Covering Almost Every Language—Revised Schedule of Opening Days and Shipping Dates.

In accordance with their policy of increasing their foreign lists as rapidly as possible the Victor Talking Machine Co., Camden, N. J., have sent out an advance list of eighty-six "specials," to go on sale as soon as received by the dealer. The company realize the opportunity the foreign speaking population offers to Victor dealers, and it is therefore their intention to increase the catalogs from time to time as rapidly as they are able to secure suitable artists and increase their laboratory facilities.

The list referred to includes German, Arabian, Turkish, Russian and Neapolitan records. In the same lot two Christian Science records are also announced. Perhaps this is the first time the latter were ever offered the trade. About the same time the February supplement of new Victor Chinese records (Cantonese dialect) were shipped to go on sale when received.

The Victor Co. have found it advisable to allow distributors to ship the monthly supplement records to dealers one day earlier than heretofore, beginning with the April supplement. The change is concurred in by practically the unanimous vote of Victor distributors. A revised schedule of "opening days" and shipping dates in force for the remainder of 1911 was announced at the same time.

The Cincinnati Columbia store recently placed a Grafonola Regent, mission style, in a new cafe on Vine street, which harmonizes with the artistic oak fittings of the place in the same design and finish. A piano salesman recommended the Grafonola in preference to an automatic piano.

Business brevity is sometimes cultivated to such an extent that the abruptness sways dangerously near discourtesy.

Advantages of Co-Operation in Sales Department.

By H. H. FISH, Los Angeles.

Co-operation—what a wealth of meaning is expressed by that one little word; how simple it is to spell; how easy to pronounce; yet I venture to say that very few of us pause to think when we come across it in print of the wonderful possibilities it contains. Without it what would become of civilization?

Imagine, if you can, a person placed on an uninhabited island, dependent entirely on his own resources, no one to aid him, not even a beast of the field to help him till the soil, but condemned (by the absence of co-operation) to plod along indefinitely, an outcast, a lonesome exile, and one can readily see that he would soon sink to the level of all brute creation, where only might is law and the strong dominate the weak.

History has proven over and over again that families, communities, States and nations have signally failed in their endeavors when they scorned co-operation. I think the motto of the great State of Kentucky expresses it all in a very few words, "United We Stand, Divided We Fall." If in the ordinary walks of life it is so essential to co-operate, then how much more it becomes a necessity in business relations. It is the keynote and backbone of all commercial institutions. Take, for instance, any large department store; it would matter not what ability its owner or manager had, if the heads of the different departments were not in unison. That store would be a failure. Twenty men pulling together might easily draw a wagon from a mud hole—one couldn't even move it. But to return to the question under discussion, that is our own case. Where could we find a better example of the advantages of co-operation than among the eighty odd employes of our own great music house, the Southern California.

There is a certain inherent instinct in most of us to be loyal to our own particular house; to work for the same common end, success for our business, and as a general rule, when you benefit your employer, you benefit yourself. Why should a talking machine salesman feel out of humor when a prospective Victrola customer should change his mind and say, "Well, after all, I think a piano would probably suit us better." Maybe he will ask your opinion of pianos in general, mentioning several standard makes, as the Chickering, Steinway, Weber, Knabe and A. B. Chase, etc. Do you think that it would be fair to our fellow-salesmen of the piano department to answer this man's query something like this: "I really don't know anything about pianos, that is out of my line." Would that be using business tact? Emphatically no; and, besides, it would lower you in his estimation, as he would probably think that you took very little interest in the business welfare of your firm and also were lacking in courtesy to him. How easy to tell him of some of the different makes we handle, and before you get into deep water turn him over to one of our many able piano salesmen and let them do the rest.

While you have probably lost that customer for the time being, at some future date, when the piano is not so new, you may interest him again in the Victrola, and this time land him.

It seems to me a hard problem to decide as to which department had the best opportunities to aid the others. Of course, the first floor has this advantage; they see them first, and no doubt many a faint-hearted talking machine customer is shown to the elevator and landed on the third floor, before he really has the time to object. Still, on the other side of the question, our record customers ask if such and such a song is published, or say that this particular piece being sung by some artist would just suit their voice and, of course, that is our chance to direct them to the sheet music department.

Again, many of our patrons, after hearing some of the wonderful solos performed by the great staff of artists employed by the different talking machine companies, become ambitious to learn some instrument themselves. Quite often they in-

quire as to the relative difficulties of the different ones. Thus we get our cue to refer them to the small goods department.

Not only are we able to co-operate for our mutual benefit, but by keeping our customers interested in their machines and records, we will find that they will also co-operate with us and will bring their friends in and so we are forming a network of never-ending business, which with proper handling will not decrease but grow larger and more profitable. As a general rule people who trade regularly at one place show a preference for some particular salesman. This preference may be for several reasons, viz.:

This salesman may have waited on them the first time they purchased in his place of business, or maybe on account of a former acquaintance with him, and sometimes because he, the customer, is better treated by him. The first two reasons are legitimate, the last one is to be deplored, as it shows a lack of harmony or co-operativeness among the employes of that house.

Every salesman should strive to show the same courtesy and attention to another's customer as he would to his own, and in consequence the customer will always feel at home if the one they happen to ask for it out. Another thing, it would be well for us to keep in mind is that every purchaser is different. You will often hear the remark among clerks, "Here comes Mr. —; it is a pleasure to wait on him." On the other hand, there is the crabbed customer, that nothing seems to suit, whom you generally have a hard time to please. A great many times this cranky person only needs a little co-operation to get him started on the right way to being more congenial and easier to suit.

Help him out by offering him a few suggestions, that is probably just the trouble; he doesn't know himself what he wants and you may happen to strike just what he likes best. Of course, he may ignore your little hints, but by judicious handling nearly all of them can be made to see that you are really anxious to help them, and it may be the means of getting more business for the house in the future.

No one person in an establishment of this size can be the whole thing, no matter how much he or she may desire, but they must to a certain extent, at least, depend on the help of others.

So in conclusion I think we will all get along better, feel better toward each other, and last, but not least, get better business results, if we only take for our motto, "Co-operation."

INSTALL COLUMBIA LINE.

(Special to the Talking Machine World.)

Hyde Park, Mass., April 6, 1911.

Burnes Bros., house furnishers, have added a talking machine department, featuring the Columbia line. The business so far has been extremely gratifying, and more prominence than ever will be given this branch of their business.

Said a merchant of experience: "I would much rather a man should come into my store and blow me up than to go by it altogether.

"If he goes by I have no chance at him at all. If he comes in when he is angry at something we have done or not done, it gives us a chance at him. We can explain or right his wrongs, or at least apologize for what we have done or not done. We can soothe him, file down his horns; possibly work him over into a good friend, and sell him something before he goes out. I have seen that done by the right man, and in the right way, many a time in my life."

People say that George Westinghouse did not invent the air-brake. It does not make any real difference whether he did or not; the fact remains that he knew how to get the railroads to use it. He was the distributor and consequently the indispensable man.



Arthur Collins
Pronounced by many to be the world's greatest delineator of negro dialect in song. It's a genuine treat to hear his U-S Records.



Ada Jones
This clever and versatile impersonator has made some unusually catchy and artistic records for the U-S.



Henry Burr
All the world has been charmed by the rich voice of this singer—unquestionably a leader in his class. Burr's best work is reproduced on U-S Records.



Byron C. Harlan
Widely known singer whose work in the duet of Collins & Harlan has become famous. You get as good as the original in U-S Records.

THE COUNTRY'S BEST DEALERS ARE FALLING IN LINE. They feel a sense of satisfaction in selling a phonograph and record that represent the very last improvement—the top-notch of perfection. You will realize immediately upon seeing and hearing this machine played that this ideal is reached in the



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Then you come to the U-S Everlasting Records—can't scratch—can't break—bringing a tone of genuine musical quality, not a mere mechanical reproduction of sound. A repertoire of the latest selections by the best talent.

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Columbia Phonograph Co., Genl., Tribune Building, New York.

RECORDS BY MARY GARDEN.

Great Exponent of Modern French Opera Is Now in Evidence With a Number of Remarkable Records Which Reflect Credit on the Columbia Phonograph Co.—They Include Two Numbers from 'Traviata,' One from "Le Jongleur" and Another from "Herodiade"—Dealers Should Stock Up for Her Concert Tour.

The Columbia Phonograph Co. are now offering a series of remarkable records by that great exponent of modern French opera, one whose interpretations have written a new page in operatic history and whose absolutely unique personality has dominated musical affairs in both the Old World and the New—Mary Garden.

The truly remarkable distinction of being the first American to really conquer the fastidious French public—the most conservative and prejudiced in the world, where its national traditions are concerned—belongs to Mary Garden alone. To Oscar Hammerstein the American public is indebted for its introduction to this unique figure in modern opera. Miss Garden's first American appearance having been made in the Manhattan Opera House, with which she was associated up to the time its company was absorbed by the Metropolitan Opera House interests, and practically every remembrance of that famous episode in New York's musical history is associated in the public mind with the name of Mary Garden. During the season just past, Miss Garden, as leading soprano of the Philadelphia-Chicago Opera Company, has scored new and even greater triumphs in Chicago, Philadelphia and New York.

Such operas as "Salome" and "Natoma" and more especially those of the modern French school—"Thais," "Louise," "Pelleas et Melisande," "Herodiade" and "Jongleur de Notre Dame"—have in the mind of this public become peculiarly associated with Miss Garden's name, and with her incomparable art. A condition such as this implies in any singer the possession of qualities of the very highest distinction, not alone a magnetic voice, but also a personality and a capacity for emotional realism in interpretation that projects itself over the footlights with the compelling force that only a very great artist can exercise.

Mary Garden's contributions as recorded by the Columbia Phonograph Co. are two selections from "La Traviata" (Verdi) on double disc A-5284, "Quel est Donc ce Trouble Charmant" (Ah! Fors e Lui) (What Can Be This Feeling?), soprano solo in French with orchestra, and "Pour Jamais ta Destinée" (Sempre Libera) (The Round of Pleasure I'll Enjoy), in French with orchestra. The second double disc (A-5289) includes a selection from "Le Jongleur de Notre Dame" (Massenet), "Liberte" (Oh, Liberty, My Life and Love!), soprano solo in French with orchestra, the second being "Herodiade" (Massenet), "Il est Doux, il est Bon" (Kind is He and Good), soprano solo in French with orchestra.

An idea of the excellence of these records may be gleaned from the fact that immediately after

Mary Garden heard them she sent the following communication to the Columbia Phonograph Co., which certainly tells its own story:

"I always said that *never* would I sing into a phonograph of any kind, but one does not always



live up to everything one says, happily, for after months of tireless persuasion the Columbia Phonograph Co. won out, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success. (Signed) MARY GARDEN."

In view of the fact that Mary Garden is now on a concert tour which will carry her as far as the Pacific Coast, Columbia dealers everywhere should make it a point to carry a good stock of the Mary Garden records.

TRADE MAKES GOOD SHOWING

In Both Manufacturing, Jobbing and Retailing Lines Is the Report of All Concerns.

It is the general opinion that trade is not only making a fine showing, but is growing better, besides. This very flattering report is shared by manufacturers, jobbers and dealers. The factories have not caught up on orders for certain types of machines, though the record account is in good shape. The jobbers in the metropolitan district, without exception, say their sales to dealers are of greater volume than for two years, and they are confident it will continue right through the spring and possibly up to the middle of June. The tenor of advices from different parts of the country is about the same.

Style, art, service, the things which differentiate one product and one store from another, are real things and influence the public. The vital things that make retailing would be missing if any other methods were to become universal.

THE SALESMAN'S STANDPOINT.

The Customer Finds the Salesman in a Chatty Humor and Draws Forth Some Interesting Views Regarding Store Management and His Employer.

I had just bought some records and was lingering for a moment's chat with the intelligent salesman who had waited upon me. It was a small store and not a busy store, but it was my habit to trade there, largely because of that particular salesman. A newsboy bustled in and threw an evening paper upon the table before us, and a moment later the proprietor came down the aisle, picked up the paper and took it with him to the office. I attached no significance to the act, but my friend the salesman looked at me and smiled; we were so well acquainted that he felt at liberty to talk freely to me, said a World correspondent.

"Mr. Blank is a well-informed man and he knows the business end of his business thoroughly," said he, "but if I were the proprietor of a store I would not only allow my employes to read the daily papers, but I would insist upon their doing so at my expense and upon my time."

My face must have expressed some of the mystification I felt, for he continued:

"Instead of being the exception it is almost the rule that customers will make some allusion to current events or refer to some startling item of news, and the salesman who cannot respond intelligently labors under a tremendous handicap. If the customer finds that his observations call forth a sensible and genial response he is almost certain to complete his purchase and come in again—in the end he is likely to become a permanent customer. But if the salesman answers half-heartedly or evasively, or if his reply discloses an inexcusable ignorance of the subject, the customer is pretty apt to feel as if a wet blanket had been thrown over him.

"Quite likely you are right," I said, "and I have no doubt but that you read the papers."

"I certainly do," was the emphatic reply. "Mr. Blank does not allow us to read in the store, but in my own home I carefully look over every paper published in the city. I consider it as much a part of my preparation for my day's work as my morning shave, and I have too much respect for the occupation I have chosen not to do everything possible that may enhance my value to my work and to my employer."

"Your argument convinces me," said I. "Why don't you suggest some of these things to your employer?"

The clerk shrugged his shoulders and again smiled.

"Mr. Blank is a good man to work for," he responded, "kind and considerate, but he is not one who invites or welcomes suggestions from his employes."

I walked out and on my way home pondered upon what I had heard. When my friend the salesman owns his own establishment I shall do all my trading there.

NEW TETRAZZINI RECORDS.

Great Soprano Spends Three Days at the Victor Laboratory and Makes Four New Records Which Are the Best Ever Turned Out of the Voice of the Great Diva—Will Go on Sale April 28—Will Have a Large Demand.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 1, 1911.

On Saturday the Victor Talking Machine Co., Camden, N. J., notified the trade regarding a new series of Tetrizzini records. They say: "The great soprano's three days' engagement started immediately after her recent concert appearance at the New York Hippodrome, where she sang to an audience of over five thousand enthusiastic



MME. LOUISA TETRAZZINI.

music lovers, which was simply a repetition of her many triumphs on the great concert tour which carried her to the Pacific Coast and back." Each of the records will bear on the reverse the Victor's new descriptive label.

The following new records will go on sale April 28, with the May supplement. It was impossible for the company to send out samples of these records to distributors together with the May sample records: 88291, "Carnival of Venice," part 1; 88292, "Carnival of Venice," part 2; 88293, "Traviata," "Ah, fors è lui," "Sempre libera," and 88294, "Carceleras" (from "Las Hijas del Tebedeos"), Spanish. On and after April 1 the Tetrizzini records will be sold at the usual Red Seal record discount, and on and after the same date these records will all be listed in the 88000 series.

The seven remade numbers which will also go on sale simultaneously with the four new numbers above are as follows: 88295, Rigoletto—"Caro nome" (Dearest Name); 88296, Mignon—Polonese, "Io son Titania" (I'm Fair Titania); 88297, Lakme—"Dov'è l'Indiana bruna" (Bell song); 88299, Lucia—Mad Scene (flute obligato by Walter Oesterreicher); 88301, Barbiere—"Una voce poco fa" (A Little Voice I Hear); 8304, Ballo in Mas-

chera—"Saper vorreste" (You Would Be Hearing); 88305, Sonnambula—"Ah, non credea mirarti" (Could I Believe).

It will be noted the new and remade Tetrizzini records are listed in the 88000 series, and the five numbers remaining in the Tetrizzini list will be transferred to the 88000 series and listed in the next general record catalog (May) under the following new numbers: 88298, Dinorah—"Ombra leggiera" (shadow song), Italian; 88300, Nozze di Figaro—"Voi che sapete" (What is This Feeling?), Italian; 88302, Romeo et Juliette—Valse (Juliet's waltz song), Italian; 88303, Lucia di Lammermoor—"Regnava nel silenzio" (Silence O'er All), Italian; 88306, "Aprile," Italian.

CENSORING DISCS IN RUSSIA.

Talking Machine Discs of Objectionable Character to the Political Powers of Russia Are Now Subject to the Same Rules as Ordinary Printed Matter.

It is well known that in Russia every newspaper, in fact all printed matter, is subject to censorship. That is to say, if there is any objection to any part of the contents of such paper or book, the objectionable portion is made illegible, or if necessary, the whole book or whatever it may be is destroyed. Lately the Russian censorship has decided that disc records for talking machines are also subject to the same rules as ordinary printed matter.

Those who know the practices of Russian officials will now no longer be in doubt about buying talking machines for their homes, as they now have it in their power to get the necessary records very conveniently and cheaply.

PAY DUTY AS FURNITURE.

Hornless Talking Machines Shipped to Austria-Hungary Are So Classified.

It may interest American exporters of talking machines to know that Austria-Hungary has decided that hornless machines on a high wooden base (similar to a music cabinet) need not pay duty as talking machines, but only as furniture, i. e., according to the material used chiefly for its construction.

THREE POINTS OF SELLING

That Play An Important Part in Bringing Every Transaction to a Successful Conclusion.

In selling goods, the point that must be kept in constant view is that one must hold the attention of the listener until he is given more than a superficial knowledge of the use and merits of the article under consideration.

In this view of the case the salesman becomes an instructor. And the more he can educate the possible buyer, the more likely is the latter to understand the goods, and feel satisfied with his purchase when made. As an experienced salesman has said:

The process of properly selling goods consists of three parts.

First.—Know the proposition from every standpoint—that of the manufacturer, the consumer and the competitor who always is ready to expose some real or fancied defect.

Second.—A disposition on your part to go to a possible purchaser; not to sit down and wait until he comes around asking for goods.

Third.—An ability to fit yourself, your argument and your information, so as to convince, so far as truth will permit, with the temper, needs, desire and disposition of the other man.

ANENT TOO PARTICULAR PEOPLE.

Some people cannot work unless the conditions are ideal. If they are going to write a letter the pen must be of an especial make, their stationery to their liking and the room hushed to the silence of the tomb. The art of concentrating the atten-

tion under difficulties, of holding steadily to one line of thought, in spite of distractions, is apparently unknown to them. But in the nature of the case, the usefulness of such people is very limited. There would be comparatively little work done if the world's workers waited for ideal conditions. Everyone should learn to do first-class work with conditions as they find them.

SALESMANSHIP AND ADVERTISING.

H. C. Brown, advertising manager of the Victor Talking Machine Co., Camden, N. J., was one of the speakers at the last dinner of the season of the Sphinx Club of New York, which was held at the Waldorf-Astoria on April 11. The subject for discussion was "Salesmanship as an Adjunct to Advertising." Other speakers in addition to Mr. Brown were M. P. Gould and J. D. Kenyon, vice-president of Sheldon's School for Salesmanship. This dinner, the 115th, marked the close of the club's fifteenth year.

SONORA

"The Instrument of Quality"

HIGHEST CLASS

Talking Machines and Records



To be Used With Either Needle or Sapphire

SONORA PHONOGRAPHS:

WITH INVISIBLE HORN:

To make them Convenient and Beautiful.

WITH COVERED CASES:

To Eliminate the Scratch of the Needle.

WITH MOTORS:

Of Highest Quality, built by the top-notch factory of the world, whose experience is not approached by others.

WITH DUPLEX SOUNDBOX:

Of Superb Tone, whether used with Needle or Sapphire Record.

WITH SPEED REGULATOR AND INDICATOR:

Simple, Reliable and Uniform.

WITH TONE MODIFIER:

Affording Surprisingly Pleasant Modulations.

WITH AUTOMATIC STOP:

A Positive Necessity after its advantage is once realized.



While our patents do not make up a very long list, they are strong, and possess many REAL merits.

Let us tell you about these goods and our discounts, Mr. Dealer, if you please.

MACHINES—\$25, \$40, \$60, \$75, \$100 and \$200, list
CABINETS and STANDS at popular prices

Sonora Phonograph Co. 78 Reade Street
NEW YORK

A PROGRESSIVE FLORIDA HOUSE.

The Rhodes-Pearce-Mahoney Furniture Co.,
Tampa, Fla., Doing Extensive Columbia Ad-
vertising in That Section of the State.

(Special to the Talking Machine World.)

Tampa, Fla., April 9, 1911.

The Rhodes-Pearce-Mahoney Furniture Co., the exclusive Columbia dealers of this city, are advertising the Columbia line on a large scale in the local papers and using almost the whole space of their two immense show windows for the display of



Columbia product the past two weeks. Columbia business has developed wonderfully with this firm, and the Columbia is altogether an important part of this great furniture company's business. Some idea of its importance is indicated by the full-page advertisements in the Tampa Sunday papers devoted solely to advertising Grafonolas, graphophones and records. In addition to the large window displays a special feature is made of Gra-

fonola concerts in the evenings. This is how J. T. Mahoney, general manager, expresses himself in a letter recently sent to the Columbia Phonograph Co.:

"It must be quite a sense of satisfaction, indeed, pleasant, for you to open order after order for Columbia graphophones, records and supplies from our store in Tampa. I say sense of satisfaction because I so persistently refused to talk graphophones with you for years, and you evidently knew just how much business I was losing while you still continued to 'show me' the error of my ways. To-day we have a splendid department, a complete

stock, and a very satisfactory business, and I feel sure that we can easily double our last year's record. I really believe I'm getting to be partial to the Columbia line, for we are this week giving it our two immense show windows and a full page in the Sunday Morning Tribune. The Columbia graphophone line is all right—a money-maker for the retailer and a satisfactory proposition for every customer."

You remember we said first that your goods were like the man from Missouri—"they wanted to be shown"; and good goods do—they want to be shown to the customer—and the customer in his turn wants to be "shown." It's what the boys call a show-down all around, and the goods which in the end show up the best are the long sellers, the steady sellers and the repeaters.

One of the wisest men who ever lived in this world used to say not only "when in Rome do as the Romans do"—but "when talking in Rome—talk Roman!" If you are making your argument and appeal to some fine old gentleman or lady of the old school, think first of the character they bear—the fine high principled life and the honor and the truth that governs them in their judgments—and then make your appeal on that, as a writer in The Hardware Magazine aptly says: If you're talking to a judge of values—it's folly to play cheap.

STEADY IMPROVEMENT NOTED

By the Blackman Talking Machine Co.—Passing Last Year's Mark—Demand for the Blackman Specialties.

J. Newcomb Blackman, of the Blackman Talking Machine Co., reports business in both the Victor and Edison lines to be very satisfactory and to be making a considerably better showing than for the same period last year. The lack of Victrolas of the more popular styles is the only cloud on the business horizon at the present time.

The Blackman specialties, including the Place brushes for both Victor and Edison machines, considered indispensable by many talking machine owners, and the Playrite and Melotone needles, which are continually making new friends throughout the country, among those who realize that not all the high grade needles are imported.

YOUR GOODS AND HOW TO SELL THEM

Silence Is Not Golden in Business—It's the Talk That Counts—Five Necessary Rules in Plain Salesmanship—When the Sale Is Really Completed—Where Attention Pays.

"He who whispers down a well
About the goods he has to sell,
Will never make as many dollars
As he who climbs a tree and hollers."

And yet they will tell you that silence is golden; it is, but the trouble with it in business, and especially in store-salesmanship, is that you can't cash it. You may have as good a line of commodities in your store as there is to be had at any price, but if you make a business of letting them talk and show themselves while you comfortably entertain, you may work up a great reputation as a pleasant fellow and delightful companion, but you won't make much money at it.

Profits or ease—you can't have both in business!

Your goods are like the Man from Missouri—"they've got to be shown!"

And if you're going to sell them, there are five things you must do; five things you will have to do to make a success, either as a storekeeper or a clerk (and the same five rules or steps in salesmanship apply to the manufacturer, and the jobber, and the drummer).

First, to know and understand the nature and the use of the thing sold—where it came from, who made it, what for, and how to make it work.

Second, attracting attention to your goods.

Third, arousing an interest in them, on the part of those whose attention has been attracted.

Fourth, working up that interest to the point of conviction concerning their desirability.

Fifth, leading the customer who is convinced up to the point of doing something about it; action!

Attention alone is simply the first baby step in salesmanship, says "Store Salesmanship." Interest is the second, a little firmer and a little stronger. Conviction is the mental result in the mind of the man or woman to whom you show the goods, as he says to himself or herself, "I believe that is a good thing; I really do; I ought to have it." Is that enough? Have you made a sale yet? Has

your customer bought anything? Have you got any money out of it? Have you transacted any business?

No! Yet some of the "professors" on the subject of salesmanship very solemnly and learnedly affirm that by this time you have completed all the steps in the process of effecting a sale. You have done nothing of the kind.

No sale is made until the goods are delivered to the purchaser and the price paid to the seller. What counts is the action.

The whole point about this thing is this: That while you must first of all show your goods and attract attention to them, and interest your customer in their good qualities, and convince him that they are exactly what he wants, still beyond all of this the big thing you are driving at is the consummation of the sale—the action—the result—the money!

Now we have analyzed what happens in every sale. We have shown the order in which every sales argument is presented, and the gradual process by which every man sees—likes—wants—gets!

It's the "gets" that count. You can make a sale as quick as lightning sometimes—when a real business man comes in on a run—doing a determinator. two-step—rushes at you with his hand out and his finger up—"Give me twenty records of such and such a make—quick!"

That's action—Action all of a sudden. You've made a sale in a hurry; but don't forget that before he has made the grand rush each of those other mental steps of attention, interest and conviction had preceded his action exactly in the order named.

No man ever yet bought a nickel's worth of anything under the sun whose mind had not advanced in this same invariable and inevitable channel of successive progress from indifference to possession.

You can't get away from it; and so in order to understand how to sell your goods, you and every other one of us must understand and appreciate the law of mind which underlies a sale.

First, then, attention.

The attracting of attention to the goods you want to sell. How are you going to do this? And how are you going to accomplish it along the line of least resistance—the easiest way—the quickest route?

FEW REAL WORRIES

When Proportions Are Adjusted Fairly—The Troubles of the Child Reflected in Business Are No More Real—Looking for Happy People.

There are not very many real troubles of any of us when we adjust our proportions fairly. We are very apt to laugh at the little troubles of the child who is all broken up with his disappointment, but our very real trouble is not more real to us than his little trouble is to him. From the height of our superior wisdom we look upon the whole situation which tries the child and we can see that it will all be over in a few minutes, that it is nothing but an April shower. On a different plane, and looked at from a different height, our own trouble is no more real; it will all be over in a few years, and the "few years" are no more to us than the few minutes are to the little child. If you want to see some very genuinely happy people go into a hospital of children, where pretty serious things are going on with their young lives, and the wise nurse will tell you that they are happy because they have nothing but some real troubles and are not worrying over imaginary ones!

TRADE NOTES FROM BALTIMORE.

(Special to The Talking Machine World.)

Baltimore, Md., April 4, 1911.

The Columbia store here has just completed the construction of booths for the demonstration of records and machines, which has not only improved its appearance, but is also adding greatly to the comfort of customers.

Lewis R. Dertzbaugh, Frederick, Md., who is exclusive Columbia dealer in that town, has been so successful that he has now fixed up a handsome showroom exclusively for Columbia goods, and he reports very bright prospects of a steadily increasing business.

Huntley-Hill-Stockton Co., music dealers, Winston-Salem, N. C., who placed their first order last November, have met with such success that they contemplate a considerable extension of their graphophone department.

ACTIVITY IN INDIANAPOLIS.

Developments in Alleged Case of Price-Cutting Stir Up Trade—Kipp-Link Co. Still Handle Victor Line—Special Dictaphone Department in Columbia Co. Store—Some of the Records That Are Selling Well—Wulschner-Stewart Co. Pushing the Victor Goods—Aeolian Co. Giving Daily Concerts—Proving a Great Feature of Attraction—Other News of the Month Which Is Worthy of Record.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 1, 1911.

A case of alleged price-cutting in the Victor line has attracted considerable attention among talking machine men in the last month. Competition among the Victor dealers is warm, and as the report goes one dealer sent two detectives to the store of another Victor dealer, where they made a proposition to buy a \$40 machine, provided the store would throw in free of charge six records. The detectives represented that they had been to the Columbia store, where an attractive proposition had been placed before them. The detectives, it is said, paid for the machine and then made out the statement upon which is based the charge of price-cutting. At the store where it is alleged the price-cutting was done it was said that the men watching for price-cutting had been walking up and down in front of the store for two days. Mr. Goldsmith, special representative of the Victor Co., was in the city, and it is said he was here to investigate the price-cutting and that a stop was put to it. The Columbia people were greatly displeased because they were brought into the case by the detectives, who said they had had special inducements in the way of prices at the Columbia store, and that therefore they were asking for the decrease in the Victor price.

A report that the Kipp-Link Co. had discontinued the Victor line was denied by the company, who say that the jobbing business had been going along with big increases. The Edison dealers out in the State were greatly pleased with the service they were getting from the Kipp-Link Co.

The Columbia Co. have received their first shipment of the Fremstad records, and the first lot of Baklanoff records, which everyone pronounces to be the best yet, it is said. Business has been good for the last month with the Columbia.

The Columbia Co. have organized a special department for Dictaphones and have placed two expert typewriter salesmen in the field. One week during the month a Dictaphone was placed in the display window, where it was operated by a stenographer, and with one of the representatives of the company doing the dictating. There was not one half-hour during any day when there was not a crowd of onlookers. Even when it was raining the crowd remained. Many Dictaphones are in use in Indianapolis.

The Columbia piano records by Scharwenka have been giving great satisfaction. The records of the Columbia Co. by Alexander Heinemann, the German folk songs, also have been making great headway. It seems that they were just what many of the people had been waiting for.

Business was good last month with the Musical Echo Co., with the Victrola still in the lead.

The Wulschner-Stewart Music Co. have been concentrating the effort of their talking machine department on the Victor line. The company have been doing some systematic advertising, and announcements have been run daily in a number of the out-State papers. These advertisements have brought many prospects to the Wulschner-Stewart dealers out in the State.

The wholesale talking machine department of the Wulschner-Stewart Co. is now in a thoroughly equipped condition, both as to records and machines. There has been, however, a demand for the Victrola XI, which could not be filled on account of a lack of machines of this style from the factory. It is predicted by the manager of the Wulschner-Stewart talking machine department that this will be the best year the firm have ever seen in the talking machine line.

"Travel, Travel, Little Star," by Montgomery



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

You know that a wood veneer horn has no vibrating qualities and when covered on one side with glue, as is necessary to construct a horn, it has no more acoustic qualities than a bone has.

Your customers are continually asking for a wood horn. Then WHY NOT sell THE MUSIC MASTER—THE ONLY SOLID WOOD HORN MADE?

THE MUSIC MASTER WOOD HORN is noted for its acoustic qualities and the sounding board to a Talking Machine.

Should your Jobber be unable to supply you, write us and we will send you a sample line of OAK, MAHOGANY, or SPRUCE MUSIC MASTER HORNS, for Disc or Cylinder Machines on approval.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

and Stone, has been one of the biggest hits during the last month with the Wulschner-Stewart Co. It was necessary to order a new supply of these records before the April records went on sale. The company has made a newspaper feature of this record, as Montgomery and Stone were dated to appear at English's Opera House this month.

The Aeolian Co., who handle the Victor line, have been giving daily recitals at 10.30 and 3.30. In these recitals the well-known artists, such as Melba and others, were featured, one in the forenoon and another in the afternoon. So much interest was shown in the recitals that the parlors of the Victrola department were overcrowded at times. The business in the talking machine department of the Aeolian Co. for the month closed up very well; in fact, better than had been anticipated at the first of the month.

One of the Indianapolis daily newspapers has started a new department, which is run once each month, and in which the names of all of the new records are given. "Nothing more interesting

could be presented," said one talking machine dealer, "as many of the best people in the city are interested in the new records each month."

Business has been going along nicely with the Udell works, and the new styles of cabinets have been attracting unusual attention.

MURILLO ENTERTAINS IN BOGOTA.

Advices have been received by the foreign department of the Columbia Phonograph Co., General, New York, from Bogota, United States of Colombia, S. A., that on January 25 Emilio Murillo, the celebrated Colombian composer and musician, entertained the Press Club, of the capital city, with a series of his works as recorded on the Columbia records. From all reports it was quite a musical event, the newspaper men enjoying a wide selection. At the close Senor Murillo and the Columbia Phonograph Co. were toasted. Murillo recently sailed for Europe.

GET READY FOR CONVENTION.

The Great Annual Reunion of Jobbers Will Take Place in Milwaukee in July and Secretary Roush Is Sending Out Some Mighty Snappy Publicity Keeping Everybody Advised—Expected That 90 Per Cent. of the Membership of the Association Will Attend the Meeting—Outline of Program.

It is possible this month to give the readers of The World a pretty complete program of the Talking Machine Jobbers' Association, which meets in Milwaukee in July. We wish to impress upon the jobbers that while the entertainment program is probably the most complete and elaborate that has ever been prepared for a meeting of this association, there are prime reasons for attending other than this. The business sessions will bring forward matters of a most vital nature.

In this connection we would also urge upon all our members the necessity of doing effective work for the extension of the membership of our organization. If all of our present members will cooperate and do personal work between now and July, we can gather in all of the eligibles of the United States and hold a convention the force and influence of which will be irresistible. In the May and June issues of The World will appear illustrated articles regarding Milwaukee. Do not fail to read them.

Special railroad and hotel rates have been secured. All the cost of the entertainments are included in one banquet ticket, so that if you know your own personal extravagances you can figure the trip down to one cent, if, as Secretary Roush sagely remarks, you provide a return ticket beforehand. Here is the program:

FIRST DAY, MONDAY, JULY 10.

9.00 a. m.—Getting acquainted.
11.00 a. m.—Special address of welcome by Mayor Seidel.
12.30—Luncheon.
2.00-4.00 p. m.—Association meeting.
6.00 p. m.—Dinner.
8.00 p. m.—Theater party (special).
11.00 p. m.-4.00 a. m.—Palm Garden (special program).

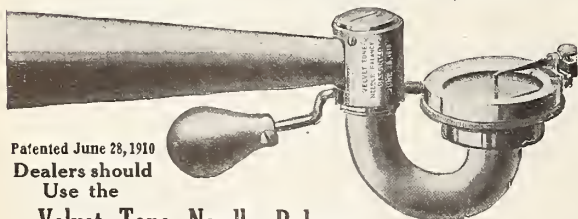
SECOND DAY, TUESDAY, JULY 11.

10.00 a. m.—Visit to Milwaukee breweries in automobiles.
12.30—Luncheon.
2.00 p. m.—Boat ride on Lake Michigan, meeting of association on boat, lunch and refreshments. Return at 7.00 p. m.
9.00 p. m.—Dreamland—a beautiful Milwaukee resort.

THIRD DAY, WEDNESDAY, JULY 12.

10.00 a. m.—Ball game—Eastern and Western jobbers.
12.30—Luncheon.
2.00-4.00 p. m.—Association meeting.
5.00 p. m.—Automobile ride to Donges Grove.

VICTOR USERS! PROTECT YOUR RECORDS FROM GETTING SCRATCHY.



Patented June 28, 1910
Dealers should
Use the

Velvet Tone Needle Balance

On All Demonstrating Machines and Victrolas

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling, especially when playing for customers.

No separate demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it, especially because it prevents wearing out their records.

Price, Mailed (Postpaid) \$2.00. (Gold Color or Nickel.)

For sale at all Victor Talking Machine Stores. Send for illustrated circulars. Discount to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

(Donges Grove is about 12 miles from Milwaukee and most of the ride is along the lake front.)

6.30 p. m.—Chicken dinner will be served at grove.

11.00 p. m.—Palm Garden. (By special request the Jobbers' Quartet.)

FOURTH DAY, THURSDAY, JULY 13.

10.30 a. m.—Bathing at McKinley Beach.
12.30 p. m.—Luncheon.
2.00-3.30 p. m.—Open meeting.
4.00 p. m.—Seeing Milwaukee, either in automobiles or rubber neck wagons.
7.00 p. m.—Banquet (special speakers).
10.30 p. m.-1.00 a. m.—Ball.

FIFTH DAY, FRIDAY, JULY 14.

Secretary's room always open.
Special arrangements have been made for sight-seeing trips of Milwaukee and Chicago with specially appointed guides, visiting Chinatown and all other points of interest.

Special automobiles will be placed at the service of the ladies during the entire five days.

Burton J. Pierce, of Kansas City, who is captain of the Western jobbers' ball team for this year, has announced his line-up for the Milwaukee game as follows:

Blish, second; Curtis, third; Roush, center; McGreal, right field (for a few minutes); Simon, first; Davisson, short; Blish, left field; Wiswell, Pierce, battery.

Finally, brethren, come to the convention in July. Bring your wife or your sweetheart, or your combined wife and sweetheart; but come!

PRESS COMMITTEE.



Secretary Roush's Good Work.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, whose efforts in sending out snappy letters and notices to the members of the association and the jobbers in general last year was responsible in a large measure for the great success of the convention, is decidedly on the job again this year and has already sent out some mighty catchy and convincing literature calculated to swell the attendance and arouse much interest in the convention to be held in Milwaukee; Wis., on July 10, 11, 12 and 13 next:

The city of Milwaukee was chosen as being centrally located for the jobbers of both the East and the West, and according to present prospects close to 90 per cent. of the total membership of the association will attend the meeting if nothing unforeseen occurs.

The sort of straight-from-the-shoulder, gingery matter that Mr. Roush is sending out to members is well illustrated in the following letter, the last to be sent out so far and dated April 14. In it Mr. Roush says:

"If You Can't Earn Your Own Living, Get a Political Job." Brother Member:—In a recent debate at Reno, Mr. Jim Jeffries failed to convince Mr. Jack Johnson.

Some seven or eight years ago Mr. Jeffries was the leading man in his line of work. Business was good, and, having all the money he could handle at the time, he concluded to take a rest.

To be sure he planned to "come back" again at the proper time.

But everything was rosy and there seemed no good reason why he should spend so many hours a day keeping his muscles strong, his wind good and his heart and nerves in trim.

Eventually a meeting with Mr. Johnson was arranged. Mr. Jeffries was STILL tolerably content with what he HAD done.

Mr. Jeffries did not care to stand up in the training ring and swap punches. He did not see the necessity of practicing side-steps, feints and rushes.

He knew all about them. Why seven years ago he had done all of that he ever NEEDED TO DO.

Mr. Johnson did not overlook boxing and wrestling, the clinching and side-stepping.

As a result, Mr. Jeffries received Mr. JOHNSON'S compliments on the point of the jaw, and his business career closed.

Be wide awake and keep your business healthy. (Try Milwaukee, July 10th to 14th—Don't get mossy.)

Tone up its liver, strengthen its biceps, steady its heart and keep its nerves in order.

Once in a while a man decides that he is doing so much business that he can stop hustling for a while and run on momentum.

Momentum is a gradual process toward a full stop. The momentum business is usually prematurely full-stopped by the straight-arm jab of a competitor, who finds his opening in the fifteenth round.

If you want to stay in business, keep hustling, and have at LEAST ONE REPRESENTATIVE from your firm at-

tend our ANNUAL CONVENTION, July 10th, 11th, 12th and 13th, 1911, Milwaukee. THERE IS A SPECIAL REASON THIS YEAR.

This is sure the TWENTIETH CENTURY sign of wide-awakeness.

Mr. Jeffries doesn't need to train any more. He's licked. Let this ALL SOAK IN.

Yours until July 10th,

ROUSH, of Pittsburg.

VICTOR-VICTROLA FOR \$50.

New Style Entitled Victrola IX Will Be Ready for the Trade Early in May.

The Victor Talking Machine Co. have just announced the production of a new style of Victor Victrola, entitled No. IX, in mahogany and oak,



VICTOR-VICTROLA IX—OPEN

to be retailed at \$50. As can be seen from the illustrations, Victor Victrola IX is a beautiful little instrument which possesses all the Victor virtues at a price within the reach of everybody.

This new Victrola IX will unquestionably do much to extend the trade of dealers if properly in-



VICTOR-VICTROLA IX—ALMOST CLOSED.

duced in local markets. Shipments of this new Victrola IX in limited quantities will be made on or about May 1st, and so scheduled as to reach each section simultaneously. On initial orders Victrola IX will be supplied in mahogany only, and the manufacturers announce that only one sample will be shipped by express.

RECORD OF BRYAN'S TRUST SPEECH

Filed in a Case Before the Supreme Court in Missouri.

(Special to The Talking Machine World.)

Jefferson City, Mo., March 27, 1911.

In his brief filed in the Supreme Court, Saturday, in the case brought by the State government to oust the International Harvester Co. from Missouri, the defendant quoted William J. Bryan's so-called trust speech, as delivered to a phonograph for use in the presidential campaign of 1908, as the basis of an argument. "In this record speech," the brief said, "Mr. Bryan stated that the irresistible tendency of trusts is to raise selling prices, lower the prices of raw materials, reduce the quality of manufactured products, and lessen wages." None of these results, the defense finds, followed the organization of the International Harvester Co. It was an Edison cylinder record referred to in the brief.

SLOT MACHINE TRUST.

New Company Will Develop and Reorganize Automatic Vending—Will Have Large Capital—Plan is to Use the Machines to Introduce and Advertise Goods for General Sale—An Important Move of General Interest.

Plans have been completed for the consolidation of practically all of the important automatic vending machine manufacturers in this country and a large number of manufacturers of chewing gum and other specialties distributed in this way into a single organization, which is to take a large part in the retail candy and chewing gum field, using the slot machine devices largely as an advertising medium through which to create a market for the large packages of the same goods which will be sold over the counter.

The new company, which is to be known as the Autosales Gum & Chocolate Co., will have a total capitalization of from \$7,000,000 to \$10,000,000 in bonds and stock. The company already has an underwriting of \$2,500,000, or more than the amount required to put the plan into operation, and it was said at the office of Charles R. Flint & Co., who are the organizers of the enterprise, that the new company expects to begin business before the end of this month.

Charles R. Flint was largely interested in the formation of the American Chiclet Co. and the Sen-Sen Chiclet Co., which are now the dominant factors in the chewing gum trade through their control of the chiclet forests in Central America, whence the raw material for chewing gum is obtained.

The consolidation, which will take in eighteen companies already operating in the vending machine field, will market, besides the products of these concerns, the chewing gum specialties of the American Chiclet Co. and the Sen-Sen Chiclet Co. The former concern, which is capitalized at \$9,000,000, was itself formed in 1899 through a consolidation of practically all of the large manufacturers

of chewing gum then in existence. The Sen-Sen Chiclet Co., capitalized at \$4,000,000, was organized in the same year to consolidate manufactories in the United States and Canada of breath perfumes. While at first the new company will simply buy from these companies according to its needs, it is expected that as the slot machine and over-the-counter business is developed the Autosales Gum & Chocolate Co. will become the exclusive slot machine sales agent of these two companies.

The eighteen companies comprised in the consolidation control at present some 250 trade names and brands. Among the largest of the companies taken in are Stollwerck Brothers, the Colgan Gum Co., the Bon Bon Co., the Newton Gum Co., the Franco-American Chocolate Co. and the Franco-Swiss Chocolate Co. The manufacturing companies are the International Vending Co., the Boston Coin Machine Co., the Union Vending Co., the Automatic Beam Scale Co., the United States Coin Lock Co., the New York Coin Operated Machine Co. and the Individual Drinking Cup Co. These concerns control the patents for vending and weighing machines of all kinds from the penny-in-the-slot variety to the machines taking higher denominations of coins, and cover the distributing field all over the country.

Some of the companies taken in, such as the United States News Co., are valuable for their distributing contracts, and it will be the immediate purpose of the new company to do away with the present waste in the trade arising from the duplication of machines.

The company will start in with about 200,000 machines, and will immediately reorganize the operating methods so as to cover a wider field and at the same time increase the efficiency of machines through having them frequently inspected. A large part of the profits which the organizers expect to result from the consolidation will come from the savings in operation, but one of the largest factors, Charles R. Flint's representative said, would be the building up of an

over-the-counter business in larger packages. All of the goods sold in the slot machines will be facsimiles in miniature of the larger packages which the company will manufacture.

BEING ON TIME EVERY TIME.

Better to Be a Little Ahead of Time if Anything—Handling a Disagreeable Job—Punctuality in Ordering Goods.

If you cannot be punctual to the minute, it is better to be ahead of the time than behind it. The one who is habitually behind time loses many of the best bargains of life. He loses the respect and confidence of his fellow-men; he loses faith in himself.

If you have a disagreeable task awaiting you, the easiest way to get it off your hands is to do it at once. "Promptness takes the drudgery out of an occupation." The man who is a little behind time is obliged to hurry so much that he has no time for the beauties of life as he goes along.

He misses the comfort of the one who can take things more leisurely, and he makes himself the object of amusement for others simply because he is always compelled to do things on the run.

If he is behind time in ordering goods, he loses the cream of the trade. If he is behind time in announcing a new consignment, he likewise misses the seasonable custom. If he is behind time in delivering goods to customers, he loses their confidence. If he is behind time in paying his bills, he loses the advantage of the discount. In fact, it sometimes seems as if the man who once falls behind is soon enveloped in a series of obstacles little and big.

A store in Philadelphia recently caused something of a stir in that city when the advertisement of the store appeared in the newspapers with the names of the salesmen.

More Money for Talking Machine Men

Just as Edison's invention of the Talking Machine opened up a rich field of endeavor to thousands of energetic business men, so the invention of the

Water Witch

VACUUM CLEANER

has broadened that field to an almost unappreciable size.

Talking Machine Men all over the country are greatly increasing their incomes by selling vacuum cleaners.

Every man who is successful in selling a luxury like a Talking Machine can be even more successful in selling the Water Witch Vacuum Cleaner, which is admittedly a household necessity.

Cut down your percentage of overhead expense by adding another line. A WATER WITCH in your store would be a strong drawing card and take up very little room.

Our patents give us an absolute monopoly of the water operated Vacuum Cleaner field.

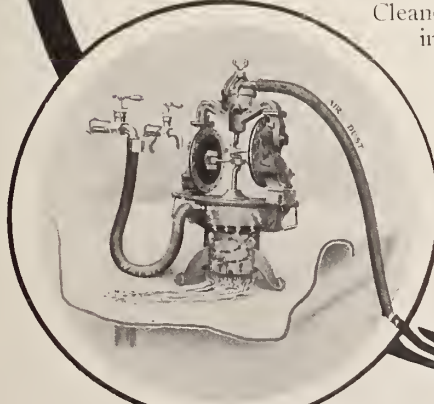
To be efficient in the highest degree a Vacuum Cleaner must be operated by power. Heretofore, the only portable power cleaners have been operated by electricity. This means that 9,300,000 homes in this country (unwired) can't use an electric cleaner, but can use the WATER WITCH Vacuum Cleaner because it's operated by ordinary water pressure in the kitchen sink or bathtub. Only the light vacuum hose is carried to the rooms.

Made of aluminum, weighs only 22 lbs. Ball-bearings—almost noiseless. 20% more efficient than best portable power cleaners. Sells for \$85.00 (20% to 100% less than good electric machines). Costs nothing to operate.

Dirt and germs automatically mixed with water in the machine and washed down the drain. No dirty bags or screens to empty. It's the only really hygienic cleaner. A sensation wherever exhibited. Guaranteed 5 years. 10 days' trial.

We help you by extensive magazine advertising. (Our agency contract guarantees this. All inquiries referred to representatives. **QUICK ACTION NECESSARY.**—Live men everywhere are rapidly taking up desirable territory. Write to-day (before someone else gets the territory you want) for our proposition and application blank.

HYDRO VACUUM CLEANER CO.,
895 Niagara St., BUFFALO, N. Y.



VICTOR CO.'S NEW DEPARTURE.

Announce That, Beginning with Their April Bulletin, Every "Red Seal" Record Will Have Descriptive Matter Attached to the Reverse Side for the Benefit of the Customer.

The Victor Talking Machine Co. announce to the trade, with their April bulletin, the perfection of a new and exceedingly important feature, which is bound to have a very great and advantageous effect upon the sales of Victor records. For some time past there has been a pretty well formulated desire among thousands of Victor customers for something in the nature of descriptive matter bearing on each individual record, especially those of the more serious type. The new move, now announced, comprises the attachment to every record of a descriptive label on the reverse side, which gives in terse and clear language a synopsis of the plot pertaining to the opera from which the selection is taken and of the particular situation therein which the selection covers. (See illustration herewith.)

It is only necessary to make the bare announcement of this important feature to make its possibilities understood by every Victor dealer and sales-



man. The knowledge thus so easily acquired will enable every man or woman who sells Victor records to have a thorough acquaintance with their stock, and to be able, therefore, to advise customers with an authority and conviction otherwise impossible. As the company aptly says: "Red Seal records have not always been understood by either the dealer or his customers, owing to the fact that opera is not only expensive, but is heard only in the large cities, and each opera is given so seldom that it is hardly possible for any except real students of music to acquire the general knowledge necessary to its thorough understanding—but with these complete descriptions right on the back of each record, there will come a musical awakening that will make the great operatic arias as familiar in American homes as they are in the musical centres of Europe."

Everybody practically, whose opinions are of the slightest importance, has testified to the wonderful educational value of first-class sound reproduction as manifested in Victor records, and it needed only the addition of the descriptive labels to make Victor reproductions not only negatively but positively instructive. The great awakening in musical matters that has come into our national life during the last few years is to be traced very largely to the perfection of sound reproductions of great voices and great music.

To the dealer the new move is of special interest. Not alone will it tend to make his salesmen more efficient, to say nothing of himself, but it will also have the immediate effect of stimulating record buying on the part of customers. For with increased knowledge will come added curiosity and desire to explore the inner mysteries of musical art. All of which tends to the consider-

able increase of the dealer's revenue. The wise dealer, therefore, will not fail to give this new Victor feature all possible publicity.

MOTION PICTURES IN COLOR.

Device That May Revolutionize the Cinematograph Is Shown in London.

A new invention by Captain Otto Fulton relative to what he calls "filmless cinematograph" bids fair when perfected to revolutionize the entire process of motion photography, in addition to reducing considerably the possibility of fire in the moving picture theaters. The inventor explained his new contrivance at a private demonstration in London the other day.

"The screen on which films are projected is white," says Captain Fulton, "but this invention necessitates the employment of a dark one, as the light is thrown at the picture through powerful lenses, and not through it, as is customary when using films.

"The material used for the picture is composed of a specially treated opaque paper, which is certainly non-inflammable, and everlasting, thus rendering it possible to preserve pictures depicting national events and proceedings of historical importance."

Among the features of the private demonstration was the reproduction of pictorial postcards, which were projected upon the screen in their actual colors. They were clear in every detail, the hues being correctly reproduced. A portrait postcard of King George was projected, and the inventor demonstrated the manner in which metallic shades, such as gold, silver and lusters could be produced.

A sovereign, for instance, was shown, the coloring being reproduced exact, and the inscription could be read with ease. The ordinary motion pictures are projected in a similar manner to films, but they are considerably larger, while the machine itself is of more solid construction than the projector now generally in use.

Captain Fulton claimed that his invention would prove invaluable for research work, and illustrated how a portion of flesh, not having been previously prepared, could be exhibited on a screen. Obviously, objects of this nature, when portrayed in their natural coloring, would be of infinitely more value to the medical experimentalist than if they were reproduced in black and white, as has hitherto been the case.

By means of the Fulton machine it is also possible to take pictures in fog or in rain, which, by the application of a special preparation, are rendered extremely clear.

A few details are still wanting to make the invention quite perfect. The results shown at the private view prove, however, that the device contains "the germ of a great idea."

AN INTERESTING SIDE-LINE.

Live Vacuum Cleaner Proposition Offered to the Talking Machine Dealer by the Hydro Vacuum Cleaner Co., of Buffalo, N. Y.—A Power Machine for the Home Without Electricity—Machine Operated by the Water Pressure from the Ordinary Faucet.

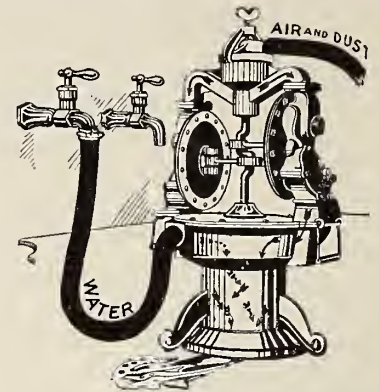
(Special to the Talking Machine World.)

Buffalo, N. Y., April 10, 1911.

Talking machine men can very often make a good deal of money by becoming territorial agents for some article of household use that is entirely foreign to the talking machine business. When so situated that the talking machine business does not occupy all their time, many are finding that a vacuum cleaner is a very lucrative proposition to handle. Their experience in selling talking ma-

chines is very valuable in introducing the use of a vacuum cleaner in a home, and their wide acquaintance with machine owners gives them an opportunity of which few could avail themselves.

Approximately \$1,000,000 has been spent during



THE "WATER WITCH" VACUUM CLEANER.

the past few years in educating the people up to an appreciation of the necessity and economy of vacuum cleaning. As a result of this widespread advertising vacuum cleaners are no longer looked upon as novelties or luxuries. They are considered a necessity in every well-ordered home where health and comfort are of primary importance. Thousands have been sold; thousands are still being sold every month, yet the demand keeps on increasing. A few years ago vacuum cleaners of the household type were unknown. To-day there are a number of different machines—some good, some fair, and many practically worthless. Yet all find buyers in numbers that keep the manufacturers hustling day and night to meet the demand.

A concern in this city which has won excellent success is the Hydro Vacuum Cleaner Co., 891 Niagara street. Their machine, which is entitled the "Water Witch," is largely in demand.

Speaking on this subject with one of the officers of the company he said: "Before the introduction of the 'Water Witch' there were but two classes of machines—those operated by electricity and those operated by hand or foot power, applied by the operator or an assistant. A number of the electrically operated machines were really efficient and quite satisfactory. Unfortunately, however, only those having electricity in their homes could use them.

"People without electricity were obliged to do the best they could with a "hand" machine, many of which require more labor to operate than is required by the old-fashioned methods of broom and carpet sweeper. Furthermore, thousands of electrically equipped homes are in the smaller cities where no day service is maintained by the local electrical plant. Naturally, no one desires to clean house at night.

"Between the home equipped with electricity and the average home of the fair-salaried business or professional man lies a field of nearly 10,000,000 homes able to pay for a really efficient power cleaner, but without electricity. Practically all these homes are equipped with municipal water.

"The 'Water Witch' vacuum cleaner is operated by ordinary city water pressure, in the kitchen sink or bath tub. It costs nothing to operate. It is the only cleaner that does efficient work without the aid of electricity. There are 10,000,000 homes equipped with municipal water. There are 700,000 equipped with electricity. In other words, 9,300,000 homes in this country that cannot use an electric cleaner can use a 'Water Witch.' The selling price of the 'Water Witch' is \$85, which yields a profit of \$25 to \$35 to the agent, depending upon the size of his territory. Talking machine men who are interested in an additional line would do well to write to the manufacturers.

Consider your opponents to be honorable people, and do not believe everything the customers tell you about them.

If you are overworked and want to take the rest cure—stop advertising. You will soon be lost in the shuffle.

GOOD REPORTS FROM BALTIMORE.

Trade Shows Increase as Compared with the Same Period a Year Ago—Close of Opera Whets Appetite for Grand Opera Records—Manager Roberts of the Droop Co. Cannot Get Enough Victrolas and High Priced Edison Machines—Columbia Phonograph Co. Report Big Sales—Other Houses Also Pleased with Conditions.

(Special to The Talking Machine World.)

Baltimore, Md., April 6, 1911.

The month of March for 1911 has shown quite an increase in the volume of business as compared with that for the same month in 1910. In explaining this the local dealers declare that the popularity of the large machines and high-price records are the main reasons for the better showing of business. This statement is pretty well unanimous and seems to indicate that the people of Baltimore realize that they get better results for their money by going after the expensive and well-made machines and leaving the small ones for the little dealers in remote sections of the city or in country towns.

While the opera season has come to a close in so far as Baltimore is concerned, there has been no let-up in the demand for the records containing the various selections of the well-known song birds. The requests for these continue to pour in. This does not mean, however, that the popular songs and other records are not sought after, for the demand in this line is also brisk, according to the dealers.

Manager Roberts, of E. F. Droop & Sons Co., is enthusiastic over local conditions. "The only kick I have," he said, in talking with a representative of The Talking Machine World "is that I cannot get enough Victor Victrolas and high-priced Edison machines to keep up with the demand at our store. The demand for the Victrolas and the Edison Triumphs and Amberolas has been large, and I am greatly pleased with the outlook for the remainder of the spring. The small machines have also been going well, but these, for the most part, have been more in demand in a wholesale way among the little dealers here and the country merchants. I find that the volume of our business for last month exceeded that for the same month of 1910, yet the number of sales were less. In investigating this feature of the business I find that it is due to the great demand for the high-priced machines. This demand seems to increase every year until now we have very few retail purchasers for the small machines. Our record business has also been tip-top in every line."

Cohen & Hughes also announce that things have been breaking well for them in trade lines during the past month. Manager Morris Silverstein states that March has shown up better than the same month last year, although not quite up to the fine showing of February. He has many good prospects for the spring months and looks for a continuance of the excellent trade conditions for the remainder of the spring. Like the other local dealers, Mr. Silverstein complains about the shortage

of Victor Victrolas, the demand for these high-grade instruments being in excess of the supply. Mr. Silverstein also reports good wholesale business with the Victor line, in consequence of the increased facilities at the store for handling this feature of the trade. Cohen & Hughes have also been advertising extensively and this has brought about good results. Mr. Silverstein was a guest at a dinner of the directors of the Cumberland Telephone Co. He gave a concert on one of the Victrolas, and many of those present were so pleased that they gave in orders for machines.

The De Luxe Grafonolas and the Regent Grafonolas, as well as other lines of Columbia machines, have figured in many big deals during the past month, according to Manager Laurie, of the local office of the Columbia Phonograph Co. The Columbia trade, from reports received, has been keeping pace with the excellent trade of the other lines of talking machines, while the prospects for the remainder of the spring and early summer are excellent.

At Sanders & Stayman, Manager Albert Bowden stated that both the Columbias and Victors have been sought after in great shape, and that results for March have shown an improvement over the same period of last year. Similar reports are made by Hammann & Levin regarding the Victors and Edisons.

INTERESTING VIEWS ON MEXICO.

Interesting Observations of E. N. Burns Regarding Conditions in the Sister Republics to the South of Us Make Timely Reading.

Tarrying but a few days in Havana, Cuba, on his recent trip, from which he returned to headquarters April 3, Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, New York, utilized a month's time in the City of Mexico. In reference to his journey and experience he said to The World:

"In Cuba, where I stayed two days only, I found business very good in our line. As a fact, general conditions in the island are slowly but surely reaching a sound basis, due to the advice, attitude and action of the conservative merchants and planters. The government has become stable, and President Gomez deserves much praise for his firmness and wisdom with which he directs public affairs. Turmoil has practically ceased in all parts of Cuba, and the dawn of a brighter and better day for Cubans of all classes has arrived. Many Americans are constant visitors to the island, enjoy themselves, and bring in a great deal of money.

"I went direct to the City of Mexico from Havana. In Mexico the business of the Columbia Co. has increased, though there has been a falling off of fully 30 per cent. in general mercantile affairs due to the insurrection. In fact, the talking machine trade, strange to say, has suffered less than any other. As for the political trouble now existing it is certainly serious, and will continue so unless certain changes are made in President Diaz's cabinet, and reforms instituted and concessions granted which are demanded by the country at

large. If the insurrectos had a leader of any prominence or force of character the so-called war would be still more serious. They need a leader of caliber. Now, of course, Diaz has proclaimed a policy that may carry out these ideas, but what the people insisted upon was the resignation of Vice-President Coral, who was particularly obnoxious. Mexicans would not stand for him in any sense of the word. Since my return Coral has left Mexico, and this will go far to remove a most objectionable source of trouble. At the present time, however, no one can tell how the insurrection is coming out.

"Americans are not unpopular or disliked in Mexico. Perhaps there was a time when a class of Americans who would be considered undesirable anywhere created this impression. But the kind of Americans now there are men of character, standing and reputation, and they are on the friendliest footing with the best grade of Mexicans. Our people now in Mexico are welcomed, and after a residence of two years are drawn as jurors, irrespective of citizenship. The Mexican courts want the benefit of American intelligence and enlightenment in this capacity.

"American capital in permanent investments in Mexico is the heaviest, but the Canadians are also strong. Canadian capitalists are now building the waterworks in the City of Mexico, and they also own the entire street railway system. The Canadians own the banks in Cuba and pretty much throughout the West Indies, so you may figure how they stand.

"I shall go to Europe in May with my family, leave them in Switzerland, and visit the Columbia branch offices and factories on the Continent. From there I will go to South America, confining my time almost entirely to the Argentine and Brazil. I do not believe I will reach the West Coast. The copyright situation in South American countries is very interesting, and its development requires careful attention on the part of the talking machine trade."

SAYINGS OF A LIVE MERCHANT.

Keep your whole stock on dress parade as far as possible.

Advertise truthfully, persistently and judiciously, and as to what is judicious advertising, each man must determine for himself.

Would you build up a trade, young man? Then go to work, work hard, work all the time, and keep everlastingly at it.

If you are troubled with the catalog houses, meet them on their own ground.

Do not miss the chance to become personally acquainted with every one with whom you come in contact.

Don't allow dust to settle on you, or on your goods; and above all, don't let your clerks loaf around like a gang of loafers.

If it is hot weather in your store don't hide the water cooler.

In selling on credit, it is always decidedly best to have a specified time for settlement, and insist upon payment when that time comes.

A Live Proposition for Live Dealers

Can be sold to every buyer of records. A necessity for all owners of records. A proven big seller in Talking Machine Departments everywhere.

DUSTOFF RECORD CLEANER

Repeat orders come without solicitation from dealers who once stock these goods. They sell themselves. There is a real demand for good record cleaners and DUSTOFF is the only one that fills the bill.

You Can Now Buy Dustoff Record Cleaners in Individual Cartons. :: They are Selling Faster and Faster.

Don't fail to order a trial lot of these goods.

ORDER NOW Thru your jobber or direct from address below—DO IT NOW.

Free circulars for your mailing list. Proven business winners.

RETAIL FOR 15c. Good Profit. **STONE CONTROLLER COMPANY, - Providence, R. I.**

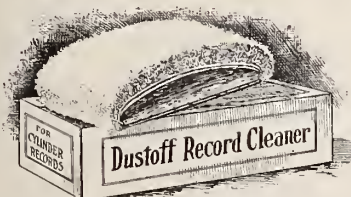


For Disc Records

Made of high grade velvet carpeting, chosen for its high, soft nap.

This is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching disc record in the least.

RETAIL FOR 15c. Good Profit.



For Cylinder Records

Made of selected first quality lambswool, mounted on a polished block. The most practical and useful record cleaner ever devised.

RETAIL FOR 15c. Good Profit.

COMMERCIAL MACHINE EXHIBITS AT CHICAGO.

The Dictaphone Department of the Columbia Phonograph Co. and the Edison Business Phonograph Co. Make Very Handsome Exhibits at the Annual Business Show Recently Held at the Coliseum, Chicago—Some Excellent Business Deals Occur as a Result.

The annual business show at the Coliseum in Chicago came to life again last month after a protracted absence. The Chicago branch of the Dictaphone department of the Columbia Phonograph Co. and the Edison Business Phonograph

Chicago, was personally in charge of the exhibit and had efficient aids demonstrating the latest models of Edison business phonographs. Their work was resultful, as Mr. Barnes reports that an unusually heavy business was the result of the ex-



THE EXHIBIT OF THE EDISON BUSINESS PHONOGRAPH CO.

hibition. Mr. Barnes, by the way, has worked up a simply remarkable business since he has been going it for himself. He laid the foundation when he was directly in the employ of the Edison Co. In the past three or four years he has had to repeatedly enlarge his quarters in the First National Bank building, and recently fitted up a large room for his school for machine operators, and rent-

Co. of Chicago, both had exhibits. Pictures of the booths are shown herewith. The photograph of the Dictaphone booth shows a busy scene. Among the gentlemen seen around the booth is W. W. Parsons, manager of the Chicago Dictaphone department, and district manager for the Central West, E. A. Parsons, W. W.'s brother and business associate, is also there with the

ed additional quarters for the repair department.



EXHIBIT OF THE DICTAPHONE BRANCH OF THE COLUMBIA PHONOGRAPH CO.

goods as usual. Mr. Hansen and Mr. Morrell, who are experts at transcribing and other things, are in the group, and the record barber shop is in full operation. On a panel on one of the main pillars of the gate are inscribed the names of some of the big Chicago users of Columbia Dictaphones. They did an excellent business during the show.

The Edison Business Phonograph Co. had a most interesting exhibit of Edison machines. It was very prominently displayed in space No. 38, and constituted one of the largest and most attractive booths of the show. E. C. Barnes, who is the whole thing of the Business Phonograph Co. of

ed additional quarters for the repair department.

USED FOR DANCING.

How a Prominent Social Matron of New York Utilized the Victor Orchestra in Her Country Home.

An interesting little happening and a practical demonstration of how the Victor could be used for dancing occurred at Aeolian Hall last week. A prominent social matron of New York was selecting a list of records and while so doing told Miss Spaulding about a little affair she was arranging

for her young daughter's friends and how much they enjoyed dancing, but that it would be impossible to secure suitable music at their country place. Miss Spaulding at once suggested using her Victor and the Victor dance orchestra records. The lady expressed great doubt and was unwilling to believe that the records would do for dancing, so Miss Spaulding promptly had two of the large rugs rolled aside, Miss Perry put record No. 31,415 on a Victrola and, very much to the astonishment of Mr. Emmrich, her assistant, that young man found himself being spun around the large show floor with Miss Spaulding as his partner. This demonstration was so convincing and so delighted the customer that a complete set of the dance orchestra records were ordered.

The salesman is the engineer, furnishing the force; the buyer is the tender, furnishing the material, and the credit man is the car that carries the load. The object of the whole outfit is the load.

DAVEGA'S SPECIALTIES MEAN \$ \$ \$ \$ \$ \$ TO YOU

No. 100 DISK RECORD CABINETS

So confident are we that our No. 100 cabinet at \$6.75 each is the best value on the market to-day that we are willing to send a sample—freight prepaid—and if the cabinet is not to your liking, return at our expense within 48 hours. Could we say more?

MAGNETIC NEEDLES

The finest tempered steel needle made. Scientifically cut and ground to fit the groove in the record—American made—and lower in price than any other high-grade needle.

"Every needle guaranteed."

VICTROLA PROTECTORS

Save your machines from damp, dust and injury. Every one of your Victrola customers will purchase one.

"BUILT UP WOOD"

DIAPHRAGMS

For loud, clear, natural reproductions they have no equal. A trial will convince you.

SIMPLEX NEEDLE BOXES

A handy, convenient and necessary attachment.

SIMPLEX RECORD CLEANERS

Get right down into the grooves of the record and clean them good.

Progressive Dealers and Jobbers Stock These Lines DO YOU?

We will be pleased to quote prices and full information upon request.

WON'T YOU WRITE TODAY?

S. B. DAVEGA CO.
126 UNIVERSITY PL., NEW YORK

THE OLDEST JOBBER IN GREATER NEW YORK

1866 **NYOIL** 1910
FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



TRADE NEWS FROM CLEVELAND.

As in Other Cities the Higher Priced Machines Have Had the Call the Past Month—How the Talking Machine Is Guiding Simple Mortals to Their Final Abode—Columbia Co. at Home in New Quarters—An Old Song Brings Up Memories—Eclipse Musical Co.'s Attractive Showrooms—Other Items of Interest.

(Special to the Talking Machine World.)

Cleveland, O., April 9, 1911.

The continued demand and sales of the higher priced machines have been given impetus by the spring weather, and the April volume of business is looming up large. Increasing business is the general report from salesmen, retailers and jobbers, and it looks as though the entire talking machine trade was entering an era of increasing prosperity.

Opera records had the call and big sales were made during the last month. Favorite artists, selected from the various March and April lists, could be heard at all hours of the day at all the stores, and the many sales forced a number of renewal orders to the factories for the more popular numbers.

About the only complaint made by the trade is their inability to procure from the factories sufficient Victrolas, Columbia Grafonola "Regents," or the Grafonola "Favorite" to meet the increasing demand. The distributors state they have a number of orders awaiting the receipt of shipments long overdue.

With quite a number of removals to larger quarters and enlargement and improvements by other talking machine dealers already made, others are talked of, altogether showing an unusual revival in the business.

Marion Dorian, of the Columbia Phonograph Co., on his way to the Pacific Coast, stopped over here for a couple of days, March 28-29, to take a look at the company's new store.

H. E. McMillen, proprietor of the McMillen Music House, has returned from the South, where he spent the winter, feeling greatly invigorated in mind and body.

John A. Rummel, representative of the Herzog Art Furniture Co., Saginaw, Mich., was in the city several days the first of the month. He spent his time talking cabinets with the talking machine dealers.

F. B. Guyon, one of the oldest, if not the first to engage in the talking machine business in Cleveland, but who for several years past has been engaged in the jewelry business, has disposed of his jewelry store. He will now devote his time to the Sero-Phonograph Co., in which he has been interested from the commencement.

The Sherman-Clay Co., Portland, Ore., claiming that Christ Taffe, with several aliases, left that city recently for Cleveland, taking with him a phonograph and a number of records on which

he had failed to pay a balance of \$91, had his trunk and several boxes attached at the depot by a constable. A search of the trunk and boxes in a justice's court led to the finding of the phonograph, but the records are still missing.

A duplicate of a new organ, called the Hope-Jones Unit Orchestra, just installed in the Hotel Statler, at Buffalo, if it meets with approval there, will be put in the Statler Hotel here, now under construction on Euclid avenue. The instrument is said to combine the organ, violin, flute, drum and bells, and is intended to take the place of orchestras in the hotels.

In the alleged belief that the world will come to an end within the next ten years, a new religious sect styling themselves "Revived Spiritualists," have been holding ghostly incantations in a dark and gloomy basement, lighted only by occasional flickering phosphorescent gleams, the silence broken only by words supposed to be direct from God and transmitted to the faithful by means of a phonograph. After months of preparation and numerous manifestations of the Lord through the medium of the phonograph, the members have started on an inspired journey to a promised river in California, in which all their sins are to be washed away. Thus is the talking machine adding new achievements to its wonderful possibilities in guiding sinful mortals to their final abode.

The Columbia Phonograph Co. are now settled in their new quarters in this city. The store, fronting 18 feet on Euclid avenue, extends back 180 feet, where it is 26 feet in width and where are located the cashier's office, the Dictaphone department and four tastily arranged demonstration rooms, with extensive record shelves conveniently near. The main salesroom, 18 x 50 feet, fronting on Euclid avenue, extends to the cashier's office, and the stairway leading to the wholesale department and repair room in the basement. The entire store has been handsomely decorated in green and old ivory, is nicely carpeted, comfortably furnished and lighted by a number of electric chandeliers. The beautiful main salesroom affords ample quarters for an elaborate display of machines, cabinets and horns, and the show window is large and attractive. The location is about midway, diagonally, from the Eclipse Musical Co. and Buescher & Sons, centering the leading exclusive talking machine dealers and distributors in the new bustling business center of the city. Geo. R. Madson, the manager, says it is one of the most complete wholesale and retail stores in the country and he is very proud of it.

A group of friends were chatting in the Eclipse Musical Parlors, discussing various topics, when there rang out soft and clear the words from that old loved air:

"Oh don't you remember sweet Alice, Ben Bolt. Sweet Alice with hair so brown."

Someone was singing it. The words rose clear and sweet and the animated discussion instantly ceased. When the verse was finished all eyes were centered on the Victrola. Then the voice began the words of the second verse. There was an attractive appeal in the high soprano; it was an artist singing; one who felt the pathos of the song. When it ended the voice lingered on the last words:

"And of all the friends who were schoolmates then,

There remain Ben, but you and I,"

and half broke in a little pathetic sob.

One group that had listened intently was made up of a middle aged man and four or five women. When it was over the man hurried to the demonstrator. He was smiling when he returned. "We'll hear it again to-night," he told his companions, "thanks to science and the new April records. Why, yes, of course, it's one of them." As his lady friends looked incredulous, he explained: "Its Farrar's voice. She couldn't have sung anything more beautiful." The old song is considered by thousands one of the loveliest ever written.

A new harp record by Sassoli, and several other selections, were wrapped up with Ben Bolt when the party left.

(Continued on page 46.)

Order Blank

| | |
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| Received | 4/15/11 |
| Shipped | 4/15/11 |

Service that counts

Your business success depends on the promptness and accuracy of your source of supply. We can help you by giving you what you want—quick. An unfailing source of supply means success to you because your customers appreciate good service.

You have lost business because of a dilatory jobber. Don't let it happen again. Give us a chance to serve you with accuracy and dispatch. Our service will bring you new customers, and hold the old.

There are two reasons why we can give you better Victor service than anyone else. We handle no other talking machines or supplies than Victor. We ship goods on the same day we receive the order. Give us your next order and we will prove our statements.

Our stock is large and we can supply you with anything in the way of Victors, Victor Records, Victor-Victrolas, needles, horns, and extra parts and accessories of every kind. There will be no errors in making up your order, and, no matter what size it may be, it will receive the same careful attention.

Write for a catalog to-day, and look over our line. We will also send you a little booklet on record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



TRADE NEWS FROM CLEVELAND.
(Continued from page 45.)

It is a self evident fact that trade is remarkably good at the store of W. H. Buescher & Sons, who report that business continues pressing. "We haven't caught up with our holiday trade yet," said Mr. Buescher. "On several orders for \$200 machines other types were delivered, temporarily, until we could obtain the one desired, and we have not yet been able to make the change. We have found it necessary to purchase Victrolas from dealers, at dealers' prices, which, of course, isn't very profitable nor satisfactory. The sale of April records opened remarkably well on the morning of March 28, and the demand has continued right along." Large audiences of buyers are constantly in attendance, keeping three or four demonstrators busy most of the time. The firm is also doing a desirable wholesale business.

The Eclipse Musical Co. have got nicely settled in their new quarters on Euclid avenue, and since the opening last month have done a thriving business, having made sales of a number of Victrolas and the new U-S phonographs. Visitors all speak in terms of admiration of the beautiful store. The wholesale department occupies the same floor space as the retail, 25 x 150 feet. It is connected by elevator with the shipping room on the ground floor. A dust-proof room has been fitted up, with a capacity of 8,000 feet of record shelving, sufficient, it is estimated, to contain all the domestic and foreign disc records produced. The intention, Mr. Towell says, is to always have in stock all the records catalogued. Ample space has been devoted to the storage of machines, cabinets and other goods.

The phonograph department of the May Co. is an attractive resort for large numbers of the thousands who visit that establishment daily. Good sales of machines and records during March, including a number of Victrolas, was reported. The company has a fine line of both Victor and Edison goods, and in connection with the piano trade, is doing a prosperous business.

When Charles I. Davis opened his Cleveland store, about a year ago, he installed the Victor and Edison line of goods, devoting a small space to both, but within the year has built up a large business, which has grown to such an extent that he has just completed remodeling the entire store. Five individual demonstrating rooms are devoted to Victrolas and Victor goods, while the Edison line is amply displayed in the cozily furnished basement rooms. The store is equipped in the most attractive form and it is safe to assert that Mr. Davis will make a big success of the talking machine department, as well as of his other undertakings. He is pushing the talking machine end aggressively and it is his intention to install both lines eventually in his other fifteen successful stores which he controls.

On the evening of March 29 Mr. Davis gave the first of a series of "Victrola Concerts," in his enlarged demonstrating parlors. A large audience were in attendance and were greatly pleased with the hour's entertainment.

A. E. Friedlander reports the Bailey Co. are doing a fine business. He stated the demand for Victrolas and the higher grade machines was good and increasing, and that the record trade was phenomenally large. The company have added to this department a complete line of small musical instruments and accessories.

Phil Dorn is busy in the Collister & Sayle talking machine department. He states the demand for Victrolas, Victor Red Seal and Purple Label records is surprisingly good and continually increasing. He says it is still impossible to obtain a sufficient supply of Victrolas, which daily increase in popularity.

Sales Manager O. E. Kellogg, of McMillen's, said the volume of trade during the past month had been surprisingly large and that collections were good. The Victor Victrolas and more expensive machines and records were principally in demand, said Mr. Kellogg. He stated the piano trade, as well as in all lines of musical instruments, was good.

John Reiling, proprietor of the West Side Co-

lumbia phonograph store, had an excellent trade in March and is greatly pleased, as it continues to improve. He has a large number of foreign record patrons, who, he says, are not only good customers, but good pay.

SECURES BIG ORDERS FOR NEEDLES.

Max Landay Finds That New Form of Packages and Lower Prices Appeal to Jobbers—Will Finish Trip Within Week or Two—Good Business at Headquarters.

Max Landay, of the Talking Machine Supply Co., New York, and also of the house of Landay Bros., the well-known Victor distributors, returned on March 20 from a very successful trip to the Pacific Coast and intermediate points, during which he made a special feature of the imported needles handled by his company, which he offered in new packages and at prices that enabled them to compete with needles of domestic manufacture on that score. As to the size of the orders booked by Mr. Landay suffice it to say that over 180,000,000 needles were sold in Chicago alone, one single order being for 24,000,000. The various other specialties of the company were also in demand among the jobbers called on by Mr. Landay.

Owing to fatigue and a slight indisposition Mr. Landay brought his trip to an end in New Orleans and came home by ship. It is his intention to finish the original trip as planned, covering the cities east of St. Louis within the next week or so.

The Talking Machine Supply Co. are introducing to the trade a new and practical fiber needle holder, which has several interesting features and which is described in their advertisement in another page of this month's World. The company will also have other interesting announcements to make to the trade in the near future.

Regarding the Victor business, both wholesale and retail, it is stated that the higher class of machines and records are greatly in demand, and that the chief difficulty is in getting a sufficient number of certain styles of Victrolas.

New Idea Record Cabinets for Victrolas X and XI



Finished in Mahogany or any style Oak, to match X or XI Victrolas; Capacity, 140 ten or 12-inch records.

Weight, crated, 80 lbs.

A Beautiful Piece of Furniture

You will sell one every time you sell a X or XI. One dealer in Milwaukee has sold thirty-six New Idea Cabinets since February 15th. Another sold 11 during the same period. Every Distributer, so far, to whom we have made shipments, has sent duplicate orders. This looks like it's selling some, doesn't it?



The Sliding files are indexed and are faced and finished in wood to match the cabinet. They can only be drawn out far enough to admit taking out and replacing records.

Write for Catalogs, Prices and Discounts.

LAWRENCE MCGREAL, - Milwaukee, Wis.

Promote yourself into the busy-business class: The Columbia line—Columbia Grafonolas, Disc and Cylinder Graphophones, Double-Disc and Indestructible Cylinder Records—puts you right there; and the Columbia policy of exclusive selling rights keeps you there all right.



Columbia Phonograph Co., Genl., Tribune Building, New York

NEWS FROM SOUTHERN CALIFORNIA.

Trade Throughout Southern Sections of State Very Active—Many New Dealers in Line and Jobbers All Report Increased Interest in the Talking Machine Business—Birkel Co.'s New Building—Some Columbia Enthusiasts—Talking Machine Men on the Border Keep Tab on the Mexican Troubles—Victor Machines for High Schools—A Number of Business Changes.

(Special to the Talking Machine World.)

Los Angeles, Cal., March 26, 1911.

Trade throughout all southern sections has been very good, in spite of the exceedingly heavy rains which have done some damage in minor ways. During the last two weeks of February the rainfall was much heavier than it has been in the same season for several years past. No complaint is heard, however, as such an abundance of water means bumper crops, and bumper crops mean prosperous business in all lines. With the exception of a few wash-outs on railroad lines, no other damage is noted.

The Geo. J. Birkel Co. are now in their handsome new five-story building on Broadway, after many delays. The talking machine department is one of the most attractive and complete in the country, consisting of several large glass-partitioned rooms. A recital hall with a seating capacity of two hundred has been provided for the exclusive use of the talking machine department, and weekly Victor concerts are now given under the direction of Graham Cook, manager of that department.

W. S. Jones, the exclusive Columbia dealer for Santa Maria, has lately moved into his new quarters. The store presents a very "classy" addition to Santa Maria's business district. The Favorite Grafonola plays an important part in his business.

J. R. Brakey, of Ventura, is another enthusiast over the new Columbia Favorite, which he has had much success with recently. He is one of Ventura's progressive merchants, and this fact is emphasized by his attractive store and show windows.

The Red Cross Drug Co., Edison and Columbia dealers, report a brisk trade in machines and records.

F. A. Homan, of Homan & Co., Fresno, is spending a week in Los Angeles during which he is familiarizing all new trade happenings.

The Pacific Land and Products Exposition, now being held at Shrine Auditorium, in this city, is attracting many visitors from out-of-town, as well as from many far-away States. The object of the exposition is a sort of commercial and industrial display gathered from many different sections to show their products.

San Diego has been seeing much excitement on account of its close position to the Mexican border, where our troops have been guarding the line. Every day numerous eye-witnesses come to the city from the scene of battle with many tales. J. S. Delozier, of the Delozier Furniture Co., at El Centro, Imperial county, is a Columbia dealer who is within a few miles of Calexico and Mexicola, where much fighting has been done. Mr. Delozier visited Los Angeles a few days ago and related some in-

teresting stories, as well as showed some interesting kodak pictures taken at the scene of action.

The San Diego dealers are conducting a vigorous campaign for the installation of talking machines in the public schools.

Bowman Merritt, at Fillmore, Cal., which has a population of 150 people, has just succeeded in selling two more Amberolas. He has just placed an order for a full catalog of records and several machines.

Marikle's Music Store, at Escondido, recently purchased the stock of J. Kirkpatrick, who has joined the piano selling force of the Wiley B. Allen Co. at San Diego.

Geo. P. McKay, at Oceanside, has been rearranging and adding to his department, as has Geo. W. Putney, of South Pasadena.

I. L. A. Broderson, of Long Beach, has taken over the small goods and talking machine business of the Caldwell-Kirby Co., at Redlands, Cal. Mr. Broderson intends to conduct a splendid department for talking machines, which are to be specialized.

Farley & Wilson, of Fresno, have purchased the business of C. F. Story Pharmacy at San Dimas, which included a line of Edison goods. Since acquiring the business the new owners have added the Victor and given a good-sized space for this branch.

Mr. and Mrs. G. L. Robbins, of Porterville, were visitors to Los Angeles for several days last week. Mr. Robbins has been a talking machine man for quite a while now and is one of the most enthusiastic in the coast trade.

The Bryan Zimmer Co., of Whittier, Cal. have been doing a splendid business in high-priced Edison instruments. Mr. Bryan is much pleased with the success of the line, especially that of the Amberola.

Geo. Leveque has purchased the Edison business of E. H. Berchase, at San Juan Capistrano, Cal.

W. E. Elliott, at Rialto, Cal., is a new and successful Edison dealer. He recently disposed of a specially finished Amberola.

Geo. P. Austin, of Oxnard, recently visited the city, ordering at that time two Amberolas.

Wright & Marsh have purchased the entire business of the Boyd Drug Co., at Elsinore, Cal. The talking machine line will receive close attention from the new owners.

The Southern California Music Co. have made some changes in their wholesale department. They have added a special stock room for Amberolas, of which they have just received a number in five different finishes. O. A. Lovejoy has been making some very successful records of a troupe of Hawaiian musicians who are now appearing in this city. The retail department of the Southern California Music Co. claims some distinction for having sold an Edison Amberola and a choice collection of records to His Honor Mayor Alexander, who is a great admirer of Thomas A. Edison and his many wonderful inventions.

The city schools have purchased a number of additional Victors for school work within the last 60 days. In all there are about twenty-five city schools which use the talking machine in connection with studies.

The Pasadena High School has installed a splendid talking machine and records, which are to be used by Miss E. Bush, musical supervisor. This is practically the first instrument purchased for Pasadena, which has a very large number of schools.

Several representatives of Eastern houses have recently called in this neighborhood. Otto Schultz, of the Wurlitzer Co.; Max Landay, of the Talking Machine Supply Co., and Roy J. Keith, sales manager of the Talking Machine Co., are among the number.

W. J. Reynard is on his way up the valley after completing a trip around the kite.

The local offices of the Southern Pacific Railroad Co. have lately ordered a number of Edison business phonographs, of which they use several hundred.

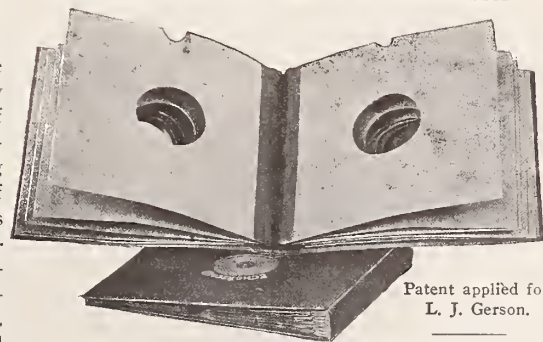
The Crown City Music Co., at Pasadena, Cal., report a number of recent Victrola sales.

The Pasadena Music Co. are doing a good business and are engaged in a vigorous advertising campaign.

SHOULD BE SPECIALLY TRAINED.

Joseph F. Johnson, dean of the New York University School of Commerce, has the following to say regarding the training of an advertising man: "The advertising man is one who must be trained just as the lawyer or the doctor must be made from the raw material of students. Some will say that the advertising men, like poets, are born and not made. Some may be born as great, natural orators and actors and lawyers, etc., have been born; but most are the product of education and training. The need for the elevation of the advertising business to the status of a profession is a crying one. There is no way in which money can be so easily dissipated as by unsound advertising."

KEEP RECORDS IN ECHO RECORD ALBUMS
GET THE NEW STYLE, STRONGLY BOUND,
WITH 16 POCKETS AZD FLEXIBLE BACK



Patent applied for
L. J. Gerson.

Will hold both double and single face discs of any make. Two sizes made to fit 10 and 12-inch Records. Fits the Victrola exactly or any record cabinet. Sold by all Progressive Talking Machine Stores. Send for illustrated circular and price list. Discounts to the Trade on application.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

March Proves an Excellent Month and Year as a Whole Makes Better Showing Than 1910—Future of Business and Its Activity Rests with the Individual—Trade Can Be Had if It Is Sought for—Recital Program Given by Lyon & Healy That Will Interest Trade Throughout Country—A Profitable Way to Get Prospects—Busy Times with Talking Machine Co.—Comments on Special Session of Congress—Art of Entertaining the Ladies—New Columbia Records Please—The Enterprise of Geo. W. Salter—Edison Concern Occupying New Quarters in Chicago—

(Special to the Talking Machine World.)

Chicago, Ill., April 4, 1911.

March, notwithstanding the various types of weather it brought with it, has proven a very good month with talking machine jobbers. Most of them say that business is better than last year. Of course, there is a little slacking off, as compared with February, but this condition of affairs is found in any year.

Line Up for Summer Business.

There is no doubt that within certain limits the maxim "Business is what you make it," maintains in fact. While we shall soon be in the midst of what is usually termed the period of summer dulness, The World believes, and it is backed by the opinions of important men in the trade, that a little careful planning of campaigns in advance will serve to bring fairly good business at a time when business activity is usually permitted to lapse. If this is done, thought and industry will reap its due reward, and the immortal sixteen-day Sakara of Iylo will bloom out of season for the delectation of the faithful.

Good Recital Programs.

When a talking machine dealer sits down to prepare a program for a recital, he generally thinks he has a very easy task before him. Soon, however, he finds that the compilation of a program which will maintain the interest of all and yet contain numbers appealing to everybody, is not such a sinecure after all. Lyon & Healy are certainly experts in preparing programs of this nature; something which the continued success of the Victor recitals given by them in Victor Hall on the ground floor of the big store amply verifies. They make out seven fifty-minute programs, and these programmes are repeated every day for a month, and are presented in the most attractive form. Following will be found a complete set of programs which Lyon & Healy used in Victor Hall during the month of March. They will, no doubt, be found useful by dealers preparing for Victor recitals:

VICTOR TALKING MACHINE CONCERTS.

- 10 to 10:50 A. M.
- 1—31380 Merry Wives of Windsor Overture (Nicolai) Pryor's Orchestra
 - 2—4274 Wearing of the Green (Old Irish Air)....Myers
 - 3—31450 Blue Danube Waltz (Strauss).....Sousa's Band
 - 4—4364 Jimmie and Maggie at the Ball Game.....Jones-Spencer
 - 5—2518 Rocked in the Cradle of the Deep. Haydn Quartet
 - 6—89018 Home to Our Mountains (Verdi).....Homer Caruso
 - 7—52007 Tout Passe Waltz (Berger).....Guido Gialdini
 - 8—87020 Danza (Chadwick).....Mme Schumann Heink
 - 9—74158 Come Back to Erin (Clairibel).....McCormack
 - 10—665 Uncle Josh in a Department Store.....Stewart
 - 11—2773 Wedding of the Winds Waltz (Hall).....Pryor's Band
 - 12—31781 Festival Te Deum, No. 7, in E flat (Op. 63, No. 1) (Buck).....Trinity Choir
 - 11 to 11:50 A. M.
 - 1—31727 La Paloma (Yradier).....Sousa's Band
 - 2—4574 Believe Me, If All Those Endearing Young Charms (Stevenson).....Wheeler
 - 3—5071 Wedding of Uncle Josh and Aunt Nancy.....Mr. and Mrs. Cal Stewart-Haydn Quartet
 - 4—31780 Gems from "Chocolate Soldier".....Victor Light Opera Co.
 - 5—31559 Casey at the Bat.....De Wolf Hopper
 - 6—64080 Sweet Miss Mary (Neidlinger).....Williams
 - 7—31773 Southern Roses Waltz (Strauss).....Vienna Quartet
 - 8—87001 Travatore "di-quella pira" (Verdi).....Caruso
 - 9—92061 Romeo et Juliet, Valse (Gounod).....Tetrazzini
 - 10—31393 Peer Gynt Suite No. 1 (Op. 46) (Grieg).....Pryor's Band
 - 11—5784 Madame Sherry, Every Little Movement.....Barbour-Werrenrath
 - 12—87030 Madame Butterfly, Finale Ultimo (Puccini).....Farrar
 - 12 M. to 12:50 P. M.
 - 1—31354 Poet and Peasant Overture (Von Suppe).....Sousa's Band
 - 2—31789 Mikado, Gems from (Gilbert-Sullivan).....Victor Light Opera Co.
 - 3—88016 Ave Maria (Bach-Gounod).....Eames

- 4—71043 Perpetuum Mobile (Weber).....Backhaus
- 5—74182 Meditation from "Thais" (Massenet).....Kreisler
- 6—4095 Love's Old Sweet Song (piano accompaniment) (Molloy).....Miss Morgan
- 7—70015 Young America (Baves-Norworth).....Bayes
- 8—4556 Crossing the Bar (Cowles).....Stanley
- 9—88175 Il Trovatore, Il Baley (Verdi).....De Gogorza
- 10—95203 Faust, Act. V, Prison Scene (Gounod).....Garrar-Caruso-Journet
- 11—61206 Manon, Traum (Massenet).....Slezak
- 12—89017 Madame Butterfly Finale Act I (Puccini).....Farrar-Caruso
- 1:00 P. M. to 1:50 P. M.
- 1—31081 Funeral March of a Marionette (Gounod).....Sousa's Band
- 2—71044 Liebestraum Nocturne No. 3 (Liszt).....Backhaus
- 3—31775 Arcadians, Gems from.....Victor Light Opera Co.
- 4—70016 Come Along, My Manly.....Bayes-Norworth
- 5—74134 Bohemian Girl, Then You'll Remember Me, (Balfe).....Hamlin
- 6—64074 Souvenir, Moreau (Drdla).....Maud Powell
- 7—87042 Pour un baiser (For a Kiss) (Tosti).....Caruso
- 8—31386 One Sweetly Solemn Thought (Ambrose).....Stanley
- 9—96200 Lucia, Sextette, Act II (Donizetti).....Schumann-Heink
- 10—88138 Stille Nacht (Grubey).....Schumann-Heink
- 11—4678 Lights Out March (McCoy).....Pryor's Band
- 12—60010 Queen Among the Heather.....Lauder
- 2 P. M. to 2:50 P. M.
- 1—31409 Hungarian Rhapsody No. 2 (Liszt).....Pryor's Band
- 2—88096 Lass with the Delicate Air (Arne).....Sembrich
- 3—31756 Danse Caprice, Op. 28, No. 3 (Grieg).....Vienna Quartet
- 4—71040 Fantasie Impromptu (Op. 66) (Chopin).....Backhaus
- 5—88138 The Rosary (Nevin) (Piano accomp.).....Schumann-Heink
- 6—64122 Faust, Fantasie from Garden Scene (Gounod).....Elman
- 7—60017 Yip! I Adey! I Aye (Cobb-Flynn).....Ring
- 8—31748 Prince of To-night, Gems from.....Victor Light Opera Co.
- 9—61139 Jocelyn, Lullaby (Violin obligato) (Godard).....Michailowa
- 10—89030 Il Trovatore, Miserere, Act IV (Verdi).....Caruso-Alda-Chorus
- 11—74149 Mi Mina (Guetary).....Gogorza
- 12—2518 Rocked in the Cradle of the Deep. Haydn Quartet
- 3 P. M. to 3:50 P. M.
- 1—4744 La Sorella March (Gallini).....Sousa's Band
- 2—31394 My Wild Irish Rose (Olcott).....Wells
- 3—60002 Stop Your Ticking, Jock.....Lauder
- 4—4358 Spring Song (Mendelssohn).....D'Almaine
- 5—64071 Mother o' Mine (Kipling-Tours).....Witherspoon
- 6—5754 Barcarolle, Les Contes d'Hofman (Offenbach).....Vienna Quartet
- 7—88071 Lucia—Mad Scene (Donizetti).....Tetrazzini
- 8—5350 Venetian Song (Tosti).....Turner
- 9—64121 Minuet in G, No. 2 (Beethoven).....Elman
- 10—89006 Boheme, Ah Mimi, tu piu (Puccini).....Caruso
- 11—95002 Otello, Morte d'Otello (Verdi).....Tamagno
- 12—85126 Mignon, Lullaby (Thomas).....Plancon
- 4 P. M. to 4:50 P. M.
- 1—81796 Humorous Variations on a German Folk-song (Bach-Strauss-Gounod-Wagner) (Wallweber).....Pryor's Band
- 2—81241 Church Scene, from the "Old Homestead".....Haydn Quartet
- 3—60024 Nora Malone (Von Tilzer-McCree).....Ring
- 4—52023 Vision of Salome (Joyce).....Bohemian Orchestra
- 5—88218 Boheme, Racconto di Rodolfo (Puccini).....McCormack
- 6—88199 Samson et Delila, Mon coeur s'ouvre à la voix (Saint-Saens).....Haydn Quartet
- 7—4010 Kathleen Mavourneen (Crouch).....Haydn Quartet
- 8—5612 "No News, or What Killed the Dog?".....Nat M. Willis
- 9—64078 A Dream (Bartlett).....Williams
- 10—88246 Gioconda, Romanza, Cielo e mar. (Ponchielli).....Caruso
- 11—88055 Paghiaacci, Prologo (Leoncavallo).....Ancona
- 12—87030 Madame Butterfly, Finale Ultimo (Puccini).....Farrar

Program subject to change.

Talking Machine Company Items.

The energetic Talking Machine Co. had a good March. In fact, General Manager A. D. Geissler says it was a record breaker for the third month of the year.

Sales Manager Roy J. Keith is now on an extended trip along the Pacific Coast, but will return early next week. The Talking Machine Co. has an extended business along the Coast, and evidences are accumulating in the company's offices to show that Mr. Keith is making some important additions to their list of coast dealers.

Mr. Geissler reports that the Victrola business is phenomenal, and it is hard to supply the demand, especially on the Victor No. 11, \$100 type. The company are preparing something new, and of great interest to the trade, which will be ready for announcement next month.

Timely Paragraphs.

President Taft believes that the special session of Congress should be confined to the passage of the reciprocity treaty and to the establishment of a permanent tariff board. Both measures would be far reaching in their effect, and the country at large would be thoroughly satisfied if the present session did this and nothing more. Besides this, the consummation of this proposed legislation would have very little effect on business, while a general opening up of the whole tariff question at this juncture would bring commercial demoralization in its train.

When you think about it real hard, the American people are rather superficial in their thinking processes. The views generally expressed are usually derivative. It is sad, but true, that we are doing too little fundamental thinking. If we would analyse things ourselves and form our opinions first-hand, many of the problems which confront us as people and as a trade, would speedily disappear.

Approved Victor Move.

The new plan of the Victor Co. in printing the explanations of the selections on the back of the Red Seal records, together with the song poem or translation, is the subject of a great deal of favorable comment in the trade. It certainly adds to the educational value of Victor records.

Entertains the Ladies.

A man with a grouch went into the record department of Lyon & Healy's the other day, and it was actually a study in evolution to watch the grim, pessimistic leer disappear and be replaced with a regular all-pervading A. V. Chandler smile, as the owner of the grim visage came under the optimising and refining influences of the sweet, suave, and surprising bevy of feminine record clerks. He of the former grouch remarked that it was an interesting experience to come up there; the girls were all sq blankety, blank, blank pleasant. The "girls" thereupon centered around a victrola and hid their combined blushes in the top thereof, but they were pleased nevertheless.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy's, believes in talking things over with the employes of the department en masse. Consequently, he took all of the young women of the retail record department and of the office out to dinner the other night. He took Blackman and Hopkins along to help him out, and Mrs. Wiswell and Mrs. Blackman did the chaperoning. The "banquet" took place at the States Restaurant, and afterwards they all went to the Olympic and viewed the adventures of "Get-Rich Quick Wallingford." Those participating were as follows: Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. M. Blackman, Mrs. Clark, Mr. H. B. Hopkins, Misses M. Tapper, Sadie and Esther Rapps, S. Lessick, M. Bower, A. Neilson, Z. Marker, M. Brackinridge, C. Fitzmaurice, and Misses Berland, Blatch, Stein and Nilson.

Good L. & H. Business.

Lyon & Healy's business for March was the best for that month for some years. The company are now offering their famous Victor cut-out booklet, which consists of a beautiful cardboard cut-out representation of a Victrola, with a number of descriptive pages to the trade. The company's page advertisement in this issue describes and illustrates a remarkably convenient disc record album, the invention of L. C. Wiswell.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co., has been on a trip along the trade. He met district manager W. C. Fuhri of Louisville, and returned with him to Chicago, where he spent a day or two looking over things here. He expressed himself as greatly pleased with the manner in which the fine new quarters at Washington and Wabash have been fitted up.

The local office of the Columbia Co., by the way, greatly exceeded last year's record, both as regards March and the first quarter of the year.

New Columbia Records.

Some new records in the symphony series have been received by the Chicago office of the Columbia Co., which do not appear in the April bulletin, but will shortly be listed specially with the other products of the company's laboratory. Of especial interest is the appearance of the Nordica records. They reveal the fact that the prima donna retains in large degree the vocal powers which made her famous, and the records show a supreme interpretation.

(Continued on page 50.)

“WHOLESALE EXCLUSIVELY” THE TALKING MACHINE COMPANY

133-135-137 N.Wabash Ave. Chicago, Ill.

STATE OF ILLINOIS)
COUNTY OF COOK ; SS

ARTHUR D. GEISSLER, being first duly sworn,
deposes and says that he is the Manager of The Talking
Machine Company;

That their principal and only place of busi-
ness is 133-135-137 N. Wabash Avenue, (old number 72-74
Wabash Avenue) Chicago, Illinois;

That they "WHOLESALE EXCLUSIVELY" and have
no retail connections or interests whatsoever;

That their entire organization is maintained
for their Victor Dealers "Exclusively".

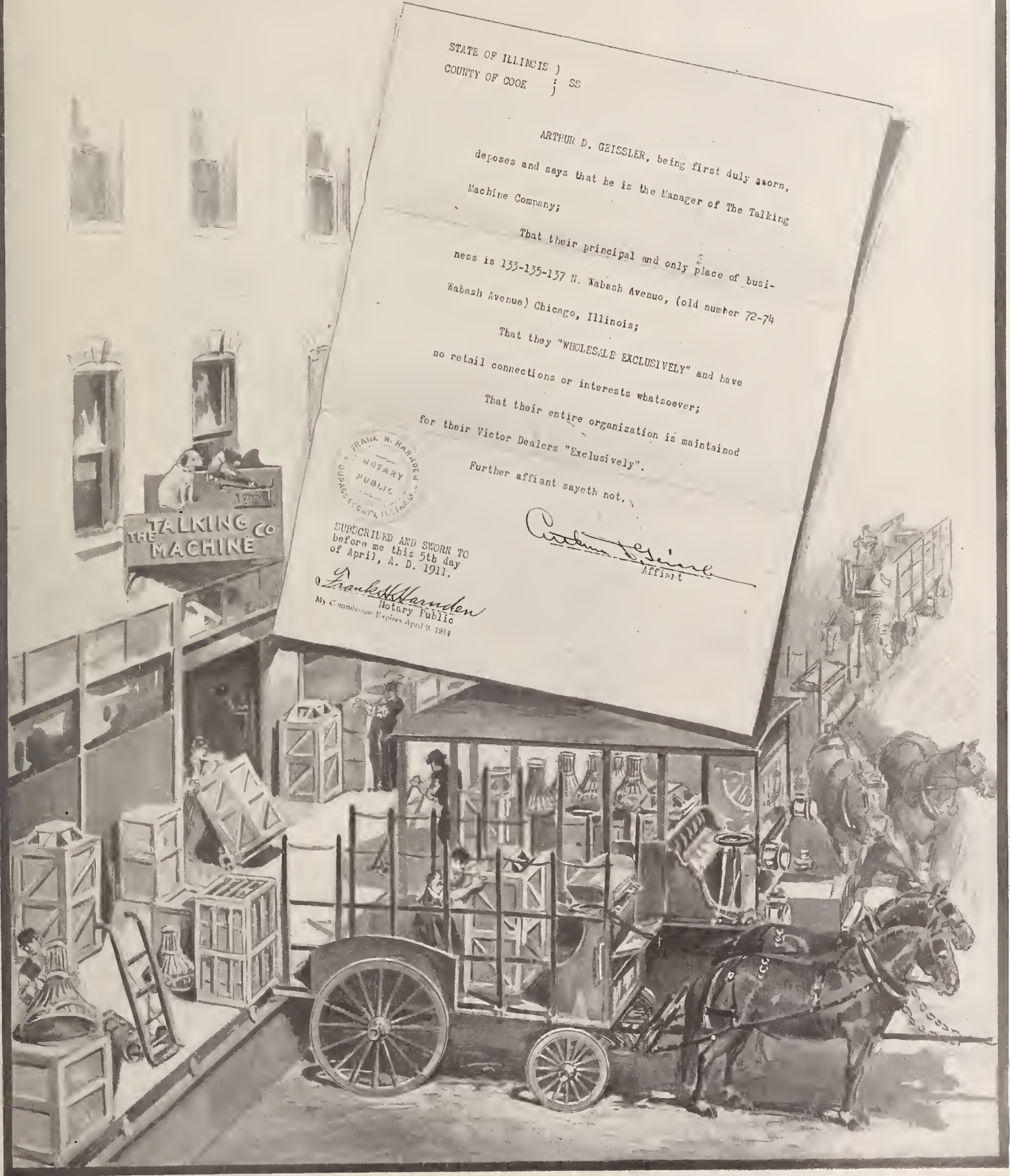
Further affiant sayeth not.



SUBSCRIBED AND SWORN TO
before me this 5th day
of April, A. D. 1911.

Frank W. Harnden
Notary Public
My Commission Expires April 9, 1914

Arthur D. Geissler
Affiant



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 48.)

tative ability. Several records by Olive Fremstad, also furnish peculiarly fine instances of recording, and the velvety tones of the Swedish songstress are delightful to the ear.

Great Cabinet Plant.

The factory of the Salter Mfg. Co., 339 South Oakley avenue, Chicago, is one of the largest and best equipped plants devoted to the manufacture of talking machine record cabinets, music cabinets and similar types of cabinet work in the country. George W. Salter, the president of the company, has been actively engaged in cabinet manufacture for over a quarter of a century and was among the first to produce record cabinets on an extensive scale. Not only has the company's product been always characterized by the most minute attention



GEO. W. SALTER AT HIS DESK.

to detail and perfection of construction and finish, but the company have from time to time inaugurated distinct departures in the record cabinet line. The horizontal felt-lined shelf feature introduced by them two or three years ago gave new evidence of their ingenuity and enterprise. Cabinets containing this feature were placed on the market almost simultaneously with the introduction of the double-faced record in a large way, and solved the problem of convenient and safe storage for this type of record. As a compartment is provided for each record and both sides come in contact with a soft surface, it does not mar the record. They are just bringing out a new line of these admirable record cabinets in new designs of a most artistic nature. In several of these new styles all waste space is utilized, and doors open on record bins in the side as well as in the front of the cabinet.

In the accompanying illustration Mr. Salter is seen at his desk, simultaneously O. K.-ing some large orders for supplies and passing on some gratifying big orders for Salter cabinets. Mr. Salter does whatever comes to his hand with all his might. When he works he works hard, and when he plays he plays hard. For two or three

weeks each summer he goes up to northern Michigan, and the local papers in that section of the country usually team with big records of catches by the enterprising Chicagoan. A few years ago Mr. Salter won a diamond medal for making the world's record for bait castings.

Mr. Salter has a most efficient assistant in the conduct of his large business in the person of John Mortimer, who not only looks after the sales end of the business, but is a practical factory man, as well as responsible for many of the good features incorporated in the Salter cabinets. Several of the new Salter styles are illustrated elsewhere in this issue.

Big Dictaphone Deal.

The Columbia Phonograph Co. have just sold to the Illinois Central Railroad Co. for their freight claim department in this city 94 model A Dictaphones, 25 model B Dictaphones, together with shaving machines, etc. Geo. D. Smith, in charge of the Dictaphone railway department, is here, supervising the details of the big deal.

New Edison Quarters.

The offices of the allied Edison interests have been moved from the building at the corner of Wabash and Washington streets to suite 1336 in the new People's Gas Co. building, 150 Michigan avenue. The new name, Thomas A. Edison, Inc.,

OPEN CHICAGO HEADQUARTERS.

U.-S. Phonograph Co., of Cleveland, Occupy Spacious Quarters for Their Wholesale Trade at 225 West Washington Street—Geo. M. Nisbett New General Sales Manager Knows the Ropes Thoroughly—Wholesale Quarters Also Established in New York at 5-7 Union Square—Business Prospects Excellent.

(Special to the Talking Machine World.)
Chicago, Ill., April 11, 1911.

Arrangements were consummated this week whereby the U. S. Phonograph Co., of Cleveland, O., will establish Chicago headquarters at 219-225 West Washington street. A handsome main



GEORGE M. NISBETT.

floor warerooms will be occupied and sumptuously fitted up, where a large stock of the company's machines and records will be kept for the convenience of dealers. The company will, of course, do no retail business.

Final details regarding the new establishment were made during the visit to the city last week of T. H. Towell, treasurer and general manager; Geo. M. Nisbett, general sales manager, and W. C. Patrick, Western representative of the U. S. Phonograph Co., Cleveland.

All of the gentlemen are very enthusiastic about the prospects before the company and report an increasing number of loyal dealers who are meeting with marked success in handling the company's line. Mr. Patrick will hereafter make his headquarters here and will have general charge of the headquarters in this city.

The news of the appointment of Geo. M. Nisbett as general sales manager of the company

on the door looks good. Geo. Harden, Western representative; Mr. Lapreau, in charge of battery sales; C. B. Frayer, Western representative for the Edison Storage Battery Co., and A. V. Chandler, who looks after the Edison Phonograph interests in this vicinity, are all provided with quarters which afford them many conveniences not enjoyed in the old location.

Training Victor Dealers.

Mr. Schwenker, of the repair department of the Victor Co., is again in the city. The last time he was here he devoted his attention to the jobbers. Now he is putting in his time with the dealers around town, schooling them in proper methods of doing repair work.

The Victor in Athletics.

Arthur D. Geissler recently commenced a course of athletics in the Chas. Postal Physical Culture Studios. He shortly found himself going through various "stunts" to music furnished by a Victor talking machine. He says that the faculty of the school, as well as the students, are now thoroughly convinced of the value of music as a therapeutical agent, although the original idea was simply to help in introducing the proper rhythm in the physical exercises.

comes as a surprise to his many friends here as elsewhere, who tender him their best wishes for his largest success in his new and responsible position. He first came into prominence in the trade as Western manager for the National Phonograph Co. Upon the closing of that company's office in Chicago he went with Babson Bros., in charge of their wholesale department, and later returned to his old love, the National Phonograph Co., as manager of their Mexican business, with headquarters in the City of Mexico. He has a wonderfully wide acquaintance with dealers throughout the country, and is a man of ideas and aggressiveness. Both Mr. Nisbett and the U. S. Phonograph Co. are to be highly congratulated.

The United States Phonograph Co. have also just opened wholesale quarters at 5-7 Union Square, N. Y., in charge of E. E. Prarie, a gentleman well known in the talking machine trade.

WHY THE EMPLOYER SMILES.

"The business man," says a western expert, "deals with five M's—Money, Material, Machinery, Men and Merchandise. It is not hard to get money, material and merchandise. Each of these is a given quantity, and with each and all of them a given result can be accomplished. The big thing is to get men."

Men are not of such certain quantities as money, materials and machinery. A machine will do a known quantity of work in a known time. A man will do such work as he is willing and capable of doing. Men, then, are the most important factors in the conduct of any business.

This is the reason why the head of an establishment shakes hands with himself whenever he sees one of his young men blossoming out into a fountain of future usefulness. He knows the value of the right sort of a man. It makes him happy to feel that he has caught one of them in the rough and is helping to polish him off.

**THIS IS THE FAMOUS
"TIZ-IT"**



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers
who carry "TIZ-IT" in stock.

If your Jobber does not handle this Connection yet we
will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers

Manufactured by

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.

**60 YEARS'
EXPERIENCE**

PATENTS

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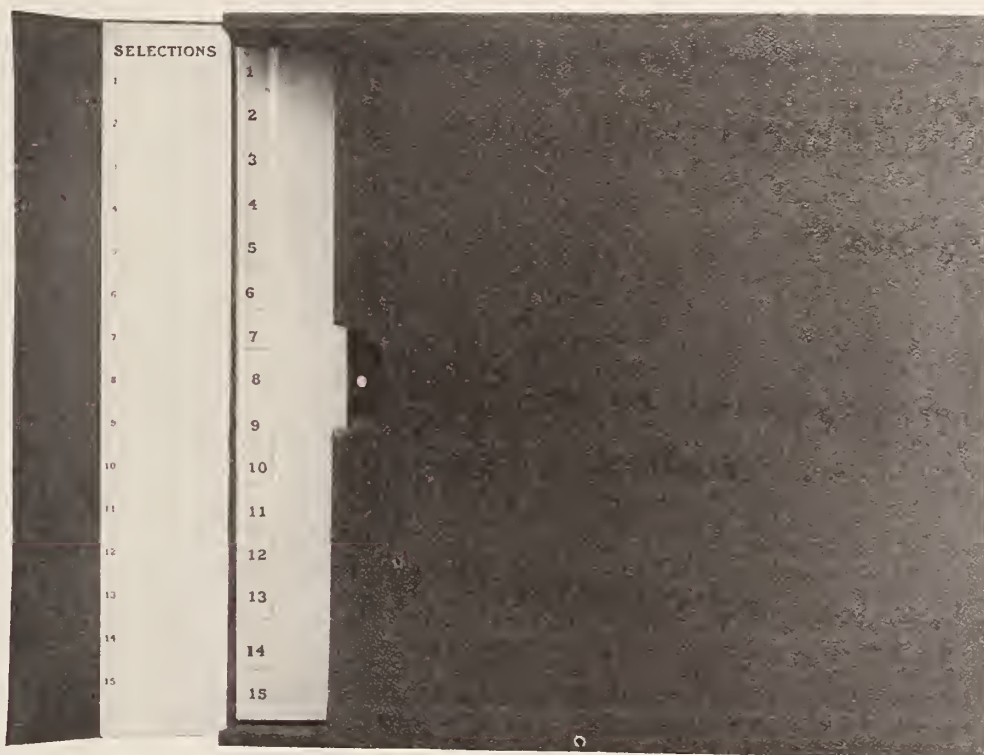
Scientific American.

A handsomely illustrated weekly. Largest cir-
culation of any scientific journal. Terms, \$3 a
year; four months, \$1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Five Salient Points about the Lyon & Healy Disc Record Album

THE MOST PRACTICAL AND CONVENIENT ALBUM
ON THE MARKET



PATENT APPLIED FOR

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent Stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.

Send us a trial order for a dozen Albums now.

Lyon & Healy

WABASH AVENUE AND ADAMS STREET

CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

Washington, D. C., April 10, 1911.

SOUND DISTRIBUTING HORN. William S. Cobb, Flushing, N. Y. Patent No. 986,908.

The invention relates to an improvement in sound regulators, being more particularly directed to the construction of a sound intensifying horn whereby such sound is rendered more distinctive and the tone thereof materially improved.

The main object of the present invention is the provision of a sound regulator formed to provide a plurality of interior sound passages through which the sound waves are arranged to travel in succession, the construction and control of such passages providing for the rapid and uniform expansion of the sound volume in traveling from one passage to the next whereby to intensify and improve the tone of such sound.

Figure 1 is a view in elevation, partly in section, of the improved horn. Fig. 2 is a similar view broken away, showing a slightly different construction.

SOUND BOX. John A. Williams, Brooklyn, N. Y., assignor to Henry C. Miller, Waterford, N. Y. Patent No. 987,205.

The present invention pertains to improvements in sound boxes.

Figure 1 is a longitudinal sectional view, on the line 1-1 of Fig. 2; Fig. 2 a front face view, the compression-ring or plate being partially broken away; Fig. 3 a perspective view of the various parts of the box, with the exception of the stylus-bar or arm; Fig. 4 a vertical sectional view of the combined indicating and locking device for the adjusting screw;

Fig. 5 a perspective view of the stylus-bar or arm; Fig. 6 a sectional view on a somewhat enlarged scale, showing a slight modification of the mounting of the diaphragm, and Fig. 7 a perspective view of a modification of the means employed clamping the diaphragm.

ACOUSTICAL INSTRUMENT. Louis Lumiere, Lyon, France. Patent No. 986,477.

This invention relates to improvements in acoustical instruments, such as telephones, microphones,

ment which is generally known as the diaphragm, or the body which in the process of sound recording is thrown into vibration by the sound waves, and whose vibrations are traced and recorded by means of a stylus in the original record, while in the process of reproduction the diaphragm (as a general rule, the diaphragm of a separate machine), is thrown into corresponding vibrations by a stylus to which it is attached being made to follow the undulations in the record.

The invention also relates to the sound box in which the said diaphragm is mounted.

Figure 1 shows a folded strip of material from which the improved diaphragm may be made; Fig. 2 is a plan view of a modified form of folded strip of material from which a diaphragm may be made; Fig. 3 is a plan view of the diaphragm; Fig. 4 is a sectional elevation of the diaphragm; Fig. 5 is a sectional elevational view of a slightly modified form of diaphragm; Fig. 6 is a diagram to illustrate the way in which the surfaces or elements of the diaphragm are twisted; Fig. 7 is an elevation of a sound reproducing machine fitted with the diaphragm made in accordance with this invention and illustrates a convenient method of carrying the diaphragm and connecting it to the stylus bar, and Fig. 7a is a sectional detail of Fig. 7. Fig. 8 is a plan view of the machine shown in Fig. 7; Fig. 9 is a side elevational view partly in section of a modified form of sound reproducing machine provided with my invention; Fig. 10 is an enlarged view, partly in section, of the diaphragm and stylus bar mounting shown in Fig. 9; and Fig. 11 is a bottom plan view of the reproducer shown in Fig. 9.

Advertising must attract the attention of the passer-by, and, having done this, must hold him long enough to make him want the article or something like it and draw him into the store to inquire about it. After this, it is the salesman's business to see that he becomes a satisfied purchaser.

TALKING MACHINE EXPORTS

The Figures for February Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to The Talking Machine World.)

Washington, D. C., April 6, 1911.

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

The total exports of talking machines, records and supplies for February, 1911, amounted to \$244,001, as compared with \$177,070 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to \$2,060,963.

HYMNS AND SERMONS VIA TALKER.

The Latest Innovation Introduced in the Presbyterian Hospital in Pittsburg, Pa.

An innovation for relieving the monotony and soothing patients has been adopted by Superintendent Margaret Woodside, of the Presbyterian Hospital, Northside, Pittsburg, Pa. It consists of a phonograph, which will render gospel hymns and deliver sermons to patients. The installation of this machine has proved a gratifying success. Each evening during the week days the phonograph is operated from 7 until 8 o'clock.

Sunday afternoon the phonograph service will begin at 2 p. m., and Superintendent Woodside expects the nurses will be there with their friends. A large number of those who are active in the Presbyterian church are also expected to be present to-morrow afternoon for the service.

AWARDED FIRST PRIZE.

The Porto Rican Agent of the Columbia Line Secures High Honor at the Insular Fair Recently Held in San Juan.

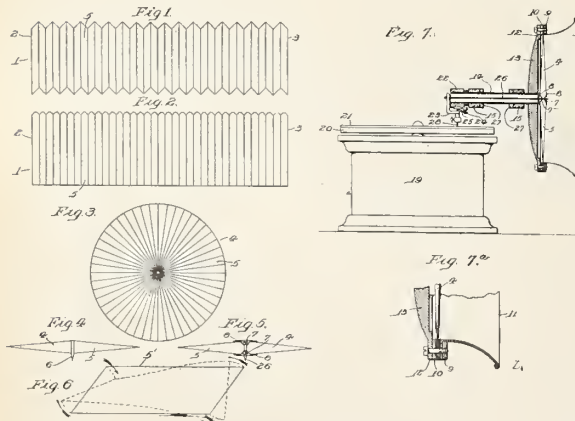
Gonzalez Padin Hermanos, agents for the Columbia line in San Juan, Porto Rico, W. I., who exhibited the Grafonola Mignon at the recent Insular Fair, were awarded the first prize. This fair is the first one of its kind ever held in Porto Rico, and is described by a correspondent as of equal importance in the island as the St. Louis manufacturers, as well as native merchants and Exposition was in the United States. American planters, were represented.

TO HANDLE SMALL GOODS AND TALKERS.

(Special to The Talking Machine World.)

Chicago, Ill., April 3, 1911.

On the return of Emil Simon, of the Simon Piano Co., Spokane, Wash., from the East, the other day, en route home, he announced he would enlarge his music instrument business by adding small goods and talking machines. Before leaving for New York he had made arrangements to engage a manager, who is a first-class small goods man, and he placed a substantial order when here. It is probable he will handle the Victor line as a dealer and probably may go in as a distributor.



sound recording and reproducing machines and musical instruments in general. As applied to sound recording and reproducing apparatus, it relates more particularly to that part of the instru-

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

RECORD BULLETINS FOR MAY, 1911

COLUMBIA PHONOGRAPH CO.

- 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
 A991 Declaration from the suite "The Beautiful Miller-ess," No. 5—Raff. Kaltborn String Quartet
 Winter Tales, Opus 112—Saro. Kaltborn String Quartet
 TWO FAMOUS SACRED NUMBERS BY THE MENDELSSOHN QUARTET.
 A992 Holy Ghost with Light Divine (Air of Gottschalk's "Last Hope")—Male Voices, unaccomp. Mendelssohn Quartet
 Prayer of Thanksgiving (Ancient Folk-song of the Netherlands)—Male Voices, organ accomp. Mendelssohn Quartet
 A993 When the Swallows Homeward Fly—Abt. Counter Tenor Solo, orch. accomp. Will Oakland
 Poverty's Tears Ebb and Flow—Braham. Counter Tenor Solo, orch. accomp. Will Oakland
 12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
 A5276 Twickenham Ferry—Marzials. Tenor Solo, orch. accomp. Reed Miller
 Excelsior—Balfe. Tenor and Baritone Duet, orch. accomp. John Young and Frederick Wheeler
 A5275 Cujus Animam (Lord Vouchsafe Thy Loving Kindness) from "Stabat Mater"—Rossini. Tenor Solo in Latin, with orch. Chas. W. Harrison
 Inflammatus (When Thou Comest) from "Stabat Mater"—Rossini. Soprano Solo, with Chorus in Latin, with orch. Anne Grant Fugitt
 A5274 Barcarolle ("Radiant Night") from "Tales of Hoffman"—Offenbach. (English version by G. C. Jell.) Soprano and Alto Duet, orch. accomp. Idelle Patterson and Margaret Keyes
 Serenade—Schubert. Soprano and Baritone Duet, orch. accomp. Idelle Patterson and George Clarence Jell
 10-INCH DOUBLE-DISC RECORDS.
 A990 Day Dreams, Visions of Bliss—Reinhardt. Mezzo-Soprano and Tenor Duet, orch. accomp. M. Mayew and Henry Burr
 Field of Roses Waltz—Diaz. Mandolin and Guitar Trio, orch. accomp. Trio Arriaga
 A989 Will the Roses Bloom in Heaven?—Harris. Tenor Solo, orch. accomp. Henry Burr
 All Aboard for Blanket Bay—H. Von Tilzer. Soprano Solo, orch. accomp. Ada Jones
 A988 It's Got to Be Someone I Love—Doyle. Soprano and Tenor Duet, orch. accomp. Ada Jones and Walter Van Brunt
 Emmalina Lee—Gumble. Male Voices, orch. accomp. Columbia Quartet
 A987 Reuben Rag—De Pierce, Young and Norman. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan
 Below the Mason Dixon Line—Reed. Baritone Solo, orch. accomp. Arthur Collins
 A984 Sharpshooters' March (Il Bersagliero)—Eilenberg. Accordion Solo, orch. accomp. Guido Deiro
 Ciribiribin—Waltz—Pestalozza. Accordion Solo, orch. accomp. Guido Deiro
 A FAVORITE MIXED QUARTET NUMBER.
 A985 How Fair Art Thou (Wie schön bist du)—Weidt. Unaccomp. Columbia Mixed Quartet
 Little Boy Blue—Nevin. Contralto Solo, orch. accomp. May Walters
 A986 In a Hundred Fathoms Deep—Shattuck. Bass Solo, orch. accomp. William McDonald
 Asleep in the Deep—Petrie. Bass Solo, orch. accomp. William McDonald
 A983 7th Regiment (Gray Jackets) March—Meyer. Squad Right March—Martin. 12th Regiment, N. Y. N. G. Drum & Bugle Corps
 12-INCH DOUBLE-DISC RECORDS.
 A5277 "Rosamunde"—Overture—Schubert. Part 1. (Andante) Prince's Orchestra
 "Rosamunde"—Overture—Schubert. Part 2. (Allegro vivace) Prince's Orchestra
 A5278 The Lord Is My Shepherd—Liddle. Baritone Solo, orch. accomp. Vernon Archibald
 Beyond the Gates of Paradise—King. Baritone Solo, orch. accomp. Vernon Archibald

12-INCH DOUBLE-DISC AND SINGLE-DISC RECORDS BY OLIVE FREMSTAD.

- Double disc. Single disc.
 A5273 Long, Long Ago—Bayly. In English, with orch. 30636
 Annie Laurie. In English, with orch. 30637
 A5281 Tannhauser, (Wagner.) "Dich, Theure Halle." (Oh, hall of song and joy. (In German, with orch. 30635
 Lohengrin. (Wagner.) "Elsa's Traum." (Elsa's dream.) In German, with orch. 30645
 A5282 Carmen. (Bizet.) "Seguidilla." (Near the Ramparts of Seville.) In French, with orch. 30646
 Tosca. (Puccini.) Paghiera—"Vissi d'arte e d'amore." (Prayer—For love and art I've lived.) In Italian, with orch. 30644
 RECORDS BY BAKLANOFF.
 12-IN. DOUBLE DISC AND SINGLE DISC.
 A5270 Otello. (Verdi.) Credo. (Jago's Creed—"A cruel God I worship.") In Italian with orch. 30621
 Otello. (Verdi.) Sogno. (Cassio's Dream—"As at night I lay.") In Italian, with orch. 30622
 A5271 The Demon. (Rubinstein.) Aria—"Thou wilt be the world's queen." In Russian, with orch. 30617
 The Demon. (Rubinstein.) Aria—"The Vow." In Russian, with orch. 30618
 A5272 Carmen. (Bizet.) Canzone del Toreador. (Song of the Toreador.) In French, with orch. 30619
 La Gioconda. (Ponchielli.) Barcarolle—"Pescator, affonda l'pesca." (Fishermen, thy bait now lower.) In Italian, with orch. 30620
 COLUMBIA "BLUE LABEL" SERIES. 10-IN. DOUBLE DISC.
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 A982 Hans and Liese. (John and Elizabeth.) German Folk-song. In German, with orch. Oeh Moder, ich well en Ding han. (Oh, Mother, something I must have.) German Folk-song. In German, with orch.
 12-IN. DOUBLE DISC.
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 30047 Freischütz—Wie nahte mir der Schlummer (Before My Eyes Beheld Him) (Weber) Sung in German with orch. Marie Rappold, Soprano
 35021 Otello—Ave Maria (Hail Mary!) (Verdi) Sung in Italian with orch. accomp. Maria Labia, Soprano
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 670 The Crushed Tragedian—Vaudeville sketch. Ada Jones and Len Spencer
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 16850 Good-Bye, Sweet Day (Thaxter-Vannah) Helen Clark 10
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 Entre Acte Gavotte (Gillet) Xylophone. William H. Reitz 10
 16853 The Valley of Peace (Breck-Meredith) Anthony and Harrison 10
 Still, Still with Thee (Gospel Hymn) (Gerrish) Chicago Glee Club 10
 35185 Italian in Algiers Overture (L'Italiana in Algeri) (Rossini) Pryor's Band 12
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 60036 On the Wings of Song. Mendelssohn 10
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 88297 92016 Lakme—"Dove" l'Indiana bruna (Bell Song) Delibes

E. Blout, a new Victor distributor and dealer, opening temporary quarters at 8 Reade street, has now removed to a well equipped place at Broadway and 108th street, New York. The change was effected this week, and he is planning to do a brisk business in both branches.

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BALALAIKA ORCHESTRA RECORDS.

The Records of the Imperial Russian Balalaika Court Orchestra Made by the Victor Talking Machine Co. Will Be Announced in the May Supplement—An Important Announcement.

One of the greatest and most successful novelties of the present musical season, now drawing to a close, has been the Imperial Russian Balalaika

laika, while two "Cembalos," familiar to those who have seen so-called "Hungarian" orchestras, complete the equipment of this unique band.

The precision, skill and beautiful tone produced by this orchestra have been the wonder of all critics, and the first concert of the organization in the Metropolitan Opera House, New York, produced something like a sensation, every newspaper in the city devoting considerable space to it. Mr. Andreeff wisely confines his programs almost entirely to

Russian folk-songs are especially interesting. No nation in the world possesses a greater love for music than the Russians, and the songs of the peasants, characteristic of various occasions, such as weddings, dances, legends, the regular round of daily toil, etc., are numerous.

The first of these most interesting and remarkable records are published by the Victor Talking Machine Co. in their May supplement, a list of which appears on page 53.



THE IMPERIAL BALALAIKA ORCHESTRA, OF WHICH W. W. ANDREEFF IS CONDUCTOR.

Court Orchestra. This remarkable organization is under the direction of W. W. Andreeff, who was the first to study and develop the possibilities of the peculiar Russian stringed instrument from which his orchestra takes its name.

The Balalaika is a three-stringed instrument, somewhat like the mandolin, but triangular in shape. For centuries, in a primitive form, it has been used by the Russian peasants, but Mr. Andreeff has undertaken successfully to develop its artistic possibilities and make it a vehicle for the artistic performance of music, especially in ensemble. Associated with the Balalaika, and acting as a bass to it, is the Domra, a large type of Bala-

Russian folk music, ancient peasant tunes elaborated and orchestrated in a manner adequate to the possibilities of the very excellent band which he has trained. The Balalaika has scored a veritable triumph in Europe, while in Russia every regiment has its orchestra of such instruments, a state of affairs which only came into existence after Mr. Andreeff had brought the possibilities of the Balalaika to light.

The Victor Talking Machine Co., with their usual and expected enterprise, secured the exclusive services of Mr. Andreeff and his band, with the result that a number of records of the Balalaika Orchestra have been made in the Victor laboratories. The

EDISON PLANT BUSY

Catching Up on Amberola Orders—Still Behind on Records—F. K. Dolbeer Pleased with Outlook for General Business.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., in commenting on business said: "We have been running the factory right along, and so far as Amberolas are concerned we are now up on orders. In records we are behind, but expect soon to be caught up. In regard to spring trade, it has been very satisfactory, and the outlook is excellent."

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AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, May 15, 1911



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The Talking Machine World

Vol. 7. No. 5.

New York, May 15, 1911.

Price Ten Cents

MUSIC IN SCHOOLS.

The Director of Music Has Adopted Talking Machines—Records of the High Class and Classic Only Will Be Used—Meeting with Success and Praise from the Authorities.

(Special to The Talking Machine World.)

Houston, Tex., May 5, 1911.

Talking machines as a means of enabling the children of the Houston ward schools to hear and become familiar with the best instrumental and vocal music is an innovation in the regular school methods introduced by Miss Winifred Shunway, director of music, that is meeting with marked success in this city.

"At first," she said, "I was beginning to despair of the talking machine as likely to become popular, but now a large number of the boys and girls actually beg permission to stay after class hours to hear selections that have appealed to them."

The schools now having machines are, in the order in which they were installed, Reagan, Fannin, Taylor and Longfellow. At the Fannin School there are now about \$100 worth of records from grand opera singers and the finest orchestras and instrumentalists.

"I decidedly approve of the use of talking machines for this purpose," said Miss Shunway in speaking of the success she had met with in her novel plan to uplift the standard of musical taste on the part of the children at large.

"In the first place, there is no other way to bring music of this class within reach. The best records and best reproducers only are used. It trains them away from ragtime and makes them appreciate and love the best that has been produced by the world's best musicians."

The talking machines are taken from class room to class room and are made a feature of the regular music course. This is done once or twice weekly.

The list of records is constantly being increased at each of the schools, the higher-priced records always being procured to obtain the best and clearest results.

Miss Shunway insists that all music heard in the schools under her direction be strictly classic. As an instance of this a number of visitors at the Dow School a few days ago were surprised to hear one of the students playing the "Soldiers' Chorus" from Gounod's "Faust" as a march for the others to leave the building by.

Through her efforts the standard and effectiveness of the music classes in the schools have been elevated and enhanced, placing the Houston schools probably at the head of the list for the entire State from a standpoint of cultivated taste. In fact, she has really created her department and made it an indispensable one to the regular curriculum.

It is hoped soon to have talking machines in every school in the city, and to have repertoires in the way of records that include every desired musical production and the voice of every singer of National fame in a way similar to the method of keeping the printed libraries always complete.

THE COLLECTION DEPARTMENT.

An Important Factor That Makes for the Stability of a Business.

A merchant's place of business may be up to date, his advertising and his sales methods may be perfect, but there is one branch more than any other one in which he has got to be up to the times in order to thrive, and that's his collection department.

In the case of the manufacturer and the wholesaler this detail is comparatively a simple matter, for the transactions are apt to amount to such sums and are on such a cold business basis that customers expect to prove their trustworthiness when asking credit, and expect to be held accountable in case they fail to come to time.

In the case of the retailer, especially the man doing business in smaller towns where everybody knows everybody else, the conditions are different. The personal element enters here. Customers would resent having to give references in order to get credit for having a few initial purchases, and first thing a dealer knows bills have been run up and he is in a quandary to know whether he ought to lose a customer by cutting off credit and resorting to hard measures—which in the end may be futile—or whether he had better extend a little more credit and take chances on being paid in the end.

The collection department of these merchants may not exist, excepting under their hats; but here, too, all the merchant whose business is sickening needs to do is to copy the methods of some fellow tradesman that has the trick of collecting what is due him.

RECORDS OF INDIAN MUSIC.

Distinguished Visitors to the United States Are Dr. and Mrs. Desai, Who Are to Make Phonograph Records of the Secret and Sacred Music of India of Which No Written Record Exists—How It Has Descended from Mouth to Mouth Since the Days of the Great Mogul.

A recent visitor to New York, who has attracted considerable attention in social circles, is Satyabala Devi, a noble woman of the highest, or Brahmin caste, who is the wife of Dr. N. L. Desai, a native of India, who holds degrees from English and Scotch universities, and who was for years the personal physician of the Nawab of Rampur. Another Indian potentate, the Maharaja of Rewa, is responsible for the visit of Dr. and Mrs. Desai to America, for the mission of this strangely modern couple from the Ancient East is to obtain phonographic records of the secret and sacred music of India, of which no written record exists, which has descended from mouth to mouth from the days of the Great Mogul, and of which the luminous-eyed Satyabala Devi is the last living custodian.

When asked to tell something of the mission which brought them to New York, Dr. Desai said:

"Our object in visiting your great country is to set to European musical notation the ancient music of India, and to prepare phonographic discs of that music, that our collection of 2,700 pieces of music, in 288 different melodies, may be preserved to India. This stock of music, which my wife carried for many years in her head, comprises the lost history of the music of the world, for the music of India is much anterior to the music of Greece, and even Egypt, as the researches of European scholars have established.

"This music, which has hitherto been transmitted only from memory, if not put to notation will die out in the near future, and Satyabala Devi is the only person who has this vast stock of the most complicated music stored up in her memory. It is for this reason that, under the patronage and protection of the Maharajah of Rewa, we are in America."

INVENT PHONOGRAPH DIAPHRAGM.

J. H. Ellis Says Celluloid Contrivance Has No Mechanical Shrillness.

J. H. Ellis, Badger State Business College, Milwaukee, Wis., says he has invented a diaphragm that perfects the phonograph.

"For years I have been working on the reproducing apparatus of the phonograph, trying to devise some method of softening its tones," said Mr. Ellis.

"My diaphragm is of celluloid. Using this in place of the copper or metal diaphragms, the tone carries just as far, has no mechanical shrillness, and more nearly reproduces the human voice than anything I have yet heard."

EDISON DEFENDS INVENTION.

Says Moving Picture Machines Should Be Used in the Schools.

So far from feeling the responsibility for the evil effect that the moving-picture shows are regarded as having on the young, Thomas A. Edison is of the opinion that moving pictures will eventually take their place with the map and the blackboard.

"I can teach more geography in fifteen minutes with the moving-picture machines than the schools as now equipped can teach in as many days," was his retort to Arthur D. Chandler, who taxed him with having invented a machine that was harmful to the young people.

Mr. Chandler is president of the Board of Education of Orange, N. J. He related his conversation with Edison in the course of a talk at a dinner of the Society of the New Church recently.

"I put it this way to Mr. Edison," he said: "Mr. Edison, your moving pictures have made a lot of money for you, but for the world in general they seem to have been a curse. What are you going to do about it?"

"Why," Mr. Edison replied, "in a few years every grammar and high school and every church in the country will have a moving picture machine in it. I'll illustrate what I mean. You be the class and I'll be the teacher.

"The lesson to-day will be on Madagascar. First, I'll throw a picture on the screen showing the geographical relation of Madagascar to Africa. Then we will have some moving pictures of principal streets of the big towns. They will show just what is going on in those streets, whether there are trolley cars and such things or whether it is an uncivilized place.

"Then we might show a motion picture, say, of a mountain range, taken probably from a railroad train, or we might show stereopticon views of places. Nobody ever remembers such dry things as the products of places as they are now taught. I would show pictures of the products and how they are raised. In that way, you see, I could teach more geography in fifteen minutes than you can teach in fifteen days. When the machine and films can be had cheap enough they will be used."

LOWER RATES ON "TALKERS."

Question of Freight Classification Presents Problem to Canadian Railway Experts.

"Is a talking machine a musical instrument? If so, why? If not, why not?"

These questions came before Messrs. Mills and Maclean, of the Railway Board of Canada recently, when a Montreal company asked that its product should be placed in the same category as "other musical instruments" and be hauled at the same carload rate.

E. J. Walsh, the tariff expert of the Canadian Manufacturers' Association, supported the application, but the freight expert of the railways took the ground that talking machines were never shipped in carload lots and that the grievance of the company was purely a fictitious one.

"It is still," he said, "a question as to whether a talking machine is a musical instrument. Personally, with the recollections of some of them to which I have had to listen when I wanted to go to sleep, I have my doubts."

"Unfortunately, our musical expert is not here to-day," said Mr. Maclean. Judgment was reserved.

THE LATEST IMPROVEMENT.

The Customer (trying phonograph)—There's something wrong with these grand opera records. There's a horrible racket in each one that spoils the effect of the music.

The Demonstrator—Ah, yes. One of our latest effects. That's the conversation in the boxes. Wonderfully realistic.—Chicago Daily News.

TRADE ON THE PACIFIC COAST.

Good Reports from All Coast Points with Great Activity in the Northwest—Allen Representative to Visit Honolulu and the Orient—Rothschild Co. Enlarge Talking Machine Department—Heine Co. Reopen Phonograph Department—Commissioner McCarthy's Cheery Report Regarding Sherman Clay's Business—The News of the Month.

(Special to The Talking Machine World.)

San Francisco, May 6, 1911.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has just returned from a trip over the northern part of his territory, covering Portland, Seattle and Spokane. He reports satisfactory business all along the line. At Spokane there is great activity in the music business, the Eilers Music House having just started a new building and Kohler & Chase having doubled their capacity by the annexing of another store, where their growing business with the Columbia goods will be more conveniently accommodated. At Seattle the branch store of the Columbia Co. made the best record of the year with its March business, and the April trade has kept up to the same level. Mr. Gray found conditions in Portland very satisfactory. The outlook on the Coast and the business which has been done in the last few weeks are of the best, Mr. Gray says, and he is much pleased also with the fact that many new accounts are being opened constantly of greater size than former new accounts.

The recent Alexander Heinemann concerts in this city were followed by a very brisk demand for Heinemann records, with the result that the local stock of these was soon exhausted.

Marion Dorian, auditor of the Columbia Phonograph Co., is now in Los Angeles, working on the company's books in that city, and is expected in San Francisco early next week. This is the annual auditing trip to the various Columbia offices.

E. W. Cyrus, who for some years has been traveling man for the local office of the Columbia Co., has severed his connection with this office to take a similar position with the Dallas store.

Lawrence K. Wilson, of the Wiley B. Allen Co., will leave shortly on an extended trip to Honolulu and the Orient, which will be of a business nature as well as of a pleasure trip nature. This is the first trip to the Orient of any Allen representative, and it is expected that good results will follow from it. He will go alone and expects to be away several weeks.

Nelson J. Birkholm, who has charge of the record department of the Wiley B. Allen Co., is installing the new system of filing—a new departure from the usual way of keeping records.

With the new system the service of the department will be greatly increased and the business will be made easier to handle. The department has been enlarged and the Red Seal end of the business is being specialized upon by Mr. Birkholm, who will soon visit all the Allen agencies to push this line of goods.

F. P. Corcoran, traveling man for the Wiley B. Allen Co., has returned to this city after an extended Southern trip. He found very pleasing business, especially in Los Angeles, San Diego and San Jose. After one or two months he will make a tour of the North.

James J. Black, manager of the phonograph department of the Wiley B. Allen Co., reports that Victor-Victrola machines, style XVI, are being received more regularly than formerly and that the company has assured the Western trade that they can depend upon a much more steady supply from now on. Mr. Black also reports that the Oakland branch, which for the last three months has been under Mr. Blodgett's charge, is showing a 25 per cent. increase, and is holding forth promise of becoming one of the most productive fields in the State.

The Hauschildt Music Co. have moved the talking machine goods from the old Clark Wise store to their own store on Grant avenue, in this city, and are at present getting the stock ready for sale. The stock made up of the Wise and Hauschildt stores, recently reinforced by large shipments, will give the Victor goods a very able representation. Richard H. Wise, for years in charge of the Clark Wise talking machine department, is in charge and has several assistants in his department, which occupies one whole floor for sales purposes, with part of another floor and basement for storeroom. The company expect to put a great deal of attention on this end of the business, opening with a sale the third of this month.

The Standard Phonograph Co., which for three years has been located on the main floor of the Eilers Music House, have moved their entire stock to the Oakland store, in the Bacon building, where the two will be consolidated. Manager W. E. Horrisberger reports an excellent business in the trans-bay city.

The Eilers Music House has moved into its new building in Portland, Ore., where it is finely housed to care for its growing business. One whole floor of the company's six-story building is devoted to the talking machine department under the able management of G. H. Eilers.

The Heine Piano Co. have reopened their phonograph department, which has been closed for about six months, under the management of C. F. Lundberg, an old talking machine man in this city, formerly with the Clark Wise house. The business was resumed last Thursday and has started off

well, according to the reports of the company. The department is given almost an entire floor, and has four sound-proof demonstrating rooms. It will carry a complete line of Victor machines and records.

A. R. Pommer, head of the Pacific Phonograph Co., is kept busy handling the orders which are coming in faster than the goods to supply them, and reports an especially lively business in the interior. The factory is behind on orders, and shipments which are received are disposed of in advance. This season has been the record season in the history of the company, according to Manager Pommer. Mr. McCracken, traveling man for the company, has returned from the South, where he found excellent business in the talking machine line. He is now in the North.

W. A. Voltz, of the National Phonograph Co., is on his way to the southern part of the State by way of Reno, having spent some time in the Northwest.

Alfred Widdop, a Fort Bragg Edison and Victor dealer, came to San Francisco about two weeks ago alone to pay his debts here, stayed two days, during which time he cashed a check of \$2,600, most of which was paid out to local dealers, and mysteriously disappeared. Search by the police failed to locate him and his whereabouts now are unknown. His business in Fort Bragg has been taken over by W. D. Coombs, to whom Mr. Widdop was indebted, Mr. Coombs assuming the liabilities.

Among out-of-town dealers who have recently been in San Francisco purchasing goods for their stores are: A. Avery, of the Avery Drug Co., Coalinga; J. L. A. Broderson, Redlands; E. Edstrom, Vacaville, and J. L. Green, Napa. Judging from their orders the interior business is anything but slow.

Andrew McCarthy, vice-president of Sherman, Clay & Co., reports business as continuing much more heavily this spring than in former years, and says that if the company could get more Victor machines they would be happier, as orders keep ahead of the shipments from the East. Victrolas are especially popular in town as well as in the country, where the traveling men of the company are having admirable success with their goods. Mr. McCarthy, who was recently appointed a park commissioner in this city, is kept pretty much on the go, with the new duties added to his business engagements.

"A credit man hurts not only himself but business in general when he extends credit to those not entitled to have it or in excess of a man's capacity for credit. The tireless pursuit and systematization of information is therefore the highest duty of the credit man."

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.



Victor-Victrola XI, \$100
Mahogany or oak.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak, \$200.
Circassian walnut, \$250.

The perfection of the Victor-Victrola

Musical perfection has been the goal for centuries, yet it was never attained until five years ago when the Victor-Victrola was produced.

And the wonderful perfection of this instrument has caused it to be universally acknowledged the world's greatest musical instrument.

The Victor-Victrola has not only revolutionized the talking-machine business, but made the Victor business the most important in the entire musical instrument industry.

Successful from the very first, the demand has increased by leaps and bounds, overtaking our factory capacity in spite of the new buildings we are constantly erecting.

Every day orders are pouring in from all parts of the country, showing the public appreciation of this wonderful instrument, showing that dealers are wide awake to the opportunity it offers and making the most of it.

And the Victor-Victrola business is still in its infancy. The future is fraught with golden possibilities which no dealer can afford to overlook.



Victor-Victrola X, \$75
Mahogany or oak.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

VICTOR DISTRIBUTORS:

- | | | | | | |
|--------------------------|-----------------------------------|----------------------------|---------------------------------------|-----------------------------|------------------------------|
| Albany, N. Y. | Finch & Hahn. | Elmira, N. Y. | Elmira Arms Co. | Oklahoma City, Okla. | Schmelzer Arms Co. |
| Atlanta, Ga. | Elyea-Austell Co. | El Paso, Tex. | W. G. Walz Co. | Omaha, Neb. | Walter G. Clark Co. |
| | Phillips & Crew Co. | Galveston, Tex. | Thos. Goggan & Bros. | | A. Hospe Co. |
| Austin, Tex. | The Talking Machine Co. of Texas. | Grand Rapids, Mich. | J. A. J. Friedrich. | | Nehraska Cycle Co. |
| Baltimore, Md. | Cohen & Hughes, Inc. | Honolulu, T. H. | Bergstrom Music Co., Ltd. | Peoria, Ill. | Putnam-Page Co., Inc. |
| | E. F. Droop & Sons Co. | Indianapolis, Ind. | Musical Echo Co. | Philadelphia, Pa. | The Talking Machine Co. |
| | H. R. Eisenbrandt Sons. | Jacksonville, Fla. | Wulschner-Stewart Music Co. | | Louis Buehn & Brother. |
| Bangor, Me. | Andrews Music House Co. | Kansas City, Mo. | Carter & Logan Brothers. | | C. J. Heppe & Son. |
| Birmingham, Ala. | E. E. Forbes Piano Co. | | J. W. Jenkins Sons Music Co. | | Penn Phonograph Co., Inc. |
| | Talking Machine Co. | Knoxville, Tenn. | Schmelzer Arms Co. | | H. A. Weymann & Son, Inc. |
| | Oliver Ditson Co. | | Knoxville Typewriter & Phonograph Co. | Pittsburg, Pa. | C. C. Mellor Co., Ltd. |
| Boston, Mass. | The Eastern Talking Machine Co. | Lincoln, Neb. | Ross P. Curtice Co. | Portland, Me. | Standard Talking Machine Co. |
| | M. Steinert & Sons Co. | Little Rock, Ark. | O. K. Houck Piano Co. | Portland, Ore. | Cressey & Allen. |
| Brooklyn, N. Y. | American Talking Machine Co. | Los Angeles, Cal. | Sherman, Clay & Co. | Portland, Ore. | Sherman, Clay & Co. |
| Buffalo, N. Y. | W. D. Andrews. | Louisville, Ky. | Montenegro-Richm Music Co. | Richmond Va. | Cable Piano Co., Inc. |
| | Neal, Clark & Neal Co. | Memphis, Tenn. | E. E. Forbes Piano Co. | | W. D. Moses & Co. |
| Burlington, Vt. | American Phonograph Co. | Milwaukee, Wis. | O. K. Houck Piano Co. | Rochester, N. Y. | E. J. Chapman. |
| Butte, Mont. | Orton Brothers. | | Lawrence McGreal. | | The Talking Machine Co. |
| Chicago, Ill. | Lyon & Healy. | Minneapolis, Minn. | Laurence H. Lucker. | Salt Lake City, Utah | Carstensen & Anson Co. |
| | The Rudolph Wurlitzer Co. | Mobile, Ala. | Wm. H. Reynolds. | | Consolidated Music Co. |
| | The Talking Machine Co. | Montreal, Can. | Berliner Gramophone Co., Ltd. | San Antonio, Tex. | Thos. Goggan & Bros. |
| Cincinnati, O. | The Rudolph Wurlitzer Co. | Nashville, Tenn. | O. K. Houck Piano Co. | San Francisco, Cal. | Sherman, Clay & Co. |
| Cleveland, O. | W. H. Buescher & Sons. | Newark, N. J. | Price Talking Machine Co. | Savannah, Ga. | Phillips & Crew Co. |
| | Collister & Sayle. | Newark, O. | The Ball-Fintze Co. | Seattle, Wash. | Sherman, Clay & Co. |
| | The Eclipse Musical Co. | New Haven, Conn. | Henry Horton. | Sioux Falls, S. D. | Talking Machine Exchange. |
| Columbus, O. | Perry B. Whitsit Co. | New Orleans, La. | Nat'l Auto. Fire Alarm Co. | Spokane, Wash. | Eilers Music House. |
| Denver, Colo. | The Hext Music Co. | | Philip Werlein, Ltd. | | Sherman, Clay & Co. |
| | The Knight-Campbell Music Co. | New York, N. Y. | Blackman Talking Machine Co. | St. Louis, Mo. | Koerber-Brenner Music Co. |
| Des Moines, Ia. | Chase & West. | | Sol. Bloom, Inc. | | The Aeolian Company of Mo. |
| | Harger & Blish, Inc. | | Emanuel Blout. | St. Paul, Minn. | W. J. Dyer & Bro. |
| Detroit, Mich. | Grinnell Bros. | | C. Bruno & Son, Inc. | | Kochler & Hinrichs. |
| Dubuque, Iowa | Harger & Blish, Inc. | | I. Davega, Jr., Inc. | Syracuse, N. Y. | W. D. Andrews. |
| Duluth, Minn. | French & Bassett. | | S. B. Davega Co. | Toledo, O. | The Whitney & Currier Co. |
| | | | Chas. H. Ditson & Co. | Washington, D. C. | E. F. Droop & Sons Co. |
| | | | Landay Brothers, Inc. | | Robert C. Rogers Co. |
| | | | New York Talking Machine Co. | | |
| | | | Silas E. Pearsall Co. | | |
| | | | Benj. Switky. | | |

The Columbia Demonstration Record convinces. It creates customers. Just exactly as a good incubator turns eggs into chicks.



Columbia Phonograph Co., Genl., Tribune Building, New York.

CLEVELAND'S NEWS BUDGET.

Business Satisfactory—Opera Helps Record Sales—Music as a Therapeutic—Caldwell Piano Co. Have Opened Their Handsome Talking Machine Department—Business Active with the U-S Phonograph Co.—Wurlitzer Co.'s New Quarters—R. Svehla Purchases Reiling Business—Busy Times with Eclipse Musical Co.—Other Items.

(Special to The Talking Machine World.)

Cleveland, O., May 9, 1911.

The month of April was a prosperous and very satisfactory one for the talking machine dealers generally, but since the first of May business has quieted down somewhat, as it has in other lines of the music trade, and which seems to be the case with most other trades. Judging from the large stocks of machines and records carried by most of the dealers, it would seem that they anticipate a good volume of business this season.

W. H. Hugg, representative of Thomas A. Edison, Inc., Orange, N. J., was here recently, and reported he found business fair in the various towns he visited. He says the company will bring out the new disc machine and records in the fall.

The Opera Club, a well known and popular organization of Cleveland, will open up the Euclid Avenue Garden Theater season the week of May 29, with the presentation of the "Bohemian Girl" and "Mikado." The talking machine dealers are arranging to elaborately feature the gems of these two operas, beginning the middle of May. The personnel of the club compose the city's best known talented singers and as the advance sale of tickets has been large, indicating the interest already manifested, these records will unquestionably be in great demand. The exchange and seat sale opens at Burrows Bros., May 18.

Insanity is being cured at the Massillon, Ohio, State Hospital for the Insane. The superintendent says the day of mistreating madness with cruelties is past in this State. The strait-jacket, thumb-screws, crib and other instruments of torture have been replaced by pianos and phonographs, and other pleasures, together with some light work. Long strides have been made in non-restraint methods, and the introduction of the phonograph seems to have pacifically influenced the minds of the inmates more than anything else.

The management of the Cleveland baseball team contemplate adding a motion picture machine to their training equipment. The idea is to give young players the opportunity of seeing themselves in action and thus enable them to overcome such defects as they may be addicted to. Pictures would be taken of the players in practice and shown on a screen in the evening, accompanied with phonographic selections.

Not a little comment has been heard concerning the use of a dictaphone in connection with the bribery charges in the legislature at Columbus. It seems the detectives had a dictaphone concealed in the room, where the bribes were given and the conversation took place, and were thus transmitted to a stenographer.

The last of the downtown penny arcades, where

once rows of phonographs, before which crowds stood in lines waiting their turn to hold the tubes to their ears and hear "Two Little Girls in Blue," "Annie Laurie," and in later years "Bedelia," and "The Glow Worm," has been dismantled, and the equipment set up in the White City resort. Its closing marks the passing of this form of amusement in the city. The advent of the motion picture shows marked the end of the penny arcades.

The Caldwell Piano Co., corner of Prospect avenue and East Ninth street, one of the largest and most beautiful piano stores in Ohio, have opened a Victor talking machine department along with the line of Henry F. Miller, Kurtzmann, Ebersole, Howard pianos and Angelus player-pianos. The new department is on the second floor, next to the private office of E. T. Caldwell. The handsome main salesroom affords ample room for an elaborate display of machines and Victrolas, and the two large show windows facing on Prospect avenue and Ninth street are very attractive. The entire store is handsomely decorated, carpeted throughout, comfortably furnished and lighted by hundreds of electric lights. There is a large exclusive recital hall with a seating capacity of 325 persons, where weekly recitals are given on the Victrola and Angelus player. The ladies' rest room, just off the recital hall, is very comfortably furnished with large easy chairs, sofa pillows, writing desk and telephone for the convenience of guests. The new department is in charge of H. D. Scroxton, formerly with W. D. Andrews, of Buffalo, N. Y., who has had several years' experience in the phonograph and talking machine line. Mr. Scroxton says the new department is one of the most complete retail stores in the country, and is very proud of it.

Conditions with the Eclipse Musical Co. are of the most rosetate character. The retail business of the company is growing in the most satisfactory manner, while trade in the wholesale department is keeping up to the normal average. Mr. Towell stated that the demand for goods from various sections indicates that the talking machine business generally is in excellent condition. The display of Victor and U-S machines in the reception room is one of the most attractive to be found anywhere. During the past month the window displays of the company have been a feature much commented upon. The special Easter display, together with the exhibit of U-S machines attracted unusual attention, both from the public and local dealers. The hit of the month, however, was "The Pink Lady" window.

Everything at the new store of the Columbia Phonograph Co., on Euclid avenue, is moving along satisfactorily and Mr. Madson, the manager, reports an excellent trade in machines, and a big record sale for the month. The Metropolitan Opera House Company was here April 20, for three days, and the sale of Fremstad, Destinn and Amato records were brisk. Mary Garden was also here May 1, and there was a big demand for her records, which are in high favor. At the Easter concert of the Epworth Memorial Church the Columbia gave a Grafonola recital, and report several to be given in the next two months.

G. J. Probeck, manager of the Dictaphone department, reports business very good.

Business at the factories of the U. S. Phonograph Co. is in the most prosperous condition. Geo. M. Nisbett, recently appointed manager of sales, has energetically taken hold of affairs and is aggressively at work in his shirt sleeves. "You ask me how business is?" he said. "Well, it is rushing. We are very busy in the factory and way behind on orders, forcing us to work overtime with all the help we can secure. And the same conditions exist in the record plant, where we are largely in arrears on orders. We are now getting up our June list, which will consist of twenty-five 4 minute, twelve 2 minute, 4 grand opera four minute selections, ten 4 minute and eleven 2 minute foreign records. I am well pleased with the situation here and the outlook is of the most encouraging character."

Conditions at H. E. McMillin's are on the whole very satisfactory. "Business with us," said Manager Kellogg, "is exceptionally good. The month of April, and continuing thus far in May, in all departments, exceeded our expectations, the peculiar and somewhat remarkable feature of the Victrola business being the fact that several parties traded in their pianos for Victrolas. Another feature of our business was the purchase of the Edison stock of L. B. Coblitz & Co., Woodland avenue, the bulk of the purchase consisting of foreign records."

The Rudolph Wurlitzer Co., which have for some time been located at 206 Prospect avenue, has moved to the more commodious store at 800 Huron road, which has been fitted up in elegant style. In addition to the automatic musical instruments, heretofore exclusively dealt in, the company have added a complete line of pianos and player-pianos. The company contemplated taking on the Victor line, but have not yet fully decided the matter.

The Brown Bros., Ontario street, are making good steady sales of Columbia goods. They carry a complete line of machines and records, and have a cozy demonstration room and attractive show window.

R. Svehla, of 5101 Flat avenue, where he has an established music business, has purchased the West Side Columbia store of John Reiling, who retires from active business. Mr. Svehla is refurnishing and refitting the store and will carry a large stock of musical instruments and the Columbia line of goods exclusively. He is an enthusiastic Columbia adherent and has handled the line for several years. He is doing a fine business and expects to largely increase it.

Business continues fairly active at the store of W. H. Buescher & Sons, although the management expressed no enthusiasm over conditions. The firm are well entrenched with scores of patrons, and are never without a prospect in sight for a Victrola, or other Victor machine and cabinet.

At the May Co.'s business was reported just fair at present, but that the April trade was poor. J. I. Kearns, in charge of the talking machine department, said he couldn't account for the dropping off in business in the past month, as the vol-

ume of trade in March was unusually large. However, he stated, he was making some sales daily of Victrolas, and the higher class machines and records, and is looking forward to improved conditions this month.

E. A. Friedlander, of the Bailey Co., said business was very fair at the present time. "Our 1911 April business," he said, "was considerably larger than for the same month in 1910, covering the entire line of Victor records. Our Edison trade is pretty fair, mostly Amberol records. There is a good call for Red Seal and opera records. For the first time in a good while we now have in stock a complete line of Victrolas. We recently arranged to supply the new high-toned Berghoff with Red Seal records, to be played on the Auxetophone with the orchestra."

Among the thousands of business men in the city there are few to be found more optimistic than Charles I. Davis. "Business is moving along very well," he said. "It isn't entirely satisfactory, but I haven't any reason to complain. The demand for talking machines, more especially for Victrolas, the Edison Amberola and Triumph, with the improved recorder, is good, and the pleasing feature is that they give entire satisfaction to purchasers. Our record trade is fine and constantly increasing. I opened a talking machine department in my Pittsburg store, April 29, installing both Victor and Edison goods. The attendance at the opening was large and business there is very promising."

The Aldrich-Hawey Co., are very well satisfied with conditions and report trade in Columbia talking machines and records as fair, and comparing favorably with furniture business.

The Talking Machine Co. located in the Arcade, are getting their share of trade, although the manager stated business was only fair. "We are selling some machines," he said, "but the demand is not active. The call is largely for the higher priced machines in both the Victor and Edison line. Opera, Red Seal, and others of the higher priced records, scheduled in both the April and May lists, have been in better demand within the past two weeks. Business, I think, will improve when the weather becomes thoroughly settled."

NEW UDELL CABINET CATALOG.

Attractive Booklet Just Issued Illustrating and Describing Various Styles of Disc and Cylinder Record Cabinets.

The Udell Works, Indianapolis, Ind., whose line of talking machine record cabinets and the quality thereof are quite familiar to the trade generally, have just issued an attractive little catalog devoted to their extensive line of cabinets for both disc and cylinder records. Of the twenty-three cabinets illustrated and described in the pages, six of them are intended for the disc records, and of these a number are fitted with special moldings on the top and finished with the intention of holding and harmonizing with certain of the more popular styles of Victor talking machines and Victrolas.

The finishes of the cabinets are varied and include early English, fumed, weathered, and golden oak and mahogany. The assortment includes models with the record compartment for the discs either horizontal or vertical, and in the cylinder cabinets clamps are arranged in the drawers that permit of the records being filed in their original flannel-lined packages.

The new volume, which is bound in a handsome brown cover, is well printed and the illustrations are clear and comprehensive. It should prove of special value to the dealer who handles a part of the line and desires to sell the balance of the cabinets by catalog, and should prove a convincing argument for the talking machine dealer who has not perceived the wisdom of handling cabinets or is wavering regarding the line he will install.

The catalog will be sent cheerfully to any dealer who requests one, though in the talking machine trade the cabinets are sold to retailers only through the jobbers.

Buy small quantities often, and always take advantage of the discounts for cash.

HEARING RECORDS BY 'PHONE.

The Phillip & Crew Co. of Atlanta Inaugurate a New Long Distance Telephone Scheme of Extending Their Sales of Records Outside of Atlanta with Great Success—The New Plan Caused Quite a Sensation Locally.

(Special to the Talking Machine World.)

Atlanta, Ga., May 5, 1911.

To hear Caruso sing over the long distance telephone—a rare experience, truly, but one that a few Atlanta people enjoyed in their homes last night.

It was the enterprise of an Atlanta concern which inspired it, and another instance of twentieth century progressiveness, which made it possible.

The Phillips & Crew Co., Atlanta's big piano and music house, which also sells Victor talking machines, has about decided to adopt the long distance telephone scheme as one of their methods of extending their sales of records outside Atlanta, and the recent record-sending was a test.

There is nothing so persuasive as letting a man enjoy a little bit of a good thing you would have him buy, and a thousand silver-tongued agents sent, say, to Macon to describe to a prospective purchaser of a talking machine the beauty of Caruso's voice and the perfection of its reproduction could not be as convincing in a week as ten minutes of Caruso himself singing through the telephone.

So the scattered Atlanta audience found last night. The records of solos by the great tenor were sent over the Southern Bell telephone wires to Macon and then by the same circuit back to Atlanta, so that when the records were heard here they had traveled twice the distance from Macon to Atlanta.

Their clearness and strength was practically unimpaired by their long journey, and it would scarcely have been difficult when the matchless tones of the famous singer floated over the wires to believe that he had, after all, come to Atlanta and was singing at the telephone in his suite at the Piedmont.

The success of the test opens up a new usefulness for the telephone in Georgia and another big advance in the popularization of the talking machine.

TALKING MACHINE EXPORTS.

The Figures for February Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)

Washington, D. C., May 1, 1911.

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

The total exports of talking machines, records and supplies for March, 1911, amounted to \$224,456, as compared with \$221,642 for the same month of the previous year. The nine months' exportations of talking machines, records and supplies amounted to \$2,285,419.

GOING AFTER THE BUSINESS.

H. B. Coreaux Pushing Victor Line for E. E. Forbes Piano Co. in Montgomery, Ala.—Recitals a Specialty That Interest.

(Special to the Talking Machine World.)

Montgomery, Ala., May 10, 1911.

H. B. Coreaux, who recently became manager of the talking machine department of the E. E. Forbes Piano Co., in this city, has taken hold of things in lively fashion and is getting good results. He has inaugurated a series of Friday evening Victrola recitals, at times giving mixed programs of as many as twenty-five or thirty numbers. Private house recitals are also encouraged and attractive blank programs are furnished free by the company, their name appearing prominently on each card.



Won't You
Have a
Lesson in
Spanish?

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

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

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

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

International Correspondence Schools
Box 918, Scranton, Pa.

Some Edison dealers, in addition to making a clean-up on Edison Phonographs and Records, are making Home Recording Equipment and Blank Records a part of every sale and bringing home an additional profit on shaving blank records.

Home Recording is one of the most fascinating features of the Edison. It's a sure-fire selling feature and a constant profit bringer.

You're not giving yourself a square deal if you don't work this home recording feature to the limit—you're letting good money go by.

Get your Edison jobber to fix you up.

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

There's no more sense in an Edison dealer not taking advantage of the additional profits on shaving blank records than there would be for a camera supply house to neglect the "developing and printing" end of the business.

When anybody once gets the home record making habit, he's just as enthusiastic over it as the camera fiend over photography—they'll tell you in any camera store that the real profit is on supplies, (developing and printing.)

Your case is parallel. And you're not getting all there is in it for you unless you play the game all the way across the board. Sell a recorder with every outfit—push blank records—and say, have you got your shaving machine yet?

Write your Edison jobber about it now.

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

GETTING OUT OF THE RUT.

What a Knowledge of Modern Methods and Conditions Means to the Successful Man.

One of the things that a live merchant must watch out for is to avoid getting into a rut—getting into the habit of doing business just the same way year after year, regardless of general conditions or of the progress made by others in the same line. To get into a rut means to get a good start on the business toboggan, going down.

In this connection an interesting story is told of a firm of seed merchants of the present generation who had inherited the business from their father, and who in turn had inherited it from his father, the founder. The present methods of doing business were those followed by the founder ninety or more years ago, and the latest owners of the business saw it was slipping away from them very fast. The finishing touch came when a merchant in the same line opened a store in the immediate neighbor-

*Knowledge is Wealth—
and a knowledge of
Udell Cabinet values
means money in your
pocket and an enhance-
ment of your reputa-
tion.*

Your copy of The New Udell Catalog just off the press illustrates Cabinets for Victors I, II, III, IV, V, VI, Victrolas IX, X, XI.

You can have the Cabinets in either Mahogany or any of The Victor Oak finishes.

You can have your choice of six interiors.

You will have a splendid range of price and pattern.

You only have to write for The New Udell Catalog No. 36 illustrating Cabinets for Disc and Cylinder Records.

You will certainly write to-day to

The Udell Works
Indianapolis, Indiana

hood and went after the business in latest style. The sheriff was becoming a very much to be dreaded person in the eyes of those operating the long established store, when one bright morning a young man breezed in with considerable assurance and delivered himself of the following:

"You gentlemen have an invaluable reputation for reliability and fair dealing, but I don't think you know much about running a modern business. I do. I've got ten thousand dollars to lose. Give me a quarter interest with a guaranty to give me a free hand at managing the business, and I'll show you something."

For weeks the deal hung fire. The idea of trusting the good name of the firm into the hands of a fly-by-night youngster who spoke of typewriting and of adding machines and of trolley cash-cars seemed dangerous; but there was precious little choice.

"We'll stay where we are, providing the landlord'll let us knock the front out of this building and put in show windows. The street is good enough for us," the youngster said. Then, following a dinner, he talked turkey to his three partners, each almost old enough to be his father. Many things of which the partners had not dreamed the youngster told them; told them about the value of advertising and of up-to-date catalog-making; told them how to play up leading seeds, how to offer prizes and premiums to win over the attention and interest of the customers.

"Where in the world did you learn to run a seed business?" one of the partners asked the junior member of the firm one day, when it was assured that the business was forging back to its old place near the top.

"Where did I get it? Where you yourself might have got it. I studied how other seedsmen were making it go; and when there was something I didn't know I went to their stores and bought seeds and chatted, as customers will, until I got all I wanted to know."

EXPORT TRADE IN LATIN AMERICA.

Some Timely Remarks on a Subject That Is of General Interest to the Talking Machine and All Branches of the Industry.

A gentleman familiar with the export trade in the Latin-American countries, his company having developed an excellent business in recent years, said of Mexico: "Our Mexican advices are so uncertain that the entire trade is threatened. The talking machine business was growing rapidly, but the insurrection is assuming such formidable proportions that no one can tell what may happen. No shipments are being made into the City of Mexico excepting by water, via Vera Cruz and Tampico. All other communication is practically shut off.

"The feeling against the Americans, who have the largest interests at stake in Mexico, is that of the Latin-American against the Anglo-Saxon. The Germans have viewed our advances in Mexico and all Central and South American countries with suspicion. Having many banks under their control they have influenced the newspapers, and the motives and actions of Americans have been distorted and purposely misconstrued. You may readily imagine the effect on an excitable and emotional race who are liable to 'go up in the air' on the slightest provocation.

"In the present crisis you may imagine the attitude of England if her interests were involved as are ours! She would have had an army across the border long before this and every public work or piece of property controlled by English capital would have been amply protected. She would not have hesitated a moment about entering Mexican soil under the circumstances. Things are certainly in a bad state there. Diaz does not nor ever has observed constitutional rights, but his is the only kind of government that will stand in Mexico—a rigid enforcement of right and order. Mexicans, as a people, have not the slightest idea of political fairness. It is unfortunate, but nevertheless, true."

Sales letters, like living salesmen, should have individuality.

"CONFIDENCE is like a LUTE STRING,
giving forth sweet sounds in
its PERFECTION"



Trade Mark

The VIOLINIST, in CONSTANT FEAR that his STRINGS will BREAK, or become imperfect, because they are not properly made, loses CONFIDENCE in himself and his VIOLIN responds only to his fears.

Our New Discovery in the manufacture of

Violin Silk Strings

which we have named:

Bombyx-Mori

creates CONFIDENCE to such an extent, that his knowledge of his art makes it impossible to produce any sounds but those that are SWEET and PERFECT.

Bombyx-Mori Silk Violin Strings

are made of the fiber drawn out from a silk worm, when it is just ready to spin its cocoon. Stronger than GUT, more musical than the ordinary SILK STRINGS of commerce, an entirely up-to-date proposition and offered here for the first time in any country.

Many years of experiment and much care in manufacture have made it possible to offer without hesitation this wonderful STRING, which is GOOD IN ANY CLIMATE, and will displace when known any other SILK STRINGS which have been used. Write for price per bundle of 30.

No. 108. Each, 15c.; doz., \$1.50
Retail Prices

WARRANTED not to fuzz or unravel, but will wear down smoothly.

Oliver Ditson Company

150 Tremont St. (Cor. West St.)
BOSTON, MASS.

America's Musical String House

A BRIGHT SPOT

Plans have been made which will make the National Association of Talking Machine Jobbers' Convention, which is to be held in Milwaukee, Wis., on July 10th, 11th, 12th and 13th, a memorable affair.

It will indeed leave "a bright spot" in the minds of those who attend.

This is the first time the organization has held its annual Convention in the West and indications point to a large attendance of members, not only from that section but from the East as well.

A great deal can be gained by a Convention sojourn.

One is brought into close contact with fellow jobbers coming from every section of the country; and an exchange of views regarding talking machine affairs is always of value.

Matters of vital importance which will be discussed at the business sessions promise to be entertaining and beneficial and should not be missed by anyone who has the interests of the talking machine trade at heart.

The social events will add to the Milwaukee sojourn and will be of particular delight to all.

PERRY B. WHITSIT, THE PERRY B. WHITSIT COMPANY, COLUMBUS, OHIO, PRESIDENT. J. N. BLACKMAN, BLACKMAN TALKING MACHINE COMPANY, NEW YORK CITY, VICE-PRESIDENT. J. C. ROUSH, STANDARD TALKING MACHINE COMPANY, PITTSBURGH, PENNSYLVANIA, SECRETARY. LOUIS BUEHN, LOUIS BUEHN & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

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BIRD'S-EYE VIEW OF THE CITY OF MILWAUKEE.

Panorama view, looking northwest from the lake shore. This being a very comprehensive view, most of the principal buildings can be readily distinguished. Note the North-Western Railroad Depot and Juneau Park at the extreme right, with a rear view of the Federal Building to the left of this point. The Wells, Railway Exchange, Pabst and Majestic Buildings may be found, also the Court House, City Hall and Auditorium. The Public Library is at the extreme left of the picture.



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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1911.

JUDGING from the program which the National Association of Talking Machine Jobbers has outlined for the convention which will meet in Milwaukee in July, an interesting time is in store for those who will attend.

This will be the fifth annual reunion of the association, and it will be admitted that since its beginning splendid work has been accomplished in perpetuating an organization along lines which are most helpful to the best interests of the talking machine trade.

Organization among the jobbers, as among the dealers, means the protection of legitimate trade, the closer intercourse of competitors, and the engendering of a better and broader feeling regarding trade matters generally.

The old narrow jealousies which seemed to obtain in business in days ago disappear with the intercourse brought about through membership in trade associations, and in no industry has the value of such a movement been more clearly apparent than in the talking machine trade.

The talking machine jobbers have worked, and are still working, as one large family for the advancement of the industry, and still they are the keenest kind of competitors in business matters.

At the convention in Milwaukee, in July, business topics of more than ordinary interest are scheduled for discussion, while there is a social side to the gathering that will make a very pleasing diversion.

Secretary Roush, and others in charge of the convention, are already hard at work putting the finishing touches on the plans for the gathering. Bulletins are constantly reaching members reminding them of the

importance of the convention in Milwaukee, and nothing is being left undone to insure a large attendance at this extremely important meeting.

The location for this year's convention is admirable, being convenient to both jobbers in the East and West, and this in itself will bring about a much larger attendance than could have been expected at the gathering in Atlantic City.

FOR years The World has been impressing on the dealers the wisdom of inaugurating a campaign locally whereby talking machines may be used by schools and other public institutions for educational purposes.

We are indeed pleased that at last a definite program has been outlined by the Victor Co. in this respect. Under the direction of a former superintendent of public schools, who is also a competent and experienced lecturer, special records are now being prepared which cannot fail to make the talking machine an essential feature of the curriculum of every progressive school in the United States.

While most valuable in larger cities, yet it is in the smaller towns and villages that the talking machine is going to prove a tremendous factor for school work.

Apart from the exercises and lectures which can be heard through this medium, and which are never heard in the smaller schools, there is the ability to hear the voices of all the world-famous singers as well as the leading orchestral organizations.

The educational value of the talking machine in the school will some day be estimated at its true worth. The movement is yet in its infancy. There are thousands of people in this country who have no adequate conception of the evolution of the talking machine, and its present position as an instructor and entertainer, and the labors of the manufacturers in broadening out the sphere of use of the talking machine should be helped by the enthusiasm and practical work of the jobber and the dealer.

They can do much to interest the people of their towns and cities by injecting a little trade enthusiasm into the business. There is no use in sitting down content with present progress, for the man who is not going ahead is going backward, and this is also true of the industry. It is the inauguration of new ideas in the talking machine business that will tend to make it in the future as in the past one of the most progressive and interesting industries in this country.

EVERY day we learn of the wider use of talking machines in every line of effort. As a vocal teacher it is now widely recognized and used in the studios of many leading instructors. The skeptics of years ago in regard to the artistic and musical value of the talking machine, are now its most enthusiastic adherents and supporters.

They recognize that the talking machine is to-day one of the greatest factors in promoting a love and appreciation of music ever conceived.

Of course, there are plenty of critics who claim that the majority of talking machine users play ragtime and other popular stuff, but this proves little. The fact is there are thousands of people who formerly never had music in the home who are now able to hear and enjoy the compositions of the masters. And it is a notable fact that those who start with the purchase of ragtime, or popular records, in a very short time come to appreciate the high-class song and operatic selections.

This is the experience of the majority of dealers. And it is a cheering and gratifying sign. It emphasizes the growth of real musical taste and appreciation in this country.

There is much missionary work yet to be done, and an army of people to be converted, and here is where the dealers must help.

The manufacturers in their literature, in their advertising, and in their general plan of campaign are doing splendid work in broadening out the demand for the talking machine, and it needs real live, active, earnest work on the part of the dealer to help them secure the results that are so necessary for the development of the industry.

Business must be pushed systematically and progressively, and with a full faith in its possibilities and its future.

WHILE trade has not been over-brisk in the majority of industries, yet in the talking machine field the volume of trade has been fair for the past month, and in many sections it exceeds that of last year. There have been a number of disturbing factors, such as the backward spring, the trust cases before the Supreme Court, the troubles in Mexico, and the apprehension of a disturbance of tariff rates by Congress.

This has been offset, however, by unusually sound fundamental conditions. Financial conditions are good; the prospects are for a harvest of unusual excellence; credit conditions are improved, while there is a large accumulation of capital not only in this country, but in foreign sections, all available for investment in new enterprises.

With the disappearance of the uncertainty which has prevailed, there is no question that we are bound to have a very satisfactory business in all lines of trade. Reports from World correspondents this month show an upward business trend in mostly every section, and with the prospects for a larger talking machine trade most gratifying.

PERSONALITY is the greatest asset that any retail business man can have.

He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. The heads of our largest financial institutions are men of wonderful personality, whose influence is felt in every department. The value of personality is just as potent, however, in the smallest talking machine store.

PLANS PATENT LAW INQUIRY.

Senator Gore Wants Investigation by Joint Committee of Congress.

(Special to The Talking Machine World.)

Washington, D. C., May 8, 1911.

Senator Gore, of Oklahoma, has framed the following resolution for presentation to the Senate:

"That a joint committee is hereby created to be composed of the chairman of the Committees on Patents of the two houses and two other members of the said committees to be designated by the respective chairman thereof. Any vacancy occurring on the committee shall be filled in the same manner as the original appointment. And said committee so constituted is empowered and directed to examine and compare the patent laws of this and other countries with special reference to the compulsory working of patents and the issuance of compulsory licenses for the manufacture of patented articles; to ascertain the methods of sale, leasing, disposing and control of patented articles in the United States; to ascertain whether patents are used or unused in the establishment of industrial trusts or monopolies and to investigate all other matters material or pertinent to the purposes of this resolution, and to report their findings to Congress with recommendations as to any needed legislation to protect the public interest and to promote the general welfare."

THE WORLD AT HOME.

Subscriber Wishes to Read It by His Fireside.

In enclosing an order for one year's subscription to The World, Ralph W. Pittock, Los Angeles, Cal., writes:

"This is the direct result of the article on page 36 of the April 15 issue, 'The Salesman's Standpoint.' Although I have been threatening to subscribe to The World some time past, I have just somehow 'kept putting it off.' After reading this little article I feel that I must have The World to

read 'in the peace and quietude of my own home.' A great many times I do not get time to look over The World, whereas if I have it in my own home, I can peruse it thoroughly and digest the contents.

"I feel that every salesman in the talking machine business should have The World, 'as we are never too old to learn' and there are very many good things in The World each month which would help everyone if they would only take the time to read it." Quite a number of subscribers are now having their World sent to their homes so that they can read it after the day's work is over. Such interest is not shown in many trade papers.

DEPENDING ON ONE'S SELF

Is Better Than Trusting to Luck or Notes Sometimes in Business.

A great many business men in the talking machine industry, as indeed in every other business, are over-prone to depend upon outside sources rather than upon themselves for financial assistance when any kind of crises arise in the development of their business. Talking on this topic recently a veteran New York wholesaler said to a representative of System:

"The greatest and most constant danger that has confronted me has been the impulse to run to the bank for a loan. I believe in borrowing when necessary, but only when it really is necessary. It is such a simple matter to sign a note, that the borrowing eraze becomes something like the drug habit if not kept in check.

"Once I thought it imperative to borrow \$10,000. I got the money without the slightest trouble, but when I returned to the office I opened my ledger and sat for ten minutes looking at the entry. It was a neat sum to show on the book, but my pleasure at seeing it there was clouded by the thought of my \$10,000 promissory note at the bank. Trade conditions were not exactly bright, and I looked ahead sixty days and wondered if I would have \$10,000 to spare when the note came due.

"That night I was unable to sleep, but I went to the office the next morning with a fixed resolve. I took up the note as soon as the bank opened, for the lump-sum was still intact. Then I went through my establishment and trimmed every outgoing. I put the screws on the collection department, and got up a series of letters to my salesmen, asking their co-operation in bringing sales up to a certain figure during the succeeding two months, offering a special bonus for results.

"A panic struck us just before the note would have matured, but I found myself snug in harbor. If the bank had held the note, I should have spent many a sleepless night over it. The best of it was that I discovered how unnecessary and foolish the loan had been.

"I've seen many a man go under simply because he found it too easy to borrow money."

NEW USE FOR RECORDS.

Records Made of Voices of Wolves at the Manito Zoo for Use in the Production of Eugene Walter's Play, "The Wolf."

W. H. Goodwin, of the Graves Music Co., Spokane, Wash., recently gave his experience in "canning" the voices of wolves at the Manito Zoo for use in the production of Eugene Walter's famous play, "The Wolf," in that city. There was some little objection on the part of Chauncey and Dick (the wolves) to having their voices recorded in that manner and no little danger attendant upon the work, as might be expected. Mr. Goodwin persisted, however, with such good results, after three hours' work, that three records were taken, and when tested later were found to be an absolute success, and even louder than necessary; in fact, they were so loud that it was necessary to put some cotton in the horn. The phonograph is placed back of the stage behind the scenery, and with the stage in total darkness, the blood-curdling howling of the wolves adds a terribly realistic effect to the duel to death between "Jules Baubien" and "William MacDonald," the American engineer, in the climax of the last act.

"Symphonion"

THE PIONEER OF MUSICAL INSTRUMENTS

Musical Boxes with interchangeable tune-discs.

Talking Machines with and without horns. 100 different models.

Double-sided Records, 10" and 12" size, both the finest repertoire.

Phono Cut Disc Records. Needle Cut Disc Records.

Orchestras with piano-strings and vibrating hammers to play with paper-rolls.

To work by Weight. To work by Electric Motor.

Electric Pneumatic Pianos with self-acting piano- and forte-modulation. First-class Quality! The acme of perfection. Lowest Prices!

We are prepared to make arrangements for sole sales agencies in any territory.

Write for catalogues, prices and conditions at once to the

Symphonionfabrik Aktiengesellschaft, - Leipzig-Gohlis (Germany)



No talking-machine owner can hear Mary Garden, or Lillian Nordica, or Olive Fremstad, except on Columbia Records. Those three voices *alone* are great enough to build a talking machine business on.



Columbia Phonograph Co., Genl., Tribune Building, New York.

NEWS FROM INDIANAPOLIS.

Dictaphones to Be Used in Taking Records of the Speed of Autos—Columbia Favorite a Big Seller—Victor-Victrola and Other High Priced Victor Goods Enlarge Their Market—Price Cutting Eliminated—Special Mary Garden Window Promotes Record Sales.

(Special to the Talking Machine World.)

Indianapolis, Ind., May 8, 1911.

An entirely new use has been found for the Dictaphone handled here by the Columbia Phonograph Co. Thomas Devine, manager of the local branch here, has arranged with the men in charge of the Indianapolis motor speedway to have the Dictaphone used in taking records of the speed of the autos in the big automobile races which will be held at the speedway on Memorial Day.

The plan is to have the announcer in the judges' stand call into the Dictaphone the numbers of the machines and their time as they pass on the race course. Then the records will be transcribed by four stenographers. Three machines and at least 100 blank records will be needed for the races. Managers of the speedway believe that by using this method they will reduce the possibility of mistakes in the speed records to the minimum. The speedway men believe also that this plan will ultimately be adopted for all of the big motor car races in the world.

The races on Memorial Day will be about the biggest ever held at the speedway, which has been the scene of races by Barney Oldfield and other daring drivers and of airship races by Brookins and other daring navigators of the air. One of the events on Memorial Day will be a 500 mile race which will begin in the middle of the forenoon and will not close until the shades of evening are falling.

The Dictaphone business of the Columbia Co. for the last month has been the best in the history of the company in this city. Many of the largest public service corporations and commercial organizations of the city have taken up the use of these machines. The management of the Columbia store is unusually well pleased with the outlook for business in this line. The only difficulty is in getting enough machines from the factory to fill the demand.

The Columbia Co. have also had a good run with the "Favorite" \$50 Grafonola machine. The local house has been unable to get these machines from the factory fast enough to fill the demand.

The Musical Echo Co., which handles the Victor line exclusively, has been having an encouraging business in Victrolas. "The Beautiful Lady," from the comic opera "The Pink Lady," has been the record in chief demand with the Musical Echo Co.

The Wulschner-Stewart Music Co., which handles the Victor line, have been having a nice business, particularly in the better class of machines. They have been giving attention to the summer resort people and already have shipped several machines to the lakes for those who will leave early for their summer outings. It is noticeable that

the resorters this year are using the higher priced machines more than ever before.

It is said that the price cutting in the Victor line, which for some time gave trouble locally, has been eliminated and business is now running along in a steady way, although competition remains hot.

The Aeolian Co., which handle the Victor line, have been giving special attention to the summer resort business and expect to have a nice trade in machines and records with those who go away to the lakes for the summer season.

The Kipp-Link Co., which handles the Edison line, have been having an encouraging business in all styles of the Edison machines. This concern, which located in Massachusetts avenue about one year ago, has made a record for hustling.

The Columbia Co. have had a big sale in the Mary Garden records, encouraged in part by the fact that Mary Garden's itinerary in the last month included Indianapolis, where she sang at the new Shubert house. The Columbia Co. made a special Mary Garden window display, which included a life-size figure of the famous singer. This company also have had a pleasing demand for the Nordica records.

COURTESY OF SALES FORCE COUNT.

Thomas G. Constantine contributes a very great truth in the following, which we clip from System: "The greatest factor in the success of any retail business is the courtesy and enthusiasm of

the salesman. Men may talk about the savings effected through their system of buying, and all that, but we don't depend on the wholesaler for our patronage. It is the public that buys from us—the public whom we must please—and our only way of pleasing the public is through the salesman."

IMPROVED GEM AND FIRESIDE MACHINES

The Thomas A. Edison Co., Inc., Orange, N. J., have announced that they are prepared to supply Gem and Fireside machines equipped with model "R" reproducers, instead of model "K," on special orders at an advance of \$2.50 list (Canada, \$3.25) over regular equipment. Where the model "R" is furnished as part of such equipment, the model "K" will not form part of the outfit. Model "K" reproducers will also be accepted in exchange for the model "R" and an allowance will be made for them in both the United States and Canada of \$2.50 list. The list prices of the model "R," sold separately, are: United States, \$5; Canada, \$6.50. The model "R" is a four-minute reproducer only, so that in order to play the two-minute records it is necessary to have a model "C." Dealers are pleased with the improvement in tonal quality and volume offered by the model "R" reproducer.

What we call initiative in a business man is knowing the next move, and making it at the right time.

DISPLAY CABINETS FOR SHEET MUSIC



Displays 60 sheets on floor space of 16 inches.

The music publisher spares no expense in getting attractive and flashy covers for his popular music because it means sales. There are hundreds of dealers who are only selling half the popular music they might if they displayed it properly. We build 18 different sizes and styles of cabinets for this purpose. These fixtures will double your sales, they economize in space.

Write for our new catalog.

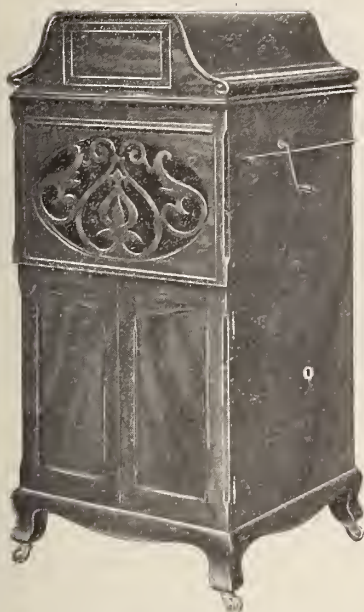
**The Gier & Dail Mfg. Company
LANSING, MICHIGAN**



Displays 20 sheets. One foot space.



**Combination PHONOGRAPH
Everlasting RECORDS**



U-S Peerless \$200



U-S Grand \$85.



U-S Opera Model \$65.
Other Horn Models:
U-S Banner \$45.
U-S Junior \$30.

There is a demand in your locality right now for the best phonographs and best records in existence. If you are willing to enjoy the distinction and the profit of filling that demand get in touch at once with the liberal U-S proposition.

The U-S is *the* machine for every music or phonograph dealer, because it is a *genuine musical instrument* and embodies many exclusive features which make it sell *solely on merit*. To these we add liberal arrangements and continued co-operation, making a combination which is a *real profit builder for you*.

The U-S AUTOMATIC CHANGE PRODUCER CARRIAGE instantly adjusts the machine for a two-minute or a four-minute record by a twist of a shift key.

The IMPROVED DIAPHRAGM brings out music detail with unequalled clearness, while the MANDREL BALANCE WHEEL keeps the reproduction always true to pitch. To listen to the U-S is practically the same as hearing the original, the music is so *natural* in quality.

U-S Records represent a new departure in that they are break proof, scratch proof, wear proof, and practically eliminate the usual scratching and hissing.

These are not mere talking points; they are *real improvements*—found in no other phonograph. Therefore no other phonograph can give your customers the satisfaction they will get from the U-S. What better reason for selling it?

The phonograph business is *growing*, fast. The phonograph for you to handle is the one which is keeping pace with that growth—the U-S. Let us tell you our plans for helping you.

U-S Phonograph Co.
CLEVELAND, OHIO
U. S. A.



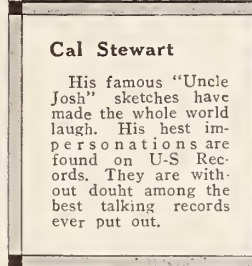
W. H. Thompson

For two years leading barytone with Mme. Schumann-Heink. Acknowledged in both Europe and America to be unsurpassed as a portrayer of ballads in barytone. He has made several U-S Records; they are great.



Frank Coombs

His has been pronounced the "Sweetest voice in vaudeville." Recently scored a tremendous success in Hammerstein's Manhattan Opera Co. Coombs' many hits both in vaudeville and opera are sufficient evidence of the quality of his U-S Records.



Cal Stewart

His famous "Uncle Josh" sketches have made the whole world laugh. His best impersonations are found on U-S Records. They are without doubt among the best talking records ever put out.



Murray K. Hill

To have Hill's U-S Records is to have a pocket edition of some of the best current vaudeville hits. His specialties—jokes, parodies, songs and recitations—are favorites everywhere. Don't fail to hear them on U-S Records.

Famous Singers Who Make U-S Records.

FILL OUT THIS COUPON

**U-S
Phonograph
Co.**
1015 Oregon Ave.
Cleveland, Ohio

Gentlemen:
Please send full particulars concerning the U-S Line of Phonographs and Records.

Name.....
Address.....
City.....
State.....

May

The Talking Machine Trade in New England

FIRE WILL NOT DETER CROSBY CO.

From Pushing Edison Goods Anew—Suffer in the Great \$4,000,000 Conflagration in Bangor—Not Discouraged, However.

(Special to The Talking Machine World.)

Bangor, Me., May 9, 1911.

The S. L. Crosby Co., Edison jobbers, suffered the loss of their building and stock in the \$4,000,000 conflagration of last week. This fire was one of the worst to occur in the Eastern States. Already means and methods are being vigorously followed to rebuild the burned section. The Crosby Co. are optimistic, as can be seen from this statement to The World: "The fire has not discouraged us and we shall soon be pushing the Edison products with more vigor than ever." May the best of luck be with them in their work.

DOING LARGE COLUMBIA BUSINESS.

(Special to the Talking Machine World.)

Hyde Park, Mass., May 9, 1911.

C. L. Burnes, manager of Burnes Bros., furniture dealers, recently sent the Columbia Phonograph Co. a letter wherein they testified to the large business which they are transacting and indorsed the Columbia line for any other furniture house.

VICTROLA CONCERTS AN ATTRACTION.

(Special to the Talking Machine World.)

Providence, R. I., May 6, 1911.

The Victor department of J. Samuels & Bro., which they call "the store of life and progress," has been quite successful with their new series of Victor Victrola and Auxetophone concerts. W. L. Veale, of this department, who, by the way, has seen a good deal of service in the talking machine field, adds that business is good, and always shows a fine improvement following these concerts.

TO REPRESENT COLUMBIA LINE IN AYER.

(Special to the Talking Machine World.)

Ayer, Mass., May 8, 1911.

J. J. Barry & Co., the big furniture house of this city, have taken the exclusive representation of the Columbia line and have installed a complete stock.

CAREFUL INSPECTION SYSTEM

Prevents Defective Needles Creeping in with Shipments of Bagshaw Needles—C. H. Bagshaw's Interesting Chat.

(Special to The Talking Machine World.)

Lowell, Mass., May 9, 1911.

"It occasionally happens, although we use the greatest caution to prevent it, that a defective Bagshaw 'No-Scratch' needle finds its way into a box. However, this has been so minimized that in a whole year there would only be a few of them. Consider that our output is the largest in the country, and the foregoing is certainly a fine tribute to our modern talking machine needle production and inspection systems," says C. H. Bagshaw, of W. H. Bagshaw, the big talking machine needle manufacturers of this city.

Mr. Bagshaw avers that while their big volume of business might dominate the output and cause a trifle delay in shipping schedules, they never receive complaints about the quality and efficiency of any of their many shapes and styles of needles. This is likewise true with their "No-Scratch" brand of needles.

"LINENOID" HORN HAS WIDE SALE.

One of the Successful Specialties Made by the Pardee-Ellenberger Co.—Report Great Activity on Edison Goods.

(Special to The Talking Machine World.)

New Haven, Conn., May 6, 1911.

W. O. Pardee, president and treasurer of the Pardee-Ellenberger Co., Edison jobbers, gives out an interesting business condition wherein he says: "While there is no great boom in business, there seems to be a steady amount of trade, comparing very favorably with other lines."

This company manufactures a pulp recording horn named the "Linenoid." This horn has had a wide sale. The material of which it is constructed—pure linen pulp—is rolled into sheets, and when in a pliable condition it is molded to the form, allowed to "set" and then finished. Mr. Pardee says: "The nature of this material is to give the 'Linenoid' horn the correct acoustic properties, and being

molded in one piece, without seam or joint, adds immensely to its merit."

There is great activity with this house on Edison goods, the new reproducers having stimulated business considerably. In fact, they cannot get these goods fast enough.

SOME LATE BOSTON NEWS.

Pelton Co. Take Columbia Agency—Local Columbia 40 Per Cent. Ahead of Last Year—Parker's Victor Display at Mechanics' Institute—Winkleman's Effective Victor Works.

(Special to the Talking Machine World.)

Boston, Mass., May 10, 1911.

Here are a few interesting Boston items to come in since yesterday.

"Business is holding up exceptionally well," says Arthur C. Erisman, manager of the Columbia Co.'s Boston headquarters, "and in April we are 40 per cent. ahead of last year. The outlook is magnificent, and I predict a banner year unquestionably. While conditions may be seasonable during the summer, the volume will be larger than last year by far, particularly with Columbia dealers."

The Pelton Piano Co., of 168 Tremont street, have taken the Columbia agency, and before the initial samples were in, they report several Grafonola table sales.

Geo. Lincoln Parker has a Victor display at Mechanics' building where "The World in Boston" is exhibited. This is a missionary exposition and will run for a month's term. C. P. Trundy, manager of the Victor department, has just secured two battleship sales coups, by selling a Victrola and a good big order of records, each, to the officers' mess of the battleships "North Dakota" and "Nebraska." These complete the seventh Victrola that Mr. Trundy has sold to battleships, which incidentally shows that his business marksmanship is in the sharpshooter class.

There are at least two things that Henry Winkleman, manager of the Victor department of the Oliver Ditson Co., does effectively; one is covered by his very successful administration of his Victor offices, and the other is to have Victor goods sold before received from the factory. No matter how fast they come in, Mr. Winkleman manages to keep right ahead of the volume with sales. And while here, there is one thing that Mr. Winkleman won't do. Characteristic of "big" men, he will not have a photograph taken and no amount of persuading has yet been resultful. So The World man can't show the talking machine fraternity just how "beautiful" Mr. Winkleman is.

CHEERFUL OVER BUSINESS OUTLOOK.

(Special to the Talking Machine World.)

Portland, Me., May 6, 1911.

The new warerooms of the Columbia Phonograph Co. are proving to be business bringers, and George P. Donnelly, Portland manager, is very cheerful at the summer outlook. This city is one of the most favorite summer resorts in the New England States and the population is nearly doubled in these few months. Mr. Donnelly's kind statement, "I believe that every man in the business should read The Talking Machine World," is appreciated.

A salesman—a real salesman—leads his customer along from stage to stage, watching every mood, never trying to skip stages, never trying to excite desire where interest does not exist, never trying to stir the will until the article is desired. His knowledge of the goods is so absolute as to be unconscious, like a man's knowledge of his own house, permitting him to walk all over it in the dark.

The man of forty must not think himself old. He is only beginning really to live. A man's usefulness is gone only when he ceases to grow. Age is not a matter of increasing years so much as of waning enthusiasm.

Send Us Your Order for EDISON Goods!

Why? Just Service! The very best of service. "Exclusively Edison and Exclusively Wholesale" is our best guarantee of dealers' co-operation. Everything is in stock from small parts to Amberolas. We eliminate exasperating profit hold-ups from slow service or a jobber's "all out—will send sometime" complaint. Our orders go on the first express. A fire department couldn't fill your orders any faster. Sound an alarm by your "test" order and watch how quickly we respond.

ADDRESS US AT 48 HANOVER STREET, BOSTON

J. M. LINSKOTT, Mgr.

BOSTON CYCLE & SUNDRY Co.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to the Talking Machine World.)

Boston, Mass., May 9, 1911.

That second annual Minstrel Show of the Eastern Talking Machine Co.'s Associates came off in great style on Monday evening, April 17—just too late to get into the April World. The audience was big and applauding; standing room was even at a premium and everyone went away saying "twas a fine show." There were a number of prominent talking machine men scattered about the spectators. The program was lengthy and was a laugh-maker from the opening chorus. The scenery was painted by S. H. Brown, who was a big factor in the success of the evening. Mr. Brown also was one of



THE TALKING MACHINE ASSOCIATES MINSTRELS.

the end men and the parodies that he sprung (who put that "pr" in the word "sprung"?) tickled everybody. General Manager E. F. Taft, J. W. Scott, John L. Gately, H. R. Skelton and a number of the corps diplomatique got roasted. The World man remembers "his" and has something in the safe for Brother Brown.

"Constantly," by Wm. J. Fitzgerald, as well as his one-act comedy as "Casey," in the fireman stunt, pulled well. At some parts of the program Billy Fitz was a whole show in himself. M. Read came across with the song "I'll Lend You Anything I've Got Except My Wife," and when a stranded member of the troupe tried to borrow two bits after the performance on the strength of it there was nothing doing. Perhaps the "I've Got" phrase saved our friend Read. Eddie Welsh made a hit in a character sketch; in fact, all the headliners of the company were decidedly funny.

Just one more! "All That I Ask Is Love," by R. McCourt, was quite melodious, and here's hoping he got it. The ladies also contributed to the joy-making.

The accompanying illustration shows the troupe before they were "blackened up" for their show. The girls firmly intended to don the pigment, but it is said that Fitzgerald and Brown, the end men, ate what remained and thus played a joke on the girls. These young ladies are Miss E. M. Scott, Miss M. A. Sheehan, Miss Ida Ripley and Miss Alice Ripley. The circular display of hands, stockings and shoes are owned, respectively, by Wm. J. Fitzgerald, F. Finn (tambo ends), E. A. Welch, D. McLaughlin, G. R. Alcott, M. Price, R. M. McCourt, Fred Bond, Mr. Lynnfield, B. F. Reardon, L. E. Knox, G. M. Reese, H. P. Cadagan, M. L. Read and S. H. Brown, the last two being the "bone ends." Miss A. J. Davis was pianist the first part and Miss Florence W. Marble held a similar position in the second part. The aids were A. W. Chamberlain, S. J. Freeman, Geo. T. Waldron and Fred Kern.

May Be Announced Soon.

If everything goes well and the man higher up in that department store permits, you'll soon be reading about who the new manager is. This new manager is a good talking machine man; has been on the job about a month, and if the official ax doesn't fall ere the next issue, I'm going to run

the risk of publishing his name. This managerial juggling has been amusing to the trade, but it looks now as if someone will have to create a new joke.

What Edison Service Means.

Charles R. Cooper, manager of the Edison department of the Boston Cycle & Sundry Co., is optimistic over the so-termed "spring rush," and he reports a decidedly strong demand on their Edison service. They are adding new accounts right along, which are being secured through the ability of Mr. Cooper. There are many meanings to the word "prompt," but old Kid Webster evidently secured a knock-out when he said it means "prepared, ready and willing, acting with alacrity."

Charles Dean attests a business that denotes a hustling shipping department, and this not only covers all the talking machine needle styles that they make, but for their "Puritone" brand.

Looks Like Book Full of Orders.

John L. Gately, the Eastern wholesale special representative of the Victor Talking Machine Co., has spent a lot of time about Boston recently, and that being the case, it vouches for itself from the order end. Mr. Gately would never make a good habitue of a desert.

That Bron-ix Club Sounds Familiar.

Within the walls of the talking machine fraternity here there exists a club called the "Bron-ix Club." This club is ruled with an iron hand, and according to its charter is for the promotion of social warfare—I mean welfare. The body is in session on notice of the Imperial Dreadnaught, this office being the highest one. A number of out-of-town talking machine men have attended the ceremonials and initiations of these Bron-ixists, and it made a lasting impression as to just what the Boston members can do when they get started. Ask some of those fellows around Orange or Camden, N. J. Perhaps they may say that the Folies Bergere has nothing on the Folies Bron-ix.

JUST WHISTLED.

His was no operatic song;
He whistled as he went along—
Just whistled!

And folks that heard him on the way—
They felt their spirits getting gay,
And shouted to the skies, "Hooray!"
Because he whistled!

And so, when breaks the thunder loud,
Just whistle!
To join the hallelujah crowd,
Just whistle!
A song can ever beat a sigh
And help to send your troubles high;
Be sure you'll get there by and by—
Just whistle!

Some people put so much trust in God that they get too lazy to help themselves.

On the Square!

BAGSHAW NEEDLES

What the foot is to the rule and the pound to weight, is acknowledged that "BAGSHAW" is THE STANDARD to judge Talking Machine Needles.

This is worth thinking over by *jobbers* anxious to improve their needle business. A liberal package of our famous "NO-SCRATCH" Needles sent gratis and postpaid. Dictate a letter for them now!

W. H. BAGSHAW - - Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles—All Styles, Shapes and Sizes
ESTABLISHED 1870



The Columbia Grafonola "Favorite" is well named. Sales prove it. Fact is, by that same token all the other Grafonolas are "favorites," too.



Columbia Phonograph Co., Genl., Tribune Building, New York.

ACTIVITY IN DES MOINES.

Business Gains Reported—New Harger & Blish Representatives—Latter Concern to Give Noon-day Concerts—The School Campaign—Music Festival Helps Columbia Trade—Victor Exchange System Taken Advantage of—Other Items of General Interest.

(Special to the Talking Machine World.)

Des Moines, Iowa, May 9, 1911.

Optimism is the keynote this month with the three Des Moines jobbers of talking machines. Although all the jobbers had looked for a falling off from the March business, the month which has just closed proved to be the best of the year here. Every jobber and dealer reports a good business during the month. Harger & Blish, Iowa jobbers for the Victor and Edison machines, say that the showing, particularly in the retail business, was a big gain over April, 1910. George C. Silzer, manager of the concern which is the biggest talking machine jobbing house in Iowa, reports the retail business for April five times that of April, 1910. Manager Bartlett, of the local jobbing house of the Columbia, estimates a fourfold increase in business over the corresponding month in 1910. The Chase & West talking machine department, which also jobs the Victor, reports a good gain in business.

Des Moines and Iowa people are buying better goods than they did two years ago and there is a great demand here for grand opera and classical records. According to the local dealers and jobbers there is also a marked improvement shown in the class of machines now being sold here.

As an indication of the optimistic tone in business in Iowa the Victor Co. have just put two direct representatives on the road in the State. E. J. Hipple will handle the eastern half of the State and W. H. Hoffman the western. The Chase & West talking machine department also put on two special representatives during the month.

Harger & Blish are planning important improvements for the interior of their store here. A number of additional sound-proof rooms will be built and the main room greatly enlarged. The firm plan an innovation here in the shape of noon day concerts. These concerts will be started about the first of June and will continue through the summer months.

Another innovation in the local talking machine world was inaugurated here this spring by Harger & Blish and has proved to be a great success. This is the school educational campaign. The assistance of Miss Elizabeth Wright, supervisor of music in the Des Moines public schools, was enlisted and concerts in fifteen of the local schools have been given during the year. The Easter concerts proved to be of unusual interest and entertainment to the school children. The programs were arranged by Miss Wright and carried out by the Victrola with the end in view of creating in the children a taste for the best in music, as well as for mere entertainment. Incidentally it has proved to be a great advertising feature. Thomas Harris, a well-known Des Moines furniture dealer is in charge of the Harger & Blish school department.

The local Columbia branch is also intending to make a number of improvements on the store, but so far no definite plans have been announced. The Columbia people made big use of the visit of Bonci here for the Greater Des Moines music festival. Printers' ink on the great tenor was spread thick and fast during the week and as a result there was a tremendous demand for Bonci records.

The exchange system on the Victor machines is being taken advantage of very largely by Iowa dealers and Harger & Blish report that nearly 100 per cent. of the permits issued have used the exchange privilege.

MEDIUM CONTROLS PHONOGRAPH.

Dr. James H. Hyslop, Head of the American Society for Psychical Research, Has Discovered a Medium Who Produces Physical Phenomena More Wonderful Than Those Attributed to Eusapia Palladino.

Dr. James H. Hyslop, head of the American Society for Psychical Research, has discovered a medium of the Eusapia Palladino type who produces physical phenomena more wonderful than those attributed to the Italian woman.

This medium, a girl of twenty whose identity is not disclosed, for the reason, according to Dr. Hyslop, that she is not actuated by mercenary motives and has no intention of producing the phenomena in public, has been the subject of persistent investigation and experiment for the last two years.

There have been hundreds of sittings under the direction of two physicians of established reputation, who are mentioned by pseudonyms, and Dr. Hyslop himself.

The result of the investigations so far has been to prove that what have been considered by some in the case of Palladino to be supernatural phenomena have been produced by the subject herself while in a state of hysteria.

That the girl is a true hysteric has been demonstrated by exhaustive scientific tests. She develops areas of anesthesia and hyperesthesia. Sometimes one side of her body from the larynx down is insensible to pain, while the other is in a condition of excited sensibility or hyperesthesia. Again, and almost in a moment, these conditions are reversed in the right or left halves of her body. Frequently she is in a cataleptic condition.

Among the phenomena produced by this girl, who is called "Miss Burton" in Dr. Hyslop's report, are many of those common to the professional medium, such as the production of raps, the levitation of heavy tables, playing a tambourine, ringing bells, and so on.

Added to these were some original manifestations. For instance, whereas the girl is not musical and can neither sing nor whistle while in a normal state, when in the trance condition and in the dark singing and whistling are produced simultaneously; and the mode of the production of this phenomenon has not been explained satisfactorily. Dr. Hyslop says that the whistling is that of an expert vaudeville performer, and that if the young

woman could produce such sounds in a normal state she could realize a small fortune from her performances.

Among the more complicated experiments performed was the starting and stopping of a phonograph at a distance with both hands and feet of the medium held. After half an hour's experiment this succeeded, but the medium showed increased heart beat from 60 to 80 and had a sick headache all the next day.

NEW AMBEROL ITALIAN RECORDS.

The Thomas A. Edison Co., Inc., recently announced a list of Italian records by new talent, which are now in the hands of their jobbers and on sale. The selections are all Neapolitan folk-songs and have been pronounced by native experts to be finely sung and recorded. Of the artists it may be said they are splendid vocalists. Gina Ardito is well known in metropolitan circles and in many of the larger cities of the East as an accomplished singer. Her voice is a full, rich soprano and her vocal style is finished and pleasing.

Eugenio Torre is more intimately known. His career has been meteoric and remarkable. Born in Naples, he was a common soldier in the Italian army when his commanding officer heard him singing about the barracks and told him that his place was not in the army, but in grand opera. This same officer helped young Torre to secure his discharge and to find assistance to complete his musical education. It was only a few months afterwards that Torre made his debut at the Royal Opera House in Naples, of which the celebrated Martucci is conductor. After half a season there Torre was engaged to sing principal tenor roles at the Lyric in Milan. At the close of that season Torre obtained an engagement in America singing in this country for three years with the National Grand Opera Co., the International Opera Co., the Italian Opera Co., with the San-Carlo Opera Co. and the Montreal Opera Co. This is his fourth year on the operatic stage, and third year singing throughout the States and Canada.

The list follows: (Amberol)—Solos by Eugenio Torre, tenor. Orchestra accompaniment. 7,508, "Chitarrata trista!" (Falvo); 7,509, "Si 'sta Chitarra" (Nardella); 7,510, "A partenza d' 'e suldate" (Gambardella). Duets by Gina Ardito and Eugenio Torre. Orchestra accompaniment. 7,511, "Oratorio d' America" (Montagna). 7,512, "Carme" (De Christofaro); 7,513, "O Carceratiello," (Pappalardi); 7,514, "A sfortunata" (Cataldo); Solo by Gina Ardito, soprano. Orchestra accompaniment; 7,515, "Santa Lucia," Solo by Eugenio Torre, tenor. Orchestra accompaniment. 20,613, "E Cerase," (Montagna); 20,614, "Frauniata" (Falvo); 20,615, "Canzona gelosa" (Longone).

Experience teaches that the qualities which make most for success are health, honesty, ability, initiative, knowledge of the business, tact, sincerity, industry, open-mindedness, enthusiasm and loyalty.

CROMELIN GOES WITH EDISON.

The Former Vice-President of the Columbia Co. Becomes General Manager of the Interests of Thomas A. Edison, Inc., in Great Britain and Ireland—Took Up His New Duties on May 1st—Some Interesting Facts Regarding Mr. Cromelin's Long Career in the Talking Machine Trade.

The resignation of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, New York, to accept the important position as representative of Thomas A. Edison, Inc., Orange, N. J., in Great Britain and Ireland came as a great surprise to the trade. Mr. Cromelin communicated his intention to the Columbia Co., with which he has been identified for many years, March 30, to take effect on or about May 1. It was his intention after the latter date to be a frequent, if not a daily, visitor in Orange, to go over the plant, become familiar with the product and meet and know the officers, heads of departments and the personnel of the factory management previous to his departure for the other side, May 25, to take up his new line of duty, in the company of Frank L. Dyer, president of the corporation, a personal friend of many years' standing.

While Mr. Cromelin will be the managing director of the Edison interests in the territory referred to, he will give his special attention to the Phonograph, and also the moving picture business, which is growing rapidly. He will devote a great deal of his time to the development of the Edison storage battery in the United Kingdom. The exploitation of these specialties alone in a manner which the corporation desires will open up a field of activity, rich with promise.

As those acquainted with the facts well know, Paul H. Cromelin is one of the best known figures in the talking machine trade, and his advancement from one position of importance to another and his final election as a director of the American Graphophone Co. and vice-president of the Columbia Phonograph Co., General, has been steady and deserved. In fact, in recent years he has been regarded as one of the commanding men in the American trade, whose accomplishments, pleasing personality and general fitness have been recognized by everybody with whom he came in contact, irrespective of partisan business affiliations.

He is now in the prime of life, if he may not be rated as a comparatively young man, being in his forty-first year. As a graduate of the Washington (D. C.) High School he entered the service of the Second National Bank of that city as messenger when sixteen years of age, rising through every grade until he became receiving teller of the Lincoln National Bank, of the same place, which he assisted in organizing. In the interim he began the study of law, specializing on the practical science of banking, finance and economics, and in 1891 he graduated from the Columbia University, standing third in a class of sixty-nine, being one of the three leading men receiving honorable mention. Two years later he was admitted to the bar, and later was tendered and accepted the position as chief accountant of the Columbia Phonograph Co., General, and secretary of the American Graphophone Co., assuming the duties in June, 1896.

Then followed his rapid promotion to manager of the Washington office, going from there to St. Louis as manager, in which capacity he traveled the South and West, opening new agencies and establishing connections in the principal cities. A short time subsequently he was instructed to proceed to Europe, when he was appointed director of the Berlin office, with exclusive control of the Columbia Co.'s business in Germany, Austria-Hungary and Russia, and in this capacity, during four years, became thoroughly familiar with the talking machine business in Europe. He was one of the organizers of the American Chamber of Commerce in Berlin and chairman of the Committee on Organization.

Mr. Cromelin managed or participated in many important trade agreements in furtherance of the interests of his company, and of the entire trade,

for that matter, in connection with copyright legislation in Germany, the United States, Great Britain and Mexico. In February, 1903, Mr. Cromelin was chosen an official of the Columbia Co., as mentioned above. As manager of the company's exhibits in the St. Louis World's Fair he earned additional honors.

Mr. Cromelin's negotiations with the leading operatic artists of Europe, whereby their services in connection with laboratory recordings was secured by his company, is only another field of activity in which his talents and ability have shown conspicuously, as he was eminently successful in the work. As a diplomat in legal and commercial matters he has few, if any, equals in the trade, either here or abroad.

This recapitulation means that Mr. Cromelin is eminently fitted to fill his new position with the Thomas A. Edison, Inc., and he is to be congratulated, as well as the corporation with which



PAUL H. CROMELIN.

he is now allied. Mr. Cromelin is making preparations to stay abroad indefinitely, sailing on the Kaiserin Augusta Victoria, May 25.

When Mr. Cromelin was seen by The World he said: "The position was tendered me by Mr. Dyer some time ago, and after very careful consideration I accepted it. My relations with the Columbia Co. have been so pleasant that this severance was made with great reluctance, for I have always felt that my life work would be with them. I have recognized, however, that the Thomas A. Edison, Inc., is one of the great organizations of the world destined to have a great future, and I want to participate in the development of what I know will be a wonderful business in their various products throughout the world."

Being asked the significance of Mr. Cromelin's connection with the company, Frank L. Dyer, president of the Thomas A. Edison, Inc., said: "At the present time our European business is being handled entirely from the head office in London, in charge of Thomas Graf, who has been with the company for a great many years and in whom we have entire confidence. With the development and growth of the business in Europe, Mr. Graf proposed that the continental business should be handled from Berlin, limiting the functions of the London office to the control of the British territory. The contemplated arrangement, therefore, is to transfer Mr. Graf to Berlin, as he suggested, and have Mr. Cromelin take charge of the British business, with headquarters in London."

INDIANA'S GOVERNOR MAKES RECORDS.

(Special to the Talking Machine World.)
Indianapolis, Ind., May 5, 1911.

Gov. Thomas R. Marshall, Indiana's chief executive, recently heard his voice for the first time on an Edison Home Phonograph. The records, which were made with the assistance of W. E. Kipp, of the Kipp-Link Phonograph Co., Indianapolis jobbers, were prepared for a banquet held in Peru, Ind.

In order to stimulate the Governor (who is a Democrat) to his best effort, Mr. Kipp first let him hear one of the Edison records made by the erstwhile leader of his party, W. J. Bryan. Governor Marshall immediately proceeded to surpass Mr. Bryan's record, and was so delighted when he heard the reproduction of his speech that he acted like a schoolboy. As a further result of the incident, Mr. Kipp received Governor Marshall's permission to install an Amberola in the executive mansion for the entertainment of his family.

BLACKMAN CO. ENLARGE QUARTERS.

Well-Known Jobbers Add Several Hundred Square Feet to Space in Store and Basements—Lease Extra Loft—Business Good.

The Blackman Talking Machine Co., whose premises, including the store basement and sub-basement at 97 Chambers street run through to Reade street, have previously subleased a large section of the floors on the latter street to other concerns. In arranging with new tenants the first of the month, however, the Blackman Co. took occasion to reserve an extra section of several hundred square feet in both the store and the basements for their own increased demands. On the store floor the offices in the rear will be moved back 30 feet or so and extra demonstrating booths, of which there are already six, will be erected in the space thus acquired. The increased space in the basement will be used for the storage of larger stocks of records, and in the sub-basement for the storage of machines, this being in line with the Blackman policy of having sufficient stocks on hand to meet all demands of their dealers without depending to any great extent upon rush shipments from the factories. The company have also leased a loft 25 x 75 feet at 92 Chambers street, directly across the street from the store, which will also be used for storage purposes.

In speaking of the business situation, J. Newcomb Blackman, president of the company, stated that they had, on April 30, closed their fiscal year, and that the annual report showed a substantial increase over the previous year in the volume of wholesale business. An especially notable feature was the increase in the volume of record sales, indicating that the dealers were giving more careful attention to that department of their business. The Blackman Co. are going ahead steadily and expect even better results for their efforts during their fiscal year just begun. At the present time the only cloud on the horizon is the slackness in the collection department, which condition prevails in practically every line of business, and which is due to the general situation rather than to causes wholly within the trade.

MORE ROOM FOR PUBLICITY MEN.

Geo. P. Metzger and His Valued Aides Secure Needed Space for Their Fine Work on Behalf of the Columbia—Other Changes.

A shift has been made in several of the offices at the headquarters of the Columbia Phonograph Co., General, in the Tribune building, New York. Geo. P. Metzger, advertising manager, has taken the quarters heretofore occupied by Paul H. Cromelin, who resigned on the first of the month to become connected with the foreign staff of the Thomas A. Edison, Inc. His capable staff, consisting of Messrs. Cotton, Avery and Houfel, occupy the adjoining office, the suite furnishing these gentlemen the much-needed room they have craved for a long time. It is needless to say that the publicity campaign in charge of the corps, for which they have received many deserved compliments, will take on additional brilliancy, were it possible, in the future, as they have now "room according to their strength."

The advertising corps of the export department have removed into Mr. Metzger's office, and Merwin E. Lyle, chairman of the product committee, heretofore at the recording laboratory, 102-104 West 38th street, has returned to the executive offices permanently, and is located in a cosy room overlooking the East River.

"DOCTORING A BUSINESS."

How the Modern Merchant Studies the Faults That Are Crippling His Business and How He Remedies Them and Triumphs Over His Defeats—An Interesting Study for the Man Who Is Complaining About Decadence of His Business—A. W. Rolker Tells How Merchants Won Out.

There are numerous instances where business does not pan out in the manner that the proprietor would wish or as is necessary if the business is to be continued. The proprietor himself works hard and studies the problem earnestly, yet cannot find out why his business is in such bad shape. He is so wrapped up in his own affairs that his range of vision is narrowed and he can only view his business from the inside. This is the time when the merchant should take the time to look around him and study the means by which his competitors succeed and make their businesses grow. It is the merchant who can realize the faults of his methods and eradicate them that shows the influence of modern trade conditions. The man who stays in his shell and insists in doing his business in his way regardless of consequences belongs to another age and soon finds it out.

In his recent article in the Saturday Evening Post, under the caption, "Doctoring a Business," A. W. Rolker cites some very interesting instances where merchants have won out by studying the faulty details of their businesses impartially and improving on them. He says:

Few business stories are more interesting than those that show how the modern merchant studies the faults that are crippling his business, and how he remedies these until he triumphs over his defeats. If he finds upon analysis that enough customers do not come into his place he sends advertisements into the highways and byways and leads people into his place by the ears, so to speak. If he finds that his sales are ample, but that he has too many outstanding accounts, this tells him he must bolster up his collection methods—or, perhaps, must cease extending credit. If he notices he is being crowded off the face of the earth by competition he may find he has not been putting enough money back into his business. Or he may find that he does not know how to buy; or that his sales methods are at fault or objectionable; or that he is failing to keep up to date on business methods. Any one of a thousand-and-one reasons, he may find, is his stumbling-block—from the elementary one of talking too much to the opposite extreme of saying too little.

When for years a man has dabbled, trying to push a business that never did more than barely make both ends meet, the task of putting it on a sound footing often seems almost hopeless to him. Yet for a man that is wide awake nothing is simpler, for he needs only to study the methods of merchants that are successful, and then copy them.

In one of our big Eastern cities there is a man who keeps what we shall call The Persian Art Shop. For seven years he had done a very fair business selling Persian rugs, Persian tapestries and Oriental beadwork and brasses and bronzes. But, just as he began to look forward to flourishing properly, trade gradually began to fall off. Before long he was not making expenses. He did not have to figure where the trouble lay. He could see this with half an eye. People were not coming into his store as they used to. The problem facing him was, Why had customers deserted him?

He knew it was not owing to faulty business methods. His show windows were arranged with the same scrupulous care as during the time his business was successful. The wares he displayed were more attractive than ever, and just as reasonable. He himself, he knew, had not abated in the courtesy with which he waited on customers. He was beginning to fear his slump had occurred because a number of department stores in the vicinity had invaded his line, when a neighboring merchant shed light on the subject.

"Have you noticed how this street has been running down?" he asked. "Two or three years ago any number of well-to-do people traveled through

this street, but now nobody thinks of Thirteenth street. All the carriage and automobile people go through the next block."

The Art Shop man spent much of the next few days standing in front of his own store observing, and what he saw convinced him that the criticism his neighbor had made was right. The fault was that, owing to the coming of a pair of big department stores, trade on the neighboring street had been stimulated and his own street had lost traffic. For a week the man sat, broken in spirit, staring ruin in the face; then his nerve returned and he began to plan how to meet the situation.

"It's this way" he argued to himself. "There's no use sitting here and wasting time figuring how soon I'm going to blow up. If customers don't happen to come this way it's up to me to bring them here. The department stores in the next street are bringing people from all quarters of the city, and if they do that why can't I? Besides, here are hundreds of thousands of people concentrated throughout eight hours every day by those two shops; why can't I butt into that crowd and reap some of the benefits of their advertising? I'll just have some handbills printed and I'll station a — No, I won't; I'll get some fellow to write me up a clever sign and I'll send a sandwichman to — No, now I've got it! I'll get my sign and I'll pick out some swarthy, picturesque old Italian that looks like a Persian, and I'll tog him out in Persian costume and get him to parade up and down the street through that department-store crowd."

Three days later, in a morning, the Art Shop man departed for business with a beating heart. For six dollars a week he had hired his Persian, for nine dollars he had had a plenty-good-enough Persian costume made, and for four dollars he had had a canvas sign painted—a total of only nineteen dollars; but in that simple nineteen-dollar experiment was locked his future, whether he would succeed or fail.

About 9:30 o'clock in the morning four customers were in the store, which was unusual for that hour. Before the four left three others arrived, and the slim but steady procession continued and increased. At times the proprietor was literally swamped with business, for he could not wait on customers quickly enough to prevent them from growing impatient and leaving without buying. Whereas formerly he counted forty or fifty customers a mighty fair day's work, now there were frequently as many as fifteen in his place at one time. By the night of that first day he estimated that he had done more business than he had done in any week—barring holiday seasons—for a year.

This happened in August, in fly season, when trade should have been slow. In less than a week the Art Shop man had to have two salesmen helping him. When the holiday trade began he added seven salespeople, making a total of ten persons where formerly he had been able to do all his own selling, with the assistance of one young woman.

To-day the Art Shop man does not send a Persian to carry signs. He has got too high up in the world for that. His customers would not like it. Once interested in advertising he studied the subject, and he decided on a plan that in his particular case works even better. Now he buys lists of names from jewelry firms, grocers, druggists and other tradesmen who cater to the most wealthy trade. Every three months he circularizes these people with a striking and artistic folder of hand-made Persian paper ornamented with Persian hieroglyphics in an Oriental color scheme. All of this costs him much money but pays him fabulously, for his wares jumped in price from a hundred to a hundred and fifty per cent.!

Not much is left to-day of the original Art Shop. This store now comprises two numbers on the coveted Fourteenth street.

It makes no difference what line a business man is in—whether he keeps an art shop, a stationery store, a grocery or any other retail store; or whether he runs a steam laundry or has a milk route; or whether he is a wholesale merchant or a manufacturer whose annual output amounts to several hundred thousand dollars—in every case when a business begins to sicken, to the expert the principle of diagnosing the trouble and applying the

remedy is simply a matter of comparing his own methods with those used by concerns that are successful.

NEW ACOUSTIC DIAPHRAGM

Being Placed on the Market by the Talking Machine Co. of Springfield, Mass.—Is the Invention of W. W. Young, Who Makes Some Strong Claims Regarding Its Merits.

(Special to the Talking Machine World.)

Springfield, Mass., May 10, 1911.

Patents have been granted to W. W. Young, of this city, for an acoustic diaphragm that may be used on any talking machine. This device is made of fiber or aluminum and is full of holes and melody.

"It produces much clearer, richer and full-volumed tones, and the half tones which go to make up the character of a musical note are brought out better by this diaphragm than by any other," says W. W. Young to The Talking Machine World, and while his remarks certainly cover the invention thoroughly, he says it must be used to fully appreciate its merit, and he will send a sample for this test to interested persons.

Continuing, Mr. Young says: "Vocal music is reproduced by this diaphragm so that it sounds altogether better than with mica. The sound is pure and clear and without the piercing sharpness that so often characterizes vocal music. A student in acoustics would be likely to say that a satisfactory diaphragm could not be made of the materials used by me, but I have discovered and patented a chemical solution that hardens any porous material, such as wood, paper, cloth, leather, etc., to which it is applied. This solution makes materials fire and waterproof."

Even ordinary writing paper or cotton cloth can be treated with Mr. Young's chemical solution, it is said, and these would be made so hard that they would almost ring like a piece of metal. Mr. Young says it is this hardening process which gives the resonance necessary for the reproduction of sound.

The Talking Machine Co., of 218 Worthington street, this city, are the selling agents, to whom all correspondence covering inquiries, requests for samples, prices, letters or orders should be addressed. In writing for sample, the fiber diaphragm is used more especially for disc machines, and the aluminum for cylinder machines.

That much of the advertising work of to-day is superficial is inevitable—advertising on its present basis is new and all business men are not prepared for its serious consideration. Most of them give but incidental time to it and are inclined to consider a "good ad," one which pleases their eye and "advertising" a succession of clever stunts. They are all looking for so-called "good ideas" and many are overlooking the best one—to wit: persistency in plain and truthful statements.

The business problem before the American people to-day, commercially speaking, is the problem of distribution—of getting things from where they are to where they ought to be. The two big factors in this problem are advertising and salesmanship.

Granting the fact that your firm and product has a great deal of prestige, it is your duty to keep your name or the name of your firm constantly before the trade. Another strong feature is to keep your present customers posted as to on display.

The window is one of the cheapest and most efficient methods of advertising. That is, if it is done properly. Be sure to have a clean window, as a dirty, fly specked window is useless, absolutely useless.

C. Becker, vice-president of the U-S Phonograph Co., 5 and 7 Union Square, New York, was a visitor in New York this week. Mr. Prairie, the manager, reported business was going ahead rapidly.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Factors and Traders Well Satisfied with Past and Present Conditions—Proposed Advertising Campaigns by Manufacturers Expected to Boom Sales—Co'onial Markets Active—Recent Important Developments in the Trade—British Zonophone Co., Ltd., Absorb Twin Record Co.—Some of Their Future Plans—Prices of Jumbo Records Reduced—Launching of Edison Combination Attachment Proposition—What Is Offered in the Latest Record Lists—New Artists for National Phonograph Co.—A. Balcombe Makes Change—Success of Edison Velvet Faced Records—New Partolophone Disc Catalog—Interest Shown in New Canadian Copyriht Bil—Preparing for International Music Trades' Exposition—Other News of the Month.

(Special to The Review.)

London, Eng., May 3, 1911.

Talking machine business this last few weeks has been somewhat quiet, although well up to the average, time of year considered. We have experienced a most successful season—a season of much longer duration than the ordinary, and despite the inevitable sales depression common to the coming few months, the trade as a whole is exceedingly well satisfied with the course events are shaping, for there are not wanting signs that the use of machines for outdoor pleasure is much on the increase. It was noticeable last summer. Musical instrument traders undoubtedly experienced a revival of sales beyond the usual, partly by reason of the introduction of so many instruments of the hornless type, and this summer an improvement is looked for. Certain of the big manufacturers have under consideration advertising plans of a far-reaching nature. By this means it is intended to prosecute and stimulate sales as never before, and we feel sure the result will amply justify expenditure in that direction. At the present time machine and record sales show a decided downward tendency, but the future holds good promise of an early revival, more especially in those lines particular to summer trading.

In contradistinction to conditions in the home market, orders from abroad indicate that the colonial season is about commencing, and some nice contracts have been placed in London. According to the official export figures recently published, a marked increase in general trading is noticeable. As an index of talking machine prospects, it may be regarded as a healthy sign and one that manufacturers cultivating foreign trade should take full advantage of at the present time.

Quite some excitement has been occasioned in trade circles this month by the announcement that the British Zonophone Co. would absorb the Twin Record Co., and the rumors that have for so long been afloat in regard to a Zonophone double record are now crystallized. As reported elsewhere in this issue the company intend to issue both a 10-inch and 12-inch double record at the retail price of 2s. 6d. and 4s., respectively. Two price reductions have also been made, that of the Beka Meister 12-inch double record from 5s. to the sensational figure of 3s. 6d., and the Jumbo record—10-inch double—from 3s. to 2s. 6d. Needless to say these important facts have whetted the appetite of certain know-alls, and like Oliver Twist they want more. Well, they may one day be satisfied, but not just yet. For the present we refrain from commenting upon those rumors which idle (?) tongues, for want of something better to talk about, give as "absolute facts!"

There is little of interest from the provinces this last week or so. Talking machine and record sales appear to be anything but satisfactory, judging from advices to hand, and while the factoring section of the trade are not doing so badly, it must be admitted that individually business has been very slow with the dealers. Perhaps as a direct

result of these conditions, money is somewhat tight and dealers find it difficult to meet their bills promptly; at least that has been the experience of some manufacturers this month; others don't care to talk about it. Enterprising, as usual, T. Edens Osborne, of Belfast, is now advertising the suitability of hornless machines for entertainment aboard yachts, etc. The advertisements are catchy and occupy good positions alongside reading matter in the local newspapers.

Important Zonophone Move.

The British Zonophone Co., Ltd., this city, advise me of an important announcement made to the trade April 28, the effect of which is that they have come to an arrangement with the Twin Record Co., of Christopher street, London, whereby they will absorb the "Twin" double record sold here at 2s. 6d. In addition to acquiring the Twin trade-mark and good will, the British Zonophone Co. take over all trade obligations and arrangements, although, in respect of agreements, a new one will most probably be put in force, having regard to altered circumstances. All future issues of Zonophone records will bear a dark green label with the Twin and Zonophone trade-marks prominent thereon. It is intended to manufacture both a 12-inch double record to be retailed at 4s., and a 10-inch double at the price of 2s. 6d. All the popular Twin titles—in fact, the whole Twin catalog—is to be retained in its entirety, while the pick of the titles from the Zonophone list will gradually be embodied on the double-sided record. Already a specially selected impression of 150 double-sided 10-inch and eighteen 12-inch is in force, and deliveries may now be had. This impression contains only the "known" sellers from the Zonophone catalog, and additions to the list will be made from time to time from this source, apart from the listing of current selections. In order that everyone may start with a clean sheet, so to say, a big exchange scheme is shortly to be promulgated. Under this arrangement dealers will have an opportunity to unload their old stock upon advantageous and generous terms. The situation calls for special treatment, and we feel sure that dealers may rely upon a liberal interpretation in that regard. These developments indicate the dawn of a new era in the history of this trade, particularly so in regard to the introduction of the 12-inch double record, and we tender our hearty congratulations to the British Zonophone Co. upon their enterprise.

The New Beka Meister Records.

In introducing these new records the company claims a very great and notable advance upon older methods of recording, and confidently assert that never before has such exquisite tone, combined with full volume and faultless execution, ever been produced by mechanical means. A strong opinion, but not one whit exaggerated, for after testing these issues I can fully endorse the statement. The records are truly a revelation in quality and price. They are 12-inch double-sided, and are priced at the sensational figure of 3s. 6d. Here is the value: "Meistersinger Overture," and "Tannhauser—Entry of the Knights" (Wagner); overture parts I. and II. "Carmen" (Bizet); "Orpheus" overture parts I. and II. (Oppenbach); "Oberon—overture" (Weber), and "Torchlight Dance" (Meyerbeer), all beautifully played by the Meister Orchestra. There are two magnificent violin solos by Prof. Hugo Heerman—"Heyre Kati" (Hubay) and "Cauzonetta" (Ambrosie), and "A Dream of Love," part I and II. (Hoch), cornet solos faultlessly played by E. Kruger. The selections call for no comment, but their value—two for 3s. 6d.—is something never before attempted. O Ruhl, Ltd., of 77 City road, London, will supply all information upon request.

"Jumbos" Now Sell at 2/6.

Under date of May 1, Barnett Samuel & Sons, Ltd., advise the trade the future price of Jumbo records will be 2s. 6d. instead of 3s. The trading

THE LONDON OFFICE OF THE TALKING MACHINE WORLD IS NOW LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL St., E. C.

policy and the quality of the records remain as before. So that no losses may be occasioned, the company announce that they will meet the trade fairly, their proposal being of a liberal nature. We observe with satisfaction that one of the trading features is the maintenance of price, while the dabbling class of dealers is altogether excluded from handling "Jumbos."

The New Edison Proposition.

The Edison combination attachment proposition is now launched. Briefly summarized, it means that dealers are now able to offer a set of ten records (including five of the best Amberolas ever recorded) complete with each attachment on the following special basis: For the "Gem," 20s.; "Standard," 26s.; "Home," 36s.; "Triumph" and "Idelia," also 36s. These are the inclusive prices retail to the public. Dealers having stocks of attachments on hand can purchase a special package of 10 records (to be sold only with an attachment) at less than half the usual trade price. The trade prices for the attachment outfits, of which dealers have been advised, carry increased profits and should do much to stimulate the trade in its own interests to push this new scheme in a whole-hearted manner. As the National Phonograph Co. points out, it furnishes dealers with a splendid opportunity to awaken new interest among those phonograph owners who have put aside their instruments because of the limited entertainment afforded by the short records. The proposition certainly merits a good reception, and we have little doubt but that traders will take up the matter with energy. It is a great pity that the scheme had to be delayed because of the difficulty experienced by the company in obtaining information as to stocks in the hands of the trade, and but for this factor dealers would have had the benefit of it long ago. They must now make good their oversight by energy and enthusiasm.

Edison Electric Shaving Machines.

The list price of the Edison electric shaving machine has been increased from 11 to 12 guineas, and for the hand machine from 7 to 8 guineas, owing to increased manufacturing cost.

Gramophone Records for May.

In addition to the usual supplementary list of records for May, the Gramophone Co. have issued a splendid series of new records by Madame Tetrassini, selections from the "Quaker Girl" and a special list of new Scotch titles. Scotland has ever been to the fore in her appreciation of all that is good in the world's music, perhaps more particularly for her own school of music, and these latest Gramophone records will therefore strongly appeal to all music lovers north of the Tweed. The supplementary list this month teems with tuneful ballads and instrumental music of the lighter type. Conspicuous among the former are Harry Lauder's great pantomime success, "Roaming in the Gloaming," and Lionel Mackinder's "I've Got the Time; I've Got the Place," which is the feature of Geo. Grossmith's successful "Coronation Revue." In addition to these, the complete list is as follows: "O Sole nio" (Di Capua), "Stars and Stripes March" (Sousa), "Bells of St. Malo" (Rivemer?), and "Coon Band Contest" (Pryor), by the band of H. M. Coldstream Guards; "Waltz Dream Waltz" (Straus), "Daybreak Valse" (Brunet), "Ghost's Two-Step" (Dunkels), and "Irish Jig" (original), by Iff's Orchestra; "For You Alone" (Geehl), and "The Garden I Love" (Nutting), John Harrison; "The Ringers" (Löhr), Harry Dearth; "The Deathless Army" (Trotère), Thorpe Bates; "Is Love a Dream" (Jones). Robert

FROM OUR LONDON HEADQUARTERS—(Continued.)

Michaelis; "Jock o' Hazeldean" (traditional), and "But the Lord Is Mindful, 'St. Paul'" (Mendelssohn), Madame Kirkby Lunn; "Before the Battle" (Hedgecock), John Harrison and Robert Radford; "Good-night" (Scott-Gatty), quartette by "The Minster Singers"; "In the Park; the Girl in the Train" (Leo Hall), W. H. Berry; "My Beastly Eyeglass" (monologue), Tom Clare; "A-hunting We Will Go" Mark Sheridan; "Ladies, Beware" (Leslie Stuart) (with violin obligato by W. H. de Groot), Miss Phyllis Darl; "The Lass With the Lasso" (Leslie Stuart), Miss Olive May; "I Beg Your Pardon" (Leslie Stuart), Geo. Grossmith, Jr., and Edmund Payne, and "Don't Forget You're a Lady" (Leslie Stuart), Geo. Grossmith, Jr.; "Open the Gates" (Crosby-Knapp), Evan Williams, and "Adrift on an Ice-flow," Dr. Wilfred T. Grenfell, C. M. G.

New Artists for National Phonograph Co.

The National Phonograph Co. announce the acquisition of two new artists in the persons of Frank X. Doyle, a popular young concert tenor, and Guido Gialdini, whose whistling accomplishments have made for him a great name. Mr. Doyle's recent contributions are "I Love the Name of Mary" and "For Killarney and You." Mr. Gialdini is first heard in the June Amberol supplement with "Birds of the Forest—Gavotte." Although not so extensive as usual, the June list of Amberol and Standard records is characterized by titles that will specially appeal to dealers at this time of the year. The complete list is as follows: Amberol records—"Evening News Waltz" (Ivan Maclean), Alhambra Orchestra; "When Father Papered the Parlor" (Barnes and Weston), Billy Williams; "For Old Times Sake" (Charles Osborn), Vincent Hards; "The Toilers" (Piccolomini), Peter Dawson; "Cock-a-Doodle-Do in the Morning" (Harrington and Neal), Miss Florrie Forde; "The Girls I've Left Behind Me" (R. Penso), Stanley Kirkby; "I Have to Go 'Round to the Sergeant," Arthur Osmond; "Introduce Me to the Lady" (R. Penso), Jack Charman; "No

Wonder I Look Jolly" (Murphy and Lipton), George Formby; selection from "The Gondoliers" (A. Sullivan), National Military Band; "Young American Polka" (J. Levy), xylophone solo, Charles Daab; "Bonnie Doon" ("Ye Banks and Braes") (James Miller), Miss Marie Narelle; "Triumphal March" (K. L. King), New York Military Band; "Song Bird," intermezzo (H. Alford) (Bells solo), Charles Daab; "Rainbow" (P. Wenrich), Miss Ada Jones and Billy Murray; "What a Friend We Have in Jesus" (C. C. Converse), Edison Mixed Quartette; "Spinning Song" (H. Litloff), piano solo, Karel Bondam; and "The Bridge," Knickerbocker Quartet. Standard records—"The Red Dragoons" march (E. Adams), National Military Band; "I've Found Kelly" (W. Hargreaves), Billy Williams; "You Wish Me to Forget You" (R. Donnelly), Ernest Pike; "Maggie Ryan from Dublin Town" (Harrington, Lane and Neal), Stanley Kirkby; "I'm Henry the Eighth, I Am" (Murray and Weston), Arthur Osmond; "Temptation Rag" (H. Lodge), New York Military Band, and "Beautiful Garden of Roses" (J. C. Schmid), Arthur C. Clough and chorus.

Gramophone Co.'s Advice to Dealers.

In the course of one of their many interesting letters to the trade they have this to say: "The year 1911 is going to be a boom year for 'His Master's Voice,' but we cannot reap the full benefit of the boom by sitting still. We must go out and meet it together, and it is the energetic dealer who realizes this and takes such opportunities as the present list gives who will reap the biggest harvest. Our coronation advertising and big summer scheme will start in May, and full notice will be given in due course," etc. With such publicity and helpful assistance as now given by the Gramophone Co., it would almost seem impossible for dealers to sit still; yet there are those who, while they get the inquiry benefits of this publicity expenditure, need to be constantly reminded of the necessity to follow-up prospects. Doesn't seem true, but it is some consolation to know that this

class of dealer is in the minority, at any rate as far as it affects Gramophone traders.

Megaphone Telephones.

A mysterious deep-toned voice, which might have belonged to an invisible giant (says a daily paper) startled passengers waiting for tramway cars at the Embankment. It gave uncanny directions from the roof as to seating capacity of approaching cars. The voice represents the latest in the use of megaphone-telephones. An inspector two or three hundred yards away from the queue station makes announcement as to seating capacity and destination of the cars, through a telephone which has its reproducing power intensified by special device, and yet again magnified by the megaphone fitted in the roof of the queue station.

Resigns His Position.

At the moment of going to press we have been given to understand that A. Balcombe has resigned his position as manager of the musical instrument and talking machine departments of Barnett Samuel & Sons, Ltd., with which firm he has been honorably connected for the past twenty-one years. It is Mr. Balcombe's intention to associate himself with O. Ruhl, Ltd., of 77 City Road, this city, sole agents for Beka records and Lindstrom disc machines.

Edison-Bell Velvet Faced Records.

The building up of the Edison-Bell velvet face record repertoire is proceeding apace, the complete list now consisting of about 130 titles. All are picked gems covering every phase of music. The violin solos are especially fine and sound to great advantage by reason of the velvety surface practically eliminating all harsh needle scratch. In the matter of bands and orchestras the list is rich, and it would be difficult to find a more select combination of musicians than that gathered together under the style of King Edward's Horse. A number of the latest issues have reached me from J. E. Hough, Ltd., and I find them particularly attractive from every point of view. Characterized by a clean, smooth surface, splendid recording, and

ROYAL APPRECIATION

of "HIS MASTER'S VOICE"

THE GENUINE GRAMOPHONE



To H. M. the KING
OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVÉ
OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd. 21 CITY ROAD, LONDON

FRANCE . . . Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY . . . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . . . Skandinavisk Grammophon Aktieselskab, Frihavnens, Copenhagen
Appelbergsgatan 52, Stockholm

RUSSIA . . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN . . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona
INDIA . . . The Gramophone Co., Ltd., 139 Belleaghatta Road, Calcutta



ENGLAND'S LARGEST FACTORS!

The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London,"

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

popular titles embracing topical, sentimental and classical selections, these V. F. records indicate marked progress in that strenuous fight for perfection with which all record manufacturers have to contend. The following figure in recent lists: "Once Again" and "Eily Mavourneen," both sympathetically rendered by Miss Ruby Helder; "I Am the King of Spain" (duet from "Maritana") and "Solenne in Quest'ora" (from "The Force of Destiny"), sung by Messrs. Virgo and Carr, whose voices blend to perfection in these two popular duets; "Jewel Song" ("Faust") and "Romanza" (Cavalleria Rusticana), well sung by Miss Elda May; "Bill Adams" (humorous recitation), and "The Whistling Stammerer," by G. H. Swazelle, the well-known raconteur, who has told these stories to the late and present king; "In Sympathy," by Wilson Pembroke, and "She Is Far from the Land," by T. Kinniburg, is a treat to listen to; and "I'll Sing Thee Songs of Araby" and "Thora," both pleasingly rendered by R. Evans (tenor). And here are some picked titles from the list of Edison-Bell gramophone discs: "Kitty Dear" and "Meet Me To-night in Dreamland," by Stanley Kirkby; "Yiddle on Your Fiddle, Play Some Rag-time," Stanley Kirkby, and "Lena Schmidt," F. Miller; "Torchlight Parade" (banjo solo), and "Queen of the Burlesque," Olly Oakley; "The Darkey's Awakening" and "Sweet Jessamine" (banjo solos), by Olly Oakley; "Standard Bread," A. Willis, and "T-r-o-u-b-l-e," Jack Charman; and "Quaker Girl" (selection), and "Waltz" from "Quaker Girl," by Court Orchestra.

An Effective Production.

The new 1911-12 catalog of "Partolophon" disc machines, just issued by Carl Lindstrom, of Berlin, is a pleasing and effective production, illustrating their extensive series of ordinary and cabinet types of instruments, and in addition, tone arms and sound boxes. Of the ordinary standard machine there is listed no less than 46 of artistic and varied designs at prices within the reach of all. Very handsome, too, are some of the hornless machines, cataloged to the number of 10. It would be difficult, indeed, to find words of praise to describe the beauty and taste centered in the designs of the eight interior-horn cabinet instruments. All are of a most pleasing appearance and represent perfection of workmanship to a high degree. In other sections of the catalog there are displayed a goodly series of motors of varying strengths, and all of the utmost reliability, and traders' requirements in the direction of tone arms and sound boxes are fully catered to.

The Registration of Firms Bill.

Under this bill every firm carrying on business in the United Kingdom, under a trade name which does not consist of the names of the partners, will be called upon to register the full name, usual residence, and other occupation (if any) of the person or persons concerned.

Firms having branches abroad must give the name of any foreign partner, and all changes of partnership, or in titles, will have to be registered. Failure to notify these requirements within a specified time will render the parties liable to a fine of £1 for every day it is delayed; and failure to

register at all will render them liable to two years' imprisonment, with or without hard labor!

Late Twin Record Hits.

The Twin Record Co. have issued five more screamingly funny songs (on three records) by the one and only Billy Williams. The titles are: "Mrs. B." and "There's Something Nice About a Girl"; "You're the One" and "Chanticleer," and "Let's Go Where the Crows Go," with which is accompanied, on the reverse side, "By the Sea," excellently rendered by Mark Sheridan. All should be good sellers for, apart from the popularity of the artists, the records are really fine.

On a Summer Vacation.

Says "John Bull": A detective who went to a house in Acton to arrest a man, heard a phonograph playing: "I Don't Suppose I Shall Do It Again for Months and Months and Months." Its owner won't; he's got an invitation from His Majesty for 12 months at any rate.

Communicating with a Moving Train.

H. Von Kramer, a Birmingham engineer, has devised a wonderful system whereby it is possible to get into direct telephonic communication with a moving train. The idea consists of two large frames of electric wires fixed round the railway coach below the footboards, and at a convenient distance from the line, is laid a wire, either underground or fixed on low posts, which is connected up with signal boxes and stations, and so with the ordinary telegraph and telephone service. When one speaks into the receiver on the train, electric waves in the frame induce waves in the earth wire, which reproduce the message. Conversely, messages on the earth wire are picked up by the train, and it is even possible for two moving trains to communicate with each other. It should prove a great factor in preventing collisions. An experimental stretch of line was completed with the system and recently inaugurated by Miss Marie Corelli. It turned out a great success.

Columbia Grand Opera Records Popular.

Dealers are reaping a golden harvest in the sales of the Columbia new series of grand opera records as a direct result of liberal advertising indulged in recently by the company, not to mention the wonderful value centered in the records themselves. Judging by the big spaces now running in such newspapers as the *Telegraph*, *Mail*, *Mirror*, etc., and in the weeklies, the Columbia company show ample proof that advertising is to be regarded more in the light of investment than speculation, even at this particular time. That food products well advertised mean profitable business is a fact worthy of the attention of those talking

machine firms who regard it as practically useless to spend money now. We may be at the fag end of the season, but there is yet plenty of trade going, and the man who advertises will certainly get the most.

H. M. King George Becomes a Patron.

His Majesty King George has been pleased to become a patron of the International Musical Congress, which is to be held in London this month.

Canada's New Copyright Bill.

According to the proposals embodied in Canada's new copyright bill, a somewhat serious state of affairs is revealed. Hitherto the copyrighting of a work in the United Kingdom automatically applied to the whole British Empire, but Canada has now decided that every work, to be secure against piracy, will not only have to be registered, but also set up and printed in the Dominion. This applies to charts, maps, books, musical compositions, designs, prints and photographs, records and perforated rolls. And further, publications in Canada and any other country must be simultaneous to secure copyright; that is, if the time between registration in either country does not exceed 14 days. If this means, as it certainly would seem, that a record cannot be sold in Canada unless made there, without liability of infringement or duplication, it must seriously affect the exports of those foreign manufacturers whose trade is not of sufficient proportion to warrant the establishment of a manufactory there.

International Music Trade Exhibition.

The proposed International Music Trades' Exhibition, to be held at the Royal Agricultural Hall, London, Aug. 14 to 19, bids fair to prove a most successful undertaking. Apart from the large pianoforte firms, the talking machine industry will be influentially represented by the Gramophone Co., Columbia Phonograph Co., and Pathe Frères, but there is ample space for other concerns, who will find this a splendid opportunity to increase their business connections with the hundreds of dealer-visitors expected. Owing to the many attractions during that month, London will be the venue of thousands of traders from all parts of the world, and a big attendance at the exhibition is a foregone conclusion. All particulars may be obtained from F. W. Bridges, 119 Finsbury Pavement, London, E. C.

Mme. Cavaliere to Columbia Co.

Madame Cavaliere, the great international soprano, has written to the Columbia Co. a glowing testimonial concerning the records she made in the Columbia Grand Opera series. Her letter runs as follows: "I have just heard samples of the rec-



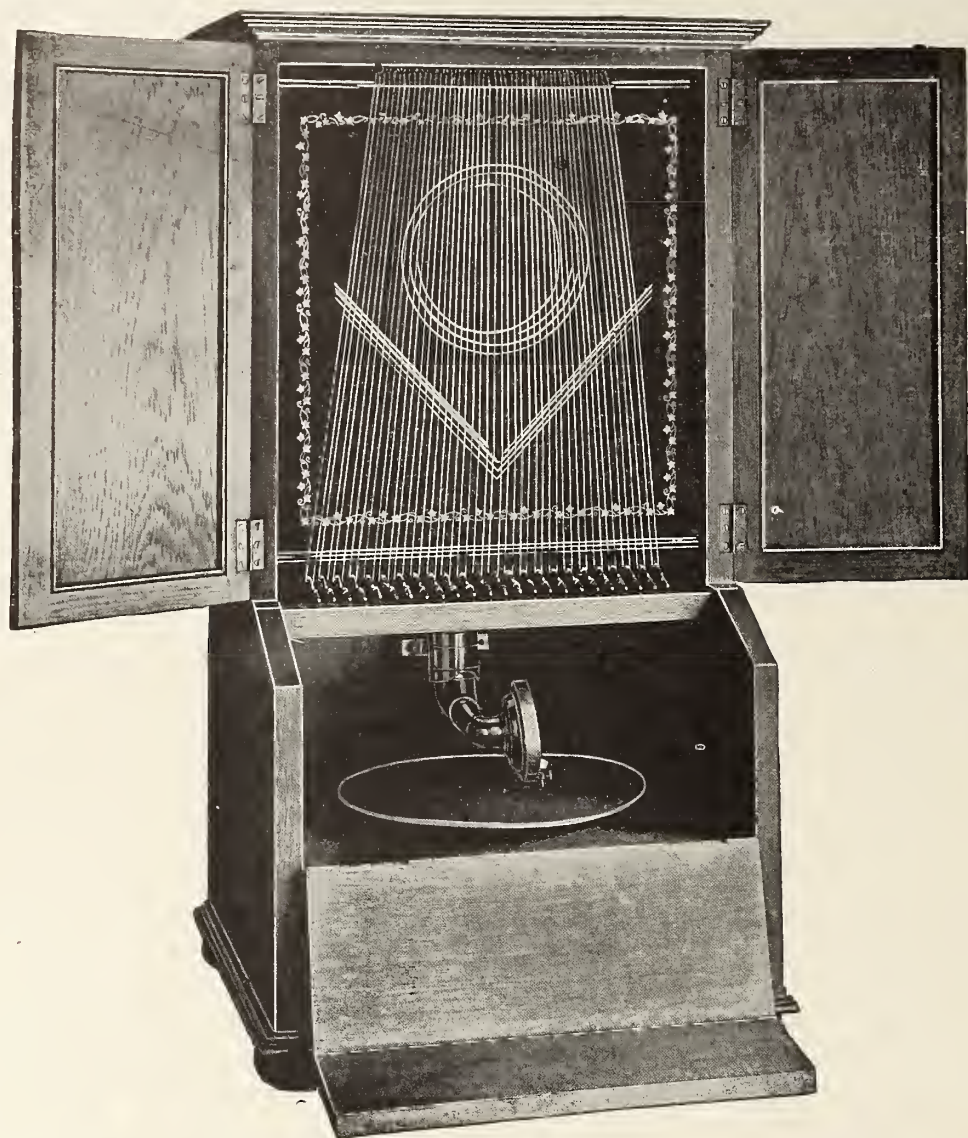
The FLEX Patent DIAPHRAGM

LOUD SPEAKING

Edison Size "C" or "H," post free, 50c. For Edison Model "O," post free, \$1.00. Exhibition, or larger sizes, post free, \$1.00. Patent Needle Tension Attachment for Concerts and out of doors, for Exhibition Sound Box, can be affixed in a few seconds, 40c.

Wanted, reputable agents for these goods in U. S. A. and Canada. Liberal terms.

DAWS CLARKE 5 Longford Place **England**
Rusholme, Manchester



This
Is
A
Genuine
Klingsor

KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*

Owing to our patented double soundboard with piano strings the *Reproduction* of our *Klingsor Machines* is *Natural, Sweet, Mellow and Pleasant*

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none

KLINGSOR WORKS, 22-24 TABERNACLE ST.
 LONDON, E. C., ENGLAND

CABLES: DEFIATORY, LONDON

FROM OUR LONDON HEADQUARTERS—(Continued.)

ords I recently made in your laboratory, and am charmed to find that you have succeeded in obtaining such accurate, natural and altogether life-like reproduction of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia records hereafter."

Some Noted Columbia Records.

Played by Prince's Grand Concert Band, the famous "William Tell" overture is recorded complete on two 12-inch Columbia records, and other interesting issues in this month's list are: "Will

o' th' Wisp, piccolo solo by Albert Fransella, and "The Carnival of Venice," flute solo by the same artist; "Sabbath Morning on Parade," and "Our Bluejackets—Naval Patrol," by the Band of H. M. Scots Guard; "Yiddle on Your Fiddle," and "You Want to Go to Tokio," by Chas. Holland; "I Fear No Foe" and "Thy Sentinel Am I," by Bernard Dudley, and "If with All Your Hearts" and "Then Shall the Righteous Shine Forth," from "Elijah," both beautifully rendered by Walter Wheatley, in a masterly way.

engaged and the cost of the reproduction." Seconded by Mr. Shields, of the Columbia Co., this second resolution was also carried unanimously.

A resolution of approval of the measures which had been taken for the protection of public rights in the bill now before Parliament was passed by the meeting.

It was agreed that Mr. Broad should be spokesman for the deputation, which consisted of Mr. Robertson, Gramophone Co., Ltd.; Mr. Sterling, Columbia Co.; Mr. Hough, J. E. Hough, Ltd.; Sir Herbert Marshall, Sir Herbert Marshall & Sons, Ltd.; Mr. Klaber, Perforated Music Roll Co., Ltd., and Mr. Mason, Orchestrelle Co., Ltd. The meeting finally closed with a hearty vote of thanks to the Gramophone Co. and to the chairman, Mr. Robertson, for their praiseworthy efforts on behalf of the whole industry.

Later.—News is to hand that the deputation was received by Sidney Buxton, May 2, who expressed his sympathy with the mechanical instrument trade, and promised that the matters brought under his notice should receive careful consideration.

What Mr. Hall Caine Thinks!

The eminent novelist, Hall Caine, writing in the London Daily Telegraph, under date April 28, says: "I have been present, for the first time, today, at a sitting of a Grand Committee of the House of Commons, and I am afraid I must say that it has seemed to me a fearful and wonderful thing." After criticizing the mental confusion apparent with some of the speakers, he continues:

Musical Records.

"A still more glaring illustration of confusion of thought came to us during another solid half-hour which was devoted to musical records. It was objected, to the provisions protecting composers from the reproduction of their songs, that (a) a great industry had grown up in the manufacture of unauthorized records of various kinds, and therefore legislation ratifying copyright in songs might ruin large vested interests unless limited by a compulsory license; and (b) that, as the mechanical inventions which made records possible were not created or contemplated by the composers, the composers had really no right to profit by the results.

"Was ever confusion worse confounded? The fact that a great industry had grown up in the absence of law by taking property which has not been paid for is the most illogical of all possible arguments why we should continue to allow property to be confiscated, or dealt with outside the owner's control. A mechanical invention does not exist for itself, but for the music it is intended to reproduce. It is not the Pianola as a machine that I want in my house, but Elgar, whose works it can interpret. Therefore, the composer, being the prime factor in the enterprise, is the first party the law ought to protect. Yet, as the law now stands, I pay the inventor, the cabinetmaker, the shopkeeper, and the agent, but I do not pay the one man without whose work the work of all the others is useless. With what clarity of mind or honest exercise of the moral sense can members of Parliament pretend that they are protecting copyright while they are doing their best to dig the grave of it?"

"But, indeed, the last, and strongest, and most painful of the impressions made upon my mind by to-day's first meeting of the Copyright Committee was just this impression of the absence of the moral sense. For instance, it was said (I think without protest) that, inasmuch as mechanical musical inventions had brought happiness into the homes of vast masses of the people, they ought not to be disturbed, or, if touched at all, they ought to be tenderly protected against the encroachments

BRITISH RECORD MANUFACTURERS SEEK PROTECTION.

Meet and Take Steps to Have Stringent Clauses in New Copyright Modified—Strong Resolutions Passed—General Confusion Evident—Sidney Buxton Promises Assistance.

(Special to the Talking Machine World.)

London, Eng., May 5, 1911.

Talking machine traders throughout the world will find the latest developments in regard to the copyright bill of great interest. It has passed the first and second reading in Parliament and is now under discussion for amendment of certain clauses by a committee appointed by the government. In effect the bill differs very widely from the act of last year, which, as our readers are doubtless aware, fell through automatically with the dissolution of the old Parliament last December. Indeed, the provisions of the act as at present published are much more drastic. Whereas originally the clauses dealing with copyright as applied to records and perforated rolls, expressly and unconditionally withheld from authors any claims of a retroactive nature, the present bill provides that "where any person has, before July 26, 1910, taken any action by which he has incurred any expenditure or liability in connection with the reproduction or performance of any work in a manner which at the time was lawful, nothing shall diminish or prejudice any rights or interest arising from or in connection with such action which are subsisting and valuable at the said date, unless the person who by virtue of this section becomes entitled to restrain such reproduction or performance agrees to pay such compensation as, failing agreement, may be determined by arbitration." In other words, for all practical purposes the present act is retrospective in so far as, and providing that the copyright owner is willing to pay the costs entailed in the mechanical reproduction of his composition, he is vested with the right to call for a reckoning-up with all of the record makers who may have issued prior to July, 1910, any record of such composition. Apart from its actuality, the operation of this clause is likely to entail endless confusion and complication of interests between the parties concerned and if any one clause calls for amendment it is this.

New Copyright Act in Force July, 1912.

The Grand Committee began their consideration of the act on April 28, and according to present intention they will sit every Tuesday and Thursday until the bill is finished. After discussion of matters not particularly relevant to this industry, Mr. Rawlinson, K.C., moved to omit the paragraph which enacted that copyright should include the sole right "in the case of a literary, dramatic or musical work, to make any record, perforated roll, cinematograph film, or other contrivance by means of which the work may be mechanically performed or delivered." He explained that his object was to direct attention to the case of those people who made rolls for musical instruments and records for gramophones and similar instruments of torture (laughter). If the clause passed in its present form, people who had put their money into the industry would lose it. The clause was an absolute departure from the present law, and exceptional treatment was due to an industry which had grown up under the existing law. He had therefore put down amendments, which would come at a later part of the bill, to provide for compulsory licenses, as in Germany, Russia and the United States, and to prevent the bill from being retrospective in this matter. Mr. Buxton, president of the Board of Trade, who has charge of the bill,

said "it placed the composer in exactly the same position as any other author, but he admitted that there was a good deal to be said on both sides of this question. He suggested, however, that the best way to raise the subject would be by means of a new clause." Sir H. Craik said he had never heard a lawyer advance a weaker argument for a departure from law than that robbery had been committed in the past. These people had taken what they had no right to take. "No!" At any rate, they had no moral right. Croydon Marks, M.P., Mr. Edison's attorney here, reminded the committee that the clause gave record makers protection from piracy, from which the industry suffered at the present time. Mr. Buxton said he did not share the fear that the bill would place any burden on an industry which had grown up and which had produced a large amount of employment and pleasure. The government were prepared to give very careful consideration to the question, and he hoped the sub-section would be passed on the understanding that the matter would be raised later. Mr. Rawlinson thereupon withdrew his amendment.

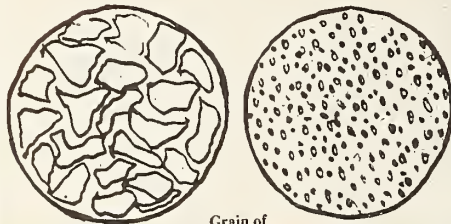
An Important Trade Meeting.

Wednesday, April 26, was a momentous day in the history of the talking machine trade, for it signaled an important and thoroughly representative meeting of record manufacturers at the offices of the Gramophone Co., Ltd., to discuss the steps which had been taken for the protection of their interests, and to appoint a deputation to wait upon the president of the Board of Trade, who had consented to receive it. J. D. Robertson, of the Gramophone Co., was voted to the chair, and apart from representatives of the perforated roll trade, the following members of talking machine firms were present: S. W. Dixon and J. D. Robertson, Gramophone Co., Ltd.; Louis Sterling and James Van Allen Shields, Columbia Phonograph Co., Ltd.; J. E. Hough, J. E. Hough, Ltd.; Croydon Marks, M.P., National Phonograph Co., Ltd.; Max Samuel, Barnett Samuel & Sons, Ltd.; O. Ruhl, Beka Record Co.; H. Heyder and A. Vischer, Klingsor Works; Fonotipia Co., Ltd.; E. Sommerfeld, Favorite Record Co.; Messrs. Craies and Stavridi, S. P. Turner, Pathé Frères, Ltd.; George Murdoch, John G. Murdoch & Co., Ltd.; J. Dow, Mr. Herzog, New Polyphon Supply Co., Ltd.; J. Broad, Mr. Barrand, Dacapo Record Co., Ltd.; and Messrs. Auerbach and Frenckel, English Record Co., Ltd.

Croydon Marks' resolution, "That no copyright should be conferred upon any work published at the date of the passing of the act," was carried unanimously. A further proposal by the same gentleman to the effect "that compulsory license should be procurable by all at any time, on equal and equitable rates, and that in arriving at the rates there should be no discrimination between manufacturers, and regard should be had to the artists

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSFEDT
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph
bei Apolda i. Th., Germany

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence :

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means :

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

of the people who are trying to create new vested interests. Think of that! Because the gramophone is a pleasure to me, I am not to pay for it—that is to say, the essential part of it, the music of it. I am to steal that part, and the law is to help me in the stealing of it!

"Why will not honest people be honest with themselves? Either they have the right to take the work of the author and composer without paying for it, or they have no right to do so, and ought to be told to keep hands off."

STATEMENT FROM KLINGSOR WORKS

London, Eng., April 25, 1911.

Editor Talking Machine World, New York City, N. Y.:

Dear Sir—Owing to some of our competitors having bought some of our Klingsor type of cabinets from our furniture manufacturers and ad-

vertised same under various names similar to those of our Klingsor models, we shall feel obliged if you will kindly make a distinct statement in your next issue of *The Talking Machine World* which will make it clear to all intending buyers that although our competitors are using some of our cabinets for their machines similar to ours, they will not be able to make our Klingsor patents, which give our machine the qualities which are so appreciated, namely, a natural and clear reproduction, mellow and sweet music, pleasant to listen to and which does away with harsh and tinny music. For this reason the Klingsor remains the only musical talking machine. Intending buyers should insist on seeing our registered name, Klingsor, which is cast into our double soundboard. We remain, dear sir,

Yours faithfully,

KLINGSOR WORKS.

THE ACOUSTICON IN CONGRESS.

Its Value in Magnifying Sound Makes It of Great Value When Used in Connection with the Telephone—How the Modern Legislative Chamber May Be Equipped.

(Special to *The Talking Machine World*.)

Washington, D. C., May 9, 1911.

The little black metal disc standing upright on Speaker Clark's desk in the House of Representatives is not, as a recent French visitor thought, a target at which Western and Southern member might practise gunplay, but an acousticon, a truly remarkable device which the superintendent of the Capitol has been giving a thorough trial.

The acousticon is a sound magnifier, and to it is attached a copper cable. Connecting with this cable are ordinary telephone wires, the number of which may be practically unlimited, which connect in turn with ordinary telephone receivers. It is the intention of the Capitol authorities to place one of these receivers in every committee room and office in the building, and in every office of the new Congressional office building, when that is completed. When this system is in working order, if a member does not wish to get in before the Chaplain's prayer or the reading of the journal, he may enjoy a cigar in his office until he hears through the receiver the Speaker's voice proclaim that "the gentleman from New York is recognized for five minutes," when, if he desires, he can proceed to the floor, or, if the particular bill under discussion is of no interest to him, remain where he is until something else comes up. No matter in what part of the chamber a speaker is standing, the acousticon transmits his words faithfully, and the man at the receiver can hear with as much distinctness as though he stood at the Speaker's desk. Whether the speaker's voice is raised to a shout or lowered to a whisper does not interfere with the clearness of the transmission.

It is even thought, though the trials so far have not actually been carried to that length, that the acousticon wire might be connected with an ordinary long-distance telephone, so that a member in Chicago or New York could sit in his library and listen to the remarks of his colleagues upon the floor of the House in Washington.

The value and convenience of the device is undoubtable, and would greatly facilitate the conduct of business. Should no quorum be present the Speaker need merely remark, "All gentlemen at receivers will please come upon the floor," and, as if by magic, the wheels of legislation can in a few moments be set going. In fact, one enthusiastic member sees no reason why two of the instruments might not be placed in operation, one working each way. In the House chamber would be placed a receiver in the form of a large megaphone, from which would issue the tuneful quotations of poetic members or the reverberating tones of the deep voiced, to be caught up by the acousticon upon the Speaker's desk and distributed impartially among the members listening at their receivers in Buffalo, Carson City, Canton, or Mobile. Thus would be eliminated the necessity of coming to the Capital City at all.

Timid Senators are also becoming interested in the acousticon. With Tillman and Jeff Davis there, and John Temple Graves looking in, they cannot but reflect upon how much more delightful it would be to sit in a secure committee room, with the door safely bolted, and listen to the sound of the shoutings of the captains, than to be actually upon the field—perhaps trampled beneath the hoofs of their chargers.

Another device of a somewhat similar nature is planned for members' individual offices. By means of the dictograph, as it is called, a member may sit at his desk in one room, or walk up and down the floor, and dictate letters or speeches to a stenographer several rooms removed. When he has finished his dictation he can ring a bell, and the stenographer reads back his notes, the sound being magnified, so that the member may get an idea of how the speech will sound when delivered upon the floor of the House. Should a member wish a conversation to be recorded, without the knowledge of the other party thereto, it is easily accomplished, or if he wishes another member, not privileged to be bodily present at a conference, to hear what is being said, wires connecting at a central switchboard are coupled up, and the thing is accomplished.

But suppose that sometimes some of the people's representatives should forget to ring off connections!

THE TRAVELING MAN.

Some of the Necessary Traits—What He Should Know and How He Should Be Treated.

I have had some experience as a salesman on the road, and have been on intimate terms with many of the best and have picked up some points from them, and in looking them over carefully I notice those who have gone to the front have been men who have been blessed with good health and an even disposition; who never get into a controversy with customers; who never get into politics; who are always pleasant in their manners and who know how to leave a customer just as pleasantly without an order as with one.

Who know enough to get away as soon as they have gotten through with business and keep what they know under their own hats, says a writer in the *Hardware Dealers' Magazine*.

A dealer don't want his orders discussed or shown. The transaction should be confidential. The success of any salesman depends very much on the manufacturer or jobber he represents.

The best possible feelings should exist between them and with perfect confidence in each other.

Will also say in connection with this that the correspondent in the office must be very careful how he writes to a customer, as well as to the salesman. A pleasant letter should be written to them. A word of encouragement goes a long way with a salesman who is far from home and is doing his best, although not getting the results wished for.

Put him in position to make money enough to keep him out of debt. With these conditions existing, nothing short of a panic can keep him from success.

There is as much novel entertainment, as well as plain evidence of recording quality, on the *demonstration* side of the Columbia Demonstration Double-Disc Record, as can be bought for six times 10 cents—and pretty nearly every purchaser of one of them takes pains to prove it to his friends.



Columbia Phonograph Co., Genl., Tribune Building, New York

WORLD WONDERS ECLIPSED

By the Wonderful Inventions Which Are Now in Everyday Use—This Is an Age of Magic and We Hardly Know It.

Several new sets of seven wonders of the world are now in daily use—wireless telegraph and phone, airships, phonography, moving, speaking, pictures, micro-photography, electric furnaces and spectrum analysis. Any one of the seven is greater by far than were the famous seven wonders of all antiquity. And other combinations could be easily formed, says Edgar Lucien Larkin in the American.

One not in this list, the stopping of a passenger train from high speed in a very short time by a distant train dispatcher by wireless transmission of electric waves, is greater in itself than all wrought by Greeks and Romans. Airships, dirigible from a station on the earth, are also greater triumph of mind than any achievement of all Mesopotamians or Egyptians.

The Owens River aqueduct in California is superior to any feat of engineering ever performed, for pyramids, hanging gardens and temples with the ancients were not so magnificent as this water conduit, with its remarkable siphons. Likewise the Panama Canal.

The entire wonders of all ancient times are eclipsed by the mighty works at Niagara Falls.

Photo-microscopy by means of the new Jena glass, ultra-violet light microscopes, has simply opened the corridors of a new, almost infinite, universe—that of the excessively minute. Hitherto unknown objects by literal millions are discovered by means of the new science of microscopy and then photographed. Thus numberless species of bacteria whose existence was not suspected are discovered, photographed on moving picture films, then magnified again and thrown on a screen, where all can peer into the deeps of a universe as complex as the stellar structure.

Phonographs are so wonderful that the imagination is surpassed. Every language can now be recorded for future generations to compare with languages then spoken. Had the primeval Sanscrit Aryans made use of phonographs, and these survived the wreck of time and hateful war, we should now be able to hear the root words of all Aryan languages.

The transmission of grand opera, concerts, oratorios, songs, orchestra music, speeches, sermons and all sounds desired from a center to the people of an entire State is one of another set of seven or of a hundred modern marvels.

The transmission of newspapers, printed as the news arrives from all parts of the world, in your own homes, is in sight. A book would be required to even mention the advance in physiology and biology, with the greater advance in the recondite and abstruse studies in mind-properties.

Intensive farming is bringing every foot of land to a point where it produces full capacity. Intensive storekeeping should bring the available public up to its highest purchasing power."

GEO. M. COHAN MAKES RECORDS.

Yankee Doodle Comedian Sings Ten of His Songs for the Victor Talking Machine Co.—Gets Liberal Contract.

It is reported that George M. Cohan, "The Yankee Doodle Comedian," has at last fallen under the spell of the talking machine, for a consideration said to be in the neighborhood of the amount paid Caruso, and has recently made records of ten of his songs for the Victor Talking Machine Co. The records are the first ever made by the comedian, and, it is stated, have proven very satisfactory.

SUCCESS OF NEW ATTACHMENT.

New Fiber Needle Attachment of the Talking Machine Supply Co. Meets with Instant Favor of Trade and Machine Owners—Simple and Effective.

The Talking Machine Supply Co., 400 Fifth avenue, New York, report that their new fiber needle attachment, recently put on the market, is one large success, and that dealers are pushing the attachment for all it is worth. The fiber needle possesses features that appeal to many talking machine owners, and the fact that with the new device, which is simple in operation and meets the situation perfectly, they find it an easy matter to use such needles as their fancy dictates, without being under the necessity of carrying the entire sound-box to the store of the dealer to be fitted for use with fiber needles. The price of the attachment is another factor in its favor. The other specialties of the Talking Machine Supply Co., including their various brands of steel needles of high quality, are also much in demand, and each morning the mail brings in orders of a volume that furnishes a reason for Max Landay's smile.

RECORDS BY DAMROSCH ORCHESTRA.

Thomas A. Edison, Inc., Orange, N. J., recently made a number of records played by the full Damrosch orchestra in New York. The selections are said to be among the finest "instrumentals" ever recorded by Walter H. Miller, manager of the laboratory.

WHAT HE SHOULD KNOW.

After a man has been selling goods for some years he should either know all about human nature, or confess his failure and quit the job. A great salesman, and a manager of other men who sell, shows a shrewd appreciation of the nature of men, when he says: "It should make no difference what objection a man makes to my machine. In one sentence, this is the answer that should be made to him: 'That, my dear sir, is one of the very reasons why you should buy one.' He can't afford to buy. That is the very reason he ought to have one, because, with one of our machines in use, he will make so much more money that his financial condition will be easy. His business is too

small. That is the very reason, because our machine will increase his business. He doesn't believe in new-fangled methods. That is the very reason, because our machine will teach him how much those methods will help him."

BUSINESS KEEPING UP WELL.

Landay Bros. Report a Strong Demand for Victrolas and Red Seal Records—Have Not Received Royal Warrant as Yet.

Landay Bros., the well-known Victor distributors of New York, state that business in their line at the present time is of a very satisfactory volume, and that thus far this year the record for the corresponding months of 1910 has been left well behind. The strongest call is for the various styles of Victrolas and the Red Seal records, and Landay Bros. make a specialty of catering to that class of trade in their well-located Fifth avenue showrooms. The house are somewhat surprised that they have not received a warrant as purveyors of talking machines and records to His Majesty, King George of England, in view of the fact that the members of the English peerage have proven such good patrons.

K. D. BISHOP A VISITOR.

K. D. Bishop, president of the U-S Phonograph Co., Cleveland, O., was in New York last week, calling at the office, 5 and 7 Union Square, and also upon John Kaiser, manager of the recording laboratory, 662 Sixth avenue.

THE REGINA CO.'S NEW QUARTERS.

The Regina Co. will probably get into their new premises, in the Marbridge building, Broadway and 34th street, before June 1. They figured on moving out at Broadway and 17th street today (15th), but the alterations necessary will not be completed in time.

IT HAPPENED IN NEW HAVEN.

There was a young clerk of New Haven,
Who was always a-boardin' and savin';
They called him a bore—
He now owns the store,
And is doing quite well in New Haven.

GREATEST FACTOR IN BUSINESS.

One of the greatest factors in modern business life is advertising. Occasionally we still find a business man who claims that it does not pay to advertise, but such relics of the past are getting scarce, while the number of men who have passed the stake boat in the race for success by using up-to-date advertising means increases all the while and the proof of the value of advertising grows.

"If I were asked to define salesmanship in one sentence," said a man who has sold goods for years, "I would say it was nothing more nor less than making the other fellow feel as you do about the goods you have to sell."

Improved model of the Columbia Grafonola "Regent" and first announcement of the new Columbia Grafonola "Regent Junior."



The Well-Proved Columbia Grafonola "Regent," with drawer extended, showing accessibility of record turn-table.



The Brand-New Columbia Grafonola "Regent Junior," listing at \$150. Same drawer as in the new "Regent."

You have never been able to place a hornless instrument of any make alongside the Columbia Grafonola "Regent" and make a sale on the basis of comparison—there is no substitute for it.

And yet here is this Columbia Grafonola "Regent" improved; the instrument that has had a large share of the \$200 business all to itself.

Heretofore access to the turn-table was obtained by raising a section of the table-top. In the new model this feature is done away with and all the mechanism is contained in the sliding drawer. This new arrangement leaves the table-surface of the instrument free and unobstructed to be used for its legitimate purpose.

Two hundred dollars as always, in Mahogany, (Golden, Fumed or Mission Quartered Oak—straight legs—to order, at no change in price). Circassian walnut, to order, \$250.

It was only natural to expect that further developments of this distinctive type of instrument, which so perfectly combines utility with entertainment, would be brought about.

The Columbia Grafonola "Regent Junior" is a little "Regent," designed to meet that very demand that the Grafonola "Regent" has proved to exist—a demand for a similar musical instrument of the same utility,

Columbia Phonograph Company,

DEALERS WANTED: EXCLUSIVE SELLING RIGHTS GIVEN

Creators of the Talking-Machine Industry. Pioneers and Leaders in the Talking-Machine At.

Choice of mahogany or oak in the Columbia Grafonola "Favorite," and a reminder of the pyramiding demand for the Grafonola "Mignon."



The Columbia Grafonola "Favorite" now has a double door and sells for \$50 in oak or mahogany.



The Columbia Grafonola "Mignon," which is a wonder in its tone, and a winner in its sales.

function and quality, of smaller dimensions and lower price.

Here, true enough, is a Columbia Grafonola "Regent" that will meet the demands of a very distinct class grade, and at \$150—a price that will be a temptation to any person who has an ear for music and knows its value when he sees it.

The Grafonola "Regent Junior" is a sure introduction to a great deal of new business, much of which has been waiting for the right instrument at the right time.

Don't miss this present opportunity to get a firmer foothold on the high-grade musical instrument business.

The Columbia Grafonola "Regent Junior" is furnished in genuine mahogany. The instrument is well-balanced and substantial, yet the elegant simplicity and gracefulness of the design give the appearance of an instrument of much lighter construction. The table-surface measures 40 inches by 26 1/2 inches and the height is 30 inches.

Any size disc record can be accommodated on the turn-table, which is located in the drawer as in the improved model of the Grafonola "Regent."

A powerful 4-spring motor of standard high-grade Columbia efficiency provides for the running mechanism.

en'l, Tribune Building, New York

WHERE WE ARE NOT ACTIVELY REPRESENTED.

holders of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

METZGER ON ADVERTISING.

The Clever Manager of the Publicity Department of the Columbia Phonograph Co. a Speaker at the Recent Gathering of the Connecticut Piano Dealers in Meriden, Conn.—His Helpful Suggestions Appreciated.

George P. Metzger, manager of the advertising and general publicity department of the Columbia Phonograph Co., New York, in the course of a few impromptu remarks on advertising before the fifth annual convention of the Connecticut Piano Dealers' Association, in Meriden, Conn., April 21, said in part:

"Advertising, so far as piano dealers handling talking machines are concerned, may be divided into four headings: Newspaper advertising, window advertising, store service and canvassing. During the course of his remarks Mr. Metzger outlined the scope and possibilities of newspaper advertising for telling the public a straight story about the goods that the dealer had to offer.

He illustrated by saying that Mary Garden was hard to capture, but now that the Columbia Co. had done the trick dealers should make capital out of the chance of selling records reproducing the voice of this favorite opera star. If the endorsement of a piano by Mary Garden or Lillian Nordica or Olive Fremstadt is supposed to give prestige to a piano, what piano dealer would deny that records of the living voices of those artistes are most appropriately offered for sale in the piano store? The two businesses—talking machines and pianos—should go together. Experienced dealers have long since found this out.

Regarding the advantages of graphophone recitals in piano warerooms, Mr. Metzger made it clear that they were invaluable in locating prospects. He declared that there are thousands of unknown prospects. "I live in a nice house in Stamford, Conn," he said. "No one has ever asked me if I own a piano, or if I want one. So far as I know my neighbors have also been unsolicited. Stamford is not different from other communities. There must be thousands who could be interested in pianos if approached properly. Likewise talking machines. It takes the average man quite a while to earn a dollar and much longer to save it, and it requires a whole lot of conviction and personal influence and human contact and faith and interest to get him to reach down and haul it out and hand it over for music."

The speaker laid particular stress upon the value of attractive window display, which he said was the most direct and effective way of getting customers into the store, and cited several examples where this method had been productive of great benefit to the dealer. Further, window dis-

plays often are neglected, but there was such a thing as paying too much attention to the window and too little to other features.

"Doubtless you dealers remember what Mr. Dooley said about a certain prominent personage," observed Mr. Metzger. "He described him as being like a great, fine house with a grand staircase at the front entrance. You go up this staircase, open the great, big front door, and find yourself in the backyard. The said prominent personage is typical of some stores in every town in the country. You drift along the sidewalk and you are stopped by an attractive store front—brilliantly polished plate glass, convincing display of goods inside the window, everything as it should be about the entrance. You step inside and the contrast is startling. Every ounce of influence that the front of the store could be made to exert has been effective. But inside the door you feel that most of the salesmanship is out in front.

"The next process in the making of sales seems to be lacking. The salesman may be courteous and obliging—entirely ready to sell you what you want, after you find out; but no positive effort is made to sell you the thing you may have come in after—not to mention something else in addition, which you likely enough would want if you were reminded of it. No customer ever wants a salesman to get pestiferous. It is true enough that a good many customers do not want the salesman to offer them anything except what they ask for. But if it is done in the right way they will not take offense; and I honestly believe," remarked the epigrammatic advertising manager, "every salesman in this business ought to take it home to himself that two-thirds of the people who come into the store and say what they want can be made to want a good deal more. All they want is to be shown, like the time-honored individual from Missouri."

In conclusion Mr. Metzger pointed out the various avenues through which the dealer might extend the influence of his business, notably that of direct canvass, a method, in his opinion, seldom fully taken advantage of. The address was attentively listened to and subsequently Mr. Metzger was warmly congratulated for his sage advice and suggestions.

COLUMBIA CO. BRIEFLETS.

The Columbia Phonograph Co., General, have notified the trade as follows: "On our July list we have a 65c. 10-inch double-disc record—A1010—listing on one side a duet by Jones and Van Brunt, 'All Alone,' and on the other side a solo by Arthur Collins, 'In the Land of Harmony.' We understand both of these selections are popular at the present time, and in order to get the full benefit from them we have decided to place them

on sale immediately." At the same time the firm announced 18 10-inch double-disc records in Swedish and Finnish to go on sale immediately. These records will be included in their next foreign catalog. No notice will be sent to dealers direct.

The company further add: "On account of the present popularity of music from 'The Pink Lady,' you are authorized to put on sale immediately record A1008. This record is a 10-inch Blue Label (75c.), will appear on our July supplement, and contains on one side the waltz song from 'The Pink Lady,' 'My Beautiful Lady,' soprano solo by Idelle Patterson, with orchestra accompaniment. On the other side is 'Fairy Moon,' sung by Columbia Male Quartet, orchestra accompaniment." Dealers have not been notified of this action by the executive office.

TRADE IN DETROIT RATHER QUIET.

But the First Four Months as a Whole Makes an Excellent Showing—Higher Priced Machines and Records in Demand—Columbia Phonograph Co. Open New Quarters—Doran Phonograph Co. Will Remove.

(Special to The Talking Machine World.)

Detroit, Mich., May 9, 1911.

The talking machine business in Detroit is undergoing a slight lull just now, after an unusually heavy business in the first four months of the year. No one visiting the stores would suspect that it was a lull, however, if he was not so informed, for everyone on the job is so busy that an interviewer has to take his talks piecemeal, between sales.

The business is running more and more to the highest-priced machines. "A few years ago," said the manager of the talking machine department of Grinnell Bros., "we used to think we had done a pretty good bit of work if we sold a \$50 outfit. Now we feel that to dispose of a \$50 machine is hardly worth while. Most of the sales are of outfits ranging from \$160 to \$225."

The managers of other stores gave like testimony. There is a good reason, they think, in the fact that people are realizing that a good machine will play a low-priced record in faultless style, while a cheap machine will not play even the costly records just right. Also, it is becoming a patent fact that "best" in the talking machine business means more than "best" in almost anything else. A talking machine furnishes vocal and instrumental music; music depends as much on the rendition as on the composition. If the rendition is not the best, the music is not liked, at least by people of musical talents. The highest-priced machines play the records best—hence the demand for the best talking machines.

The Detroit branch of the Columbia Phonograph Co. has moved into its new quarters, 114 Broadway, and just about the time this is going to press will be holding a formal opening. This week Manager Johns and his staff are working like—like—most anything strenuous, getting the new store into shape. It is in the brand-new building the other half of which is occupied by the Starr Piano Co. Manager Johns stated that the April business of the company was bigger than that of March, and considerably bigger than that of April a year ago. President E. D. Easton, of the Columbia Co., stopped in the city on his way home from a Western trip and inspected the new store.

The Doran Phonograph Co. are going to move, instead of taking the floor above the present location on Michigan avenue and making a two-story business of it. They already had begun the alterations necessary to the enlargement when they discovered a larger and better located store available for their purposes and changed their plans. They do not say where the new store is, for they have not quite completed negotiations for it, but are pretty well satisfied that the deal will go through.

The most provoking man to have in charge of your work is the man who knows how to do his work right and then doesn't do it. Where a man is ignorant, you can teach him, but where a man knows and then neglects to do his work right, he is a pretty hard case.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

TIMELY TALKS ON TIMELY TOPICS

At times The World has referred to the extraordinary business transacted by the Victor Talking Machine Co., and once in a while quoted figures regarding the wonderful total of the orders unfilled. In this respect the statement made by H. C. Brown, manager of the advertising department of the company, in his address on "Creative Advertising," delivered before the New York Piano Manufacturers' Association recently, is in point. The World has taken occasion, without official figures at hand, to say that the company were 10,000 Victrolas behind on orders. The true state of affairs appears to be, according to Mr. Brown, who is certainly in a position to know, that the unfilled machine orders for the entire world is 170,000, and of these 70,000 are Victrolas. It seems less than a year when Louis F. Geissler, general manager of the company, said the Victor Co. were laboring under a shortage of 84,000 machines of all kinds. The latest report is therefore significant of the marvelous growth of this great company, and they are to be congratulated, not only upon their foresight in following methods that have gained them the confidence of the public, but also upon the finish and quality of their product, which, after all, contributes greatly to their strength and makes their position so impregnable. Further details in support of this opinion would be superfluous.

It cannot be gainsaid that the question of quality as against quantity is a prime factor in the talking machine trade, at least in this country. The American manufacturers have long since learned the truth of this observation by actual experience. Besides the matter of patents protecting domestic genius and products, the introduction of foreign goods, attempted at various times and under conditions that were looked upon askance at times, has never appealed to dealers here in a convincing way. A record is probably a record everywhere; but when it comes down to the final analysis it is only the product that is fully understood and is appreciated by the people at large which commands the market. In this respect one country is like an-

THE POWER OF MUSIC.

Still Another Field Awaits the Invasion of the Talking Machine Dealer.

"The pen is mightier than the sword," is a well-known quotation, and "The talking machine is mightier than chains and shackles; more powerful than red-hot irons," is a saying soon to become as popular as its famous predecessor.

The charm of music has been known to man for centuries, but not until very recently has it been demonstrated conclusively and put to a practical use. The insane asylums of to-day use music to calm the shattered minds of their patients and find it eminently successful, even in the most violent cases. There is something so soothing in the sweet mingling of sounds that the poor maniac in the very midst of his raving cannot resist its subtle influence, and becomes as docile as a child. The padded cell and the straightjacket are no longer a part of the institution which has experimented with music along the lines above described and made it a part of its system.

Menageries, trained animal shows, and zoological gardens have all found music a humane substitute for the lash and hot iron in the taming of wild beasts and in disciplining them when unruly. Lions are particularly susceptible to music's magic spell. In the case of an incorrigible African lion which belonged to a traveling show, and upon which every ruse known to the intrepid trainer had been tried without success, every experiment seeming to make the savage beast spring more heavily against the yielding bars of his prison, his blood whipped into a very froth with demon-like fury, the circus band was called into the animal tent and stationed before his cage. A low, sad refrain was rendered with great expression, and the effect was instantaneous. The wild leaps grew shorter, the roars

other, and while the American public are great admirers of the magnificent music of the masters, as interpreted and rendered by the famous artists and are liberal buyers of these records, still there is a large trade in so-called popular or folk songs. In other words, foreign makers of records may, if circumstances permit, gain something of a foothold here, but unless they manufacture a product equal to the splendid goods bearing the domestic brand, and known far and wide, their standing will be uncertain, not to say precarious, judging by past performances.

More interest is being manifested in export trade than ever before. This is especially true of connections in Latin America. The manager of a talking machine manufacturers' foreign department, who had been invited to attend a convention of manufacturers apparently eager to establish friendly commercial relations with neighbors of the United States to the south, and say a few words, said subsequently: "I was surprised at the elementary ignorance of the export trade displayed by American merchants and manufacturers who were present. That is to say, they asked if their printed matter should be in the language of the country in which they wished to open a market for their goods! You know, the question has been threshed out for years and years, and the veriest tyro, it seems to me, would know what to say. Then as to packing—another chestnut, by the way—customs conditions and bank exchanges, and peculiarities of the people, naturally may be unknown, and are proper inquiries. But it only goes to show what the average business man here, desirous of cultivating an export trade in that part of the world, knows of what he should know. Generations of mercantile houses in Europe have given these propositions close study, at first hands, and now, when we are eager to enter their profitable markets and gain a foothold, not to say an influential standing, the thought seems to be all this valuable information may be acquired by a 'correspondence course, so to speak.' It makes me tired."

less furious, until at last they ceased entirely and the king of the forest lay down with a huge purr of content completely mastered by the entrancing melody.

Taking these facts into consideration, would it not pay the up-to-date dealer to demonstrate the superiority of the talking machine over the form of music now in vogue at the institutions heretofore mentioned, by showing how any character of melody could be kept constantly on hand at a ridiculously low price. Where a band or orchestra is now engaged a talking machine could be substituted and the difference in the cost of maintenance would be phenomenal.

Every dealer with the "get there" germ in his system is eternally hunting for something new, and when he finds it, he makes it help him in his business. The above is a suggestion for such a dealer.

HOWARD TAYLOR MIDDLETON.

ENTHUSE YOUR CUSTOMERS.

Make every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun and not the gun that wins the battle.

One man says you have succeeded because you have located at a certain place at the right time. Another says you have succeeded because you have had the opportunity. Abraham Lincoln said: "Don't whine about the lack of opportunity. There are opportunities for every one who is able to convince the world by his industry that he is worthy of success."

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

- 1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.
- 2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

Get a Columbia Double-Disc Demonstration Record into the hands of a talking-machine owner, and you have invested 10 cents, made a friend, insured a customer, and got your money back!



Columbia Phonograph Co., Genl., Tribune Building, New York

WORKING FACTORY NIGHT AND DAY.

General Manager of the Columbia Phonograph Co. Issues the Order to Keep Machinery Going Without Break.

The general manager of the Columbia Phonograph Co., on April 23, issued the following notice to the trade: "We are pleased to advise you that orders have been issued by our president, on account of the rush of business to which we are unable to keep up, that, beginning with to-day, and for an indefinite period the factory is to be worked both night and day. The business is in a very flourishing condition and we find it necessary to take this action in order to be able to cope with the enormous demand for our product."

Announcement has also been made that the Favorite Grafonola in mahogany, sold heretofore at \$60 list, on and after this month the list price would be \$50, the same as in oak.

H. A. Yerkes, manager of the wholesale department, who returned Monday from a run over the New England territory, reports creating a number of new dealers, and so far as could be ascertained, trade was of the expansion order.

Edward N. Burns, manager of the Columbia Co. export department, now in Europe, going before his scheduled time on May 1, cabled Monday he and his family arrived safely. After attending to a few important matters on the Continent and locating his folks in Switzerland, Mr. Burns will sail from Hamburg to Buenos Ayres, Argentine, S. A., and travel the entire Continent. He will not be back here before September.

The business of the export department has not been curtailed in the City of Mexico, notwithstanding the political upheaval, the magnitude of which dwells largely in the imagination of the resident daily newspaper correspondents. Possibly the data is difficult of verification, but "wireless" advices have it that President Diaz sent around the corner from the palace to R. Cabanas, general manager of the Compania Fonografica Mexicana, for the latest Mary Garden and Fremstad records to while his time and give zest to his otherwise precarious existence, were such a condition possible.

R. F. Bolton, manager of the Columbia Co.'s wholesale distributing agency, 89 Chambers street,

Opportunity to Buy.

Talking Machine Department For Sale.—Invoice about \$4,000 of Victor and Edison Goods in good town of about 30,000 inhabitants in California. Rent reasonable. Easy terms. Address "735," care Talking Machine World, 1 Madison Ave., New York City.

For Sale or Trade.

For Sale or Trade.—50 Ikonograph Parlor Moving Picture Machines. We will accept Edison 2-in. records in trade for all or part. HARGER & BLISH, Des Moines, Iowa.

Wanted.

Competent man to take charge of our Talking Machine Department. We handle Edison and Victor Lines. We are prepared to pay salary or salary and commission or division of profits. Write the LEACH PIANO CO., LTD., Montreal, Que.

New York, on Monday shipped his initial order to the Armstrong Piano Co., 603 Broad street, to their new location in Newark, N. J. The bill footed up \$2,200.

AN ASSET TO THE COMMUNITY.

What the Merchant Owes to the Community He Lives In—Money Not Always the Best Thing—An Honorable Business of Great Value to All.

A man owes to the calling by which he lives the best there is in him; he has no right to lower the standard, nor is it necessary for him to do this in order to satisfy any reasonable desire for gain.

To the merchant yet unborn we are obligated to bestow not only an institution in every way as honorable as the one we fell heir to, and one as much more capable as the advancement of civilization demands, and in doing the best for ourselves.

The first instinct in a man's mind is self-preservation, and the Almighty made it to be a laudable one, says G. W. Porter in the Hardware Dealers' Magazine. Next comes his family and then the community or country in which he lives. Some narrow down to the second; that is, we go no farther than the family. Our interest stops there, and there are a few instances on record where the idea of self-preservation has been so thoroughly rooted and so constantly nourished that it has been known to crowd out every generous impulse that happened to sprout.

These human beings very often make money, but they never make men and they build no monuments other than the one over their dust. They never reason except on a dollar-and-cent basis. The password to their intellect is Money. They

always make the dollar sign when they approach a proposition and they retire with the same sign. Such a man is a detriment to any community beyond the few dollars he is forced to spend in order to gather more from the people therein.

If you interest yourselves in nothing in your locality outside your own store let me ask you in fairness what right have you to expect to excite any interest in others? First, then, before you criticize your community for infidelity to you examine your own disposition. Get right with your people, and then you have some claim, and between you and me it will not long be a secret.

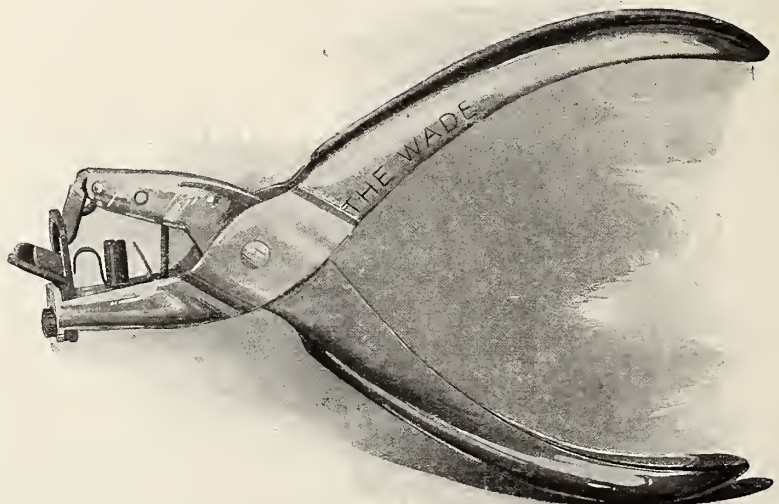
If we are engaged in an honorable business; if properly and honestly conducted, it is an asset to the community. If the value of our lands is based not alone upon what they produce, but also upon the institutions and equipment and facilities necessary to grow, harvest and market the produce; if the size, honesty, capability and wealth of these institutions is but a reflection of like conditions elsewhere in the community, there is no reason except ignorance why this should not be realized, and ignorance can be overcome.

CHARACTER MUST BE MAINTAINED.

"The salesman," says an experienced manager, "should present goods just as they are, not 50 per cent. of the truth nor 125 per cent. of the truth. The character and reputation that means so much to the house must be maintained by the salesman. He is not a free agent, but the personal ambassador of his firm.

The good-fellow racket is overworked. It has value, but it must be remembered that self-interest is the motive that compels a man to sign orders. Show a man how to sell and you have paved the way for him to buy.

THE WADE FIBRE NEEDLE CUTTER



Just Placed on the Market by the Talking Machine Co., Chicago, and described on page 42 of this Issue of the World.

GOOD PHONOGRAPH A TREASURE

Writes Walt Mason, the Famous Poet-Philosopher—Getting the Real Music at Home and in Comfort—A Few of the Terrors of the Theater and Concert Hall Avoided—Good Outfit Never Yet Started a Riot—The Logical Way to Really Enjoy Music.

The smart writers on the big newspapers never miss a chance to say something cunning about phonograph music, which they profess to despise, but a good deal may be said in behalf of that sort of music, writes Walt Mason, the famous poet-philosopher, in the Emporia (Kan.) Gazette. When a man owns a good phonograph and a list of good records, he always has a sane and inexpensive entertainment ready to hand. The word "good" should be emphasized in this connection, however, for it is easily possible to obtain a phonograph that will torture a whole neighborhood, and it is this fact which has caused a prejudice against the machine. A man who hears a few tin-panny records played over and over by the folks next door begins to wish he had the toothache for a change.

A good phonograph, playing good music, never yet caused a riot. The man who owns it frequently is requested by his neighbors to leave the windows open, so they can participate in the noise, and nobody ever goes gunning for him. The phonograph habit grows on him, and after a while he'd rather hear a song from the machine than from the original human singer. This fact was illustrated recently when a celebrated chorus appeared in Emporia. A local phonograph fan had several records made by that chorus, and enjoyed them. When the organization came to town his wife and other distant relatives insisted that he should go to the concert.

"You enjoy the singing of that outfit through the phonograph so much," they said, "that you should hear the real thing." So he girded his loins and put on his beautiful garments and went to the concert, and had a beastly time. The hall was too hot and he was covered with honest sweat throughout the entertainment. He was surrounded by women who had soaked themselves with perfumery, and who were always whispering or giggling. The seat he occupied was designed by some man who had a grudge against the race and wanted to break as many backs as possible. Moreover, the singers were so homely that it was a trial to look at them. One had no chin, and another wore side whiskers, and several had bad teeth, and they were always bowing and smirking and making themselves ridiculous.

The phonograph fan was sick of the whole disgusting business before the entertainment had been in progress for fifteen minutes, and would have

given \$5 to be at home, but the perfumed women were packed around so close he couldn't get out without stepping on their laps. There was no end to the concert. The singers were anxious to give full value for the money, and they responded to every encore and wailed tiresome songs that made the fat sick at heart. Every time you go to a public entertainment you are exposed to this annoyance. A few people in the audience will like a certain song, and will clap their hands and stamp and scream until it is sung over again. They don't care whether you like it or not, they don't care how many may be bored. Utterly selfish, they kick up their racket until they get what they want, like babies screaming for their rattles.

With a phonograph in the house you escape all such disagreeable experiences. You can hear the best songs without having to look at side whiskers or bad teeth. There is no tiresome bowing, no responding to encores. If a phonograph singer begins a song that you don't like you can shut him off with one motion, and nobody's feelings are hurt. You can sit in your favorite chair, with your feet on the mantel, and have no women packed around you like sardines in a box. Under such conditions you enjoy music, and when you are tired of it you can stop the machine, and beat your wife, and break some furniture and have a good time generally. That the phonograph is abused and ridiculed is largely the fault (?) of the manufacturers. If they would record only good music, and cut out the rag-time monstrosities and the silly talking records, their wonderful machines would enjoy a better reputation, and the policy would pay in the long run.

* * *

[Perhaps Walt Mason overlooks the fact that most manufacturers would prefer to record only the highest class of music, but they aim to supply the market with what is demanded, and popular songs and talking records are good sellers. The manufacturers are not in business for the benefit of their health, nor as musical educators pure and simple.—Ed. T. M. World.]

FREE MOVING PICTURES.

Dr. Leipziger Suggests That Public Lectures Include Them.

A number of the members of the New York public lecture corps got together last week at the Astor to whoop it up for Dr. Henry M. Leipziger, their chief. He was at the speakers' table and heard all the demonstration in his behalf. After he had made his speech some one got up and proposed the Chautauqua salute for the doctor. He got it.

All the speakers joined in praising the New

York system of free public lectures. Dr. Leipziger told of the necessity of educating the adults as well as the younger generation. He favored illustrated lectures and read testimonials from people who had been benefited by some of the 5,400 lectures given during the past year.

He thought that the rivalry of the moving picture shows which were taking many away from the lectures would not last long, especially after moving pictures were added to the lectures, as he proposed they should be.

The other speakers were Justice Isaac Franklin Russel, Egerton L. Winthrop, Jr., and Dr. George W. Knox, of the Union Theological Seminary. Dr. Willis F. Johnson presided.

"RUSH" BUSINESS AT THE EDISON PLANT.

Business at the factory of Thomas A. Edison, Inc., Orange N. J., during the month of April was splendid—far in excess of that of April, 1910; in fact, it was a banner month, and the company are encouraged in the belief that May will be equally as heavy, if, indeed, not heavier. This augurs well for summer business. There was a brisk upward movement among the higher-priced instruments—the special Triumph equipment and the Amberola—and a demand for the modern-priced instruments with Model "O" and "R" equipment. The factory is considerably behind in orders for these reproducers, both as separate instruments and as part of Amberol attachments, and although production has been increased they cannot yet see light. They have managed, however, to supply all jobbers with at least part of their initial orders and expect in a week at the most to entirely cover the trade. The demand for Music Master horns has been very heavy, and the manufacturers have so far been unable to supply the requirements of the Edison trade. Record orders took a tremendous spurt with the announcement of the new record exchange plan, and have been climbing steadily ever since.

Goods and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stand for something more than dollars and cents.

A bank will help a dealer who has a clean, attractive store much quicker than it will a dealer who doesn't give a tinker's damn whether the store is clean or not.

**The Voice of
the Talking
Machine is
Through the
Diaphragm**

The New Art Diaphragm

MADE IN BOTH FIBRE AND ALUMINUM

is full of holes and music, and constructed on entirely new principles. Produces wonderful, clear, rich and musical tones, better than anything yet used. Made to fit all Talking Machines and Phonographs. ¶ Will help to sell more machines and records than any other device yet brought out of any description.

WRITE FOR PRICES AND TERMS TO

**The Talking Machine Co. 218 Worthington St.
SPRINGFIELD, MASS.**

VALUE OF PRICE MAINTENANCE.

Why It Is Best for Manufacturer, Retailer and Purchaser Discussed by L. B. Jones, the Well-Known Advertising Expert of Rochester—Restrictions on Retail Price Does Not Mean the Elimination of Competition but Puts Trade Battle on Basis of Quality and Service Rather Than on Mere Cheapness.

Does the restriction of retail prices benefit or injure the public?

The right of the manufacturer to maintain a restricted price policy must, in the last analysis, depend upon the answer to that question. If such price restriction actually throttles competition, it is a bad thing—if, on the other hand, it encourages competition in quality and in service, it is a good thing.

There is more than one kind of commercial competition. There is competition in price, with its ever-attendant danger of loss in quality. There is, where established, maintained and published prices prevail, a healthy competition in quality. The former is sometimes and the latter almost universally to the benefit of the ultimate consumer.

The manufacturer who restricts the prices at which his goods are to be retailed to a certain figure, is just as much in competition with other manufacturers of similar goods as are those who do not restrict prices—but in a more healthful way. Bear in mind, however, that this discussion refers only to an individual concern or corporation—not to a combination between natural competitors to create an artificial price. That's another and quite foreign subject, though, unfortunately, likely to be confused by some people with the real question at issue.

The manufacturer who publishes a price list on his goods, allows a certain discount to the dealer in those goods and then insists on that dealer selling his goods at the list price, is by no means free from competition. If he sells wisely, he has familiarized himself with the average percentage that it costs the dealer to handle his goods, and he makes his discount large enough to pay the dealer a normal profit—a profit that will be satisfactory to him, but not big enough to prove a constant temptation to cut prices. In making his list price, this wise manufacturer will put it at a figure that will pay him a normal profit, after giving a discount to the dealer that will likewise pay him his normal profit. Such manufacturer is as much in competition with other makers of goods as though he had no established price—but his consumer customers get a square deal; they all buy his goods at the same price.

The retailer must make a certain percentage of profit over and above the cost of doing business or go into bankruptcy. Isn't it manifestly fairer to the consumer if the dealer nets 5 per cent. on what he sells to Smith and 5 per cent. on what he sells to Brown than it is for him to lose 5 per cent. on what he sells Brown and make it up by netting 10 per cent. on what he sells Smith? And that's just what happens every day where retail prices are not restricted. Every retailer knows this, though the buying public does not. The restricted price plan is, in fact, particularly favorable to the small consumer, the man whom the courts are ostensibly trying to protect. It has been decreed that the railroads shall not discriminate against the small shipper by giving a lower rate, whether directly or by rebate, to the big shipper than the small shipper enjoys. Carried to its logical conclusion, the price restriction policy means the same thing. All retail purchasers are treated alike. It means the square deal.

And how is the manufacturer affected? He has a widely advertised article at say \$10. It is generally known that his goods are sold at list price only. The dealer is already receiving a normal discount. This manufacturer usually keeps ahead in improvements in his line, but, for the sake of argument, we will admit that a competitor announces an important and genuine improvement. What happens? One of three things: An improvement in the article in question to meet the competition, a cut in price in order to pick up the cheaper trade in this line, or, if the margin of

profit will not admit this, an entire abandonment of the manufacture of such article. In cutting the price, if that method be followed, the price at which the goods are to be retailed may still be restricted at whatever lower level may be decided upon as a normal price at the new level forced by the competing improved product. Price restriction has in no way prevented a general lowering of price; it has simply maintained a uniform price.

A restricted price means that the goods are to be sold at a certain price, that the retailer is not to go either above or below that price; but if the established price is abnormally high for the quality of the goods, it cannot live. No mere restricting of price can annul the laws of supply and demand or of commercial competition. Indeed, goods that are sold at known prices offer themselves to the keenest competition because it is so easy for the manufacturers of competing articles to figure just what can and must be done.

The result is that the manufacturer of restricted price goods is alive to the fact that he must constantly back up his prices with quality. He is averse to changing his methods or permitting the retailers to change their methods of handling his goods, because he takes an honest pride in his one-price-to-all policy. The result is a constant effort to better his products, a constant effort to give his customers more for their money. It is a competition just as keen and far-reaching, as bitter if you like, as a competition in price-cutting. Because one manufacturer of automobiles restricts the retail price of his car to \$4,000, another to \$3,000, another to \$2,000 and another to \$1,000 does anyone maintain that there is no competition in automobiles? And similarly there is competition between dealers even though they maintain prices—a competition in service to their customers that makes or ruins their business, and, locally, the business of the concerns whose cars they handle.

Take hats. Dunlap and Knox derbies are restricted at \$5. You can't buy one for less, yet you can buy a pretty good-looking derby for \$1 and a better one for \$2, and something really good for \$3. But Dunlap and Knox are by no means free from competition. It's a competition of quality. They just put style and goodness into their hats, else men would buy the cheaper ones. They compete with each other and with the imported hats and with, perhaps, some other \$5 hats. They compete with the cheaper hats by offering better style and quality. But it would be absurd to say that hats cost more because Knox and Dunlap don't permit the retailer to cut prices on their goods until the season is over.

To the careful observer there can be but one conclusion as to the merits of the policy of price restriction. That policy means a square deal to the ultimate consumer. It means that one man's money is as good as another's. It means that those manufacturers who adopt the policy must make good goods in order to maintain their prestige, must be ever on their mettle to anticipate competition, must forestall it by making improvements and making them before the other man does. The market is still open for those who do business on the other basis, but if their goods do not equal or better the restricted price goods, the public will buy the restricted price goods.

Competition began with commerce. Competition must continue to exist so long as there are two or more separate concerns manufacturing similar goods for the same market. If one of these concerns makes highly superior goods and is equally alert in its selling methods, it will, by reason of the law of the survival of the fittest, get the big share of the trade. Whether prices are restricted or not has nothing to do with the case further than the fact that the concern that makes the goods of known quality is in a position to make its prices known and stick to them. Having quality, it can afford to compete on a quality basis. No underhanded methods by which one customer is gained at the expense of another need be resorted to.

The price restriction policy means a square deal for the consumer, a reasonable profit to the dealer and a constant effort toward betterment of the product on the part of the manufacturer.—Printers' Ink.

READY FOR BUSINESS.

Ohio Concertophone Co. Prepared to Make Contracts with Dealers to Handle Their Concertophones—Some of the Details.

(Special to the Talking Machine World.)

Cincinnati, O., May 7, 1911.

The Ohio Concertophone Co., owner of the Concertophone, which is being manufactured at Rising Sun, Ind., and will also be partly made at 641 Main street, this city, have just opened up a suite of offices in the Grand Hotel building, West Fourth street.

After having gone through a great amount of experimental work the company are prepared to do business. The officers are: President, John J. Dittgen; vice-president, Otto Zimmerman, music printer of this city; secretary and treasurer, J. F. McFee; and general manager, A. L. Irish. Among the directors are prominent Cincinnatians. Mr. Irish is well known to the talking machine industry, being the one who put the Talkophone on the market at Toledo.

The Concertophone, which will run 25 records, has been tested out for hotels and grill rooms, barber shops and poolrooms, and other places where men congregate. One was recently installed in the lobby of the Gilsey Hotel, Cleveland, and \$8.45 was collected the first day. The one in the poolroom, basement of the same building, averages \$20.40 per week.

DISPLAY AT REAL ESTATE SHOW.

The Columbia Phonograph Co. Made Hand-some Exhibit at the Real Estate and Ideal Home Show at Madison Square Garden Recently.

The Columbia Phonograph Co. had an exhibit of their entire line at the Real Estate and Ideal Home Show, which was held in Madison Square Garden recently. The company occupied a space 17 x 20 feet, on the main aisle, and made a special exhibit of the Grafonolas, particularly of the new \$50 model, which is peculiarly adapted for use aboard yachts, motor boats, in summer cottages and camps. A complete stock of grand opera records, including those by Mary Garden, Fremstad, Cavalieri and others were also featured. The space was appropriately furnished and decorated, as it would be naturally, when such a master in effective display as Hayward Cleveland, manager of the company's Twenty-third street store, is in charge. The latter, by the way, made something of a hit with a special record used by the McKnight Realty Co., to exploit their exhibit. It was kept going constantly in connection with a Grafonola.

VISITORS AT THE EDISON FACTORY.

Among the visitors at the plant of Thomas A. Edison, Inc., at Orange, N. J., recently were: F. H. Van Duzer, Port Richmond, S. I.; H. F. Dutcher and Mr. McManus, Nyack, N. Y.; H. G. Stanton, of R. S. Williams & Sons Co., Toronto, Ont.; F. H. Putnam, of Putnam-Page Co., Peoria, Ill.; O. G. Andrews, with J. H. Barney, Jr., & Co., Newport, R. I.; A. W. Toennies, of Eclipse Phonograph Co., Hoboken, N. J.; W. E. Henry, Covina, Cal.; C. Howell, of Rudolph Wurlitzer Co., Chicago; Rudolph Wurlitzer, Jr., of the same company, Cincinnati, O.; E. H. McFall, of the National Automatic Fire Alarm Co., New Orleans, La.; Louis Buehn and E. B. Buehn, of Louis Buehn & Bro., Philadelphia, Pa.; L. L. Goodman, A. B. Smith, C. E. Robertson and G. S. Schnell, Philadelphia, Pa.; George Weichel, North Wales, Pa.; A. B. Butcher, Camden, N. J., and G. A. Wurtele, manager phonograph department of Gimbel Bros., Philadelphia.

A commercial traveler is on friendly terms with the porter of a sleeping car that he uses frequently. "Well, Lawrence," announced the salesman one morning, gleefully, "I have good news for you. We've had a birth in our family—twins." "Dat am no birth, sah," said Lawrence; "dat's a section."

BUSINESS IN AUSTRALASIA.

Craven-Taylor Co. Achieving Big Success with The Columbia Phonograph Co.'s Line in the Development of a New Market.

Of the many activities of the Columbia Phonograph Co., General, its commercial relations with Australia and New Zealand, through its representatives, Craven, Taylor & Co., headquarters at 226 Clarence street, Sydney, N. S. W., tend to assume remarkable importance, judging by the results that have been accomplished by this progressive firm during the very short time it has represented the Columbia in these two countries.

After scarcely nine months' Columbia business, Craven, Taylor & Co. have found it necessary to secure a long lease of a five-story building giving accommodation for three times the quantity of stock their former Sydney premises allowed, and in addition to this, wholesale premises have been secured in Melbourne to enable them to better care for the trade in that city and Victoria.

These most gratifying results have been accomplished despite the fact that the disc type of machines and records which Craven, Taylor & Co. are pushing the more extensively are but little known, and that the bulk of the dealers are more than comfortably stocked with old-type cylinder machines and records, which have not found an over-ready demand.

Craven, Taylor & Co. are conducting wholesale business only, and have been extremely fortunate in securing very able retail representation in Sydney, the metropolis of the commonwealth, through Cameron & Hill, who have opened a splendid store on George street, right in the heart of the shopping district, where they are featuring the complete Columbia line—disc and cylinder graphophones, double-disc and indestructible cylinder records—exclusively.

A thorough survey of the New Zealand territory, covering both the North and the South Islands, has proved immensely satisfactory, showing strong indications of a steadily increasing market as the Columbia product and the Columbia policy, which is fully maintained by Craven, Taylor & Co., become better known.

The Columbia Phonograph Co. are certainly wide awake to the business possibilities in these two countries and have good reason to expect a steadily increasing business with such a progressive representative as Craven, Taylor & Co., who are thoroughly familiar with local conditions and requirements, to look after their interests.

SLOT MACHINE COMBINATION.

Authorized Capital Will Be \$6,000,000 Stock and \$3,600,000 Bonds.

Allotments to the syndicate underwriting the Autosales Gum & Chocolate Co. have been made, and it is stated that the subscriptions were so large that they had to be scaled down. This company were recently incorporated to merge about thirty different concerns operating slot machines and manufacturing chewing gum and chocolates.

The authorized capital of the new company will consist of \$6,000,000 stock and \$3,600,000 6 per cent. bonds. Not all of that amount, however, will be issued at the present time.

While there are still some details to be closed up in regard to the merger, it is believed that the following companies will be included: Stollwerck & Co., which manufacture and own automatic vending machines operating throughout the United States and Canada; Cogan Gum Co., of Louisville, Ky.; Bon Bon Co., of New York; Bon Bon Co., Ltd., of Canada; Ripe Fruit Gum Co., of Chicago; Newton Gum Co., of San Francisco; United States Coin Lock Co., of New York; Union Vending Machine Co., of New York; Boston Coin Machine Co., of Boston; Franco-Swiss Chocolate Co., Franco-American Chocolate Co., United States News Co., of New Jersey; Green & Fish Co., of Boston; Automatic Beam Scales Co., Grover & Haskell Co., of Boston; Individual Drinking Cup Co., Automatic Vending Co., of New York; Inter-

national Vending Co., Bloodberry Gum Co., Bradshaws, Ltd., Railway Automatic Scales Co., Keystone Trading Co., Royal Remedy & Extract Co., National Automatic Weighing Machine Co., Gum & Sweet Meat Co., Champion Scale Co., Manhattan Introduction Co., and the Gum Supply Co.

THE CIRCULARIZING DELUSION.

Some Pertinent Comments Upon the Waste of Time and Money Spent in Endeavoring to Get Business by Means of Circulars or "Dodgers"—Hard to Kill Superstition.

However open-minded an advertising man may be concerning the proposed second-class postal changes, he cannot help feeling how utterly amateurish has been almost all of the opinions put forward by critics of publishing and advertising.

It was said, for instance, before the close of the recent Congress that it should matter little to the Government even if the proposed tax on magazine advertising did drive advertisers out of the magazines. They would then use circulars, it was blithely urged, and Uncle Sam would get still more postage!

The spectacle of the National Biscuit Co. or the Procter & Gamble Co. circularizing the American housewife through the mails is almost comical if it were not so nearly imbecile. Assemblyman Fry introduced into the New York Legislature recently a bill providing a penalty for stuffing handbills into letter-boxes and doorways. This bill simply represents a now universal distaste for the circular, as well as concern for municipal cleanliness and conservation of energy. In the old days, when circularizing was popular, one of the shrewdest of the circularizers declared that he was perfectly aware that two-thirds of the circularizing was pure waste, but he didn't know how to do any other kind! Needless to say, this same advertiser years ago learned how to do periodical advertising and has long, long ago quit circularizing except through dealers.

The circular sent through the mails is not one whit less of an intruder than the "dodger" distributed locally. It has no standing in the consumer's mind, even if it gets to him. The periodical, on the other hand, is deliberately chosen, sought out and paid for by the reader with the complete understanding that it is to be partly advertising. The fact that the average reader wants his advertising just as much as his reading matter was rather lost sight of in the recent postal excitement.

If advertisers should suddenly, by some unimag-

inable calamity, be compelled to go back to circularizing again, a more severe dent in business progress would be made than any panic which Wall Street gymnastics have ever been able to accomplish. There are still too many who have a hankering for circularizing. A Western manufacturer asked C. M. Post not long ago where he could get a list of names to circularize his product, and Post told him in no uncertain words how mistaken he was and how expensively foolish his proposal. As Printers' Ink aptly says: Old superstitions are hard to eradicate.

HONORED BY HIS ASSOCIATES.

Gift of Handsome Watch Fob with Gold Locket Set with Diamond to Paul H. Cromelin by His Associates of The Columbia Co. Previous to Formally Severing Connection.

On the Thursday before he formally severed his connection with the Columbia Phonograph Co., General, Paul H. Cromelin, vice-president, was presented with a very handsome watch fob, with a gold locket set with a beautiful solitaire diamond. The inside was engraved with the lettering, "Paul H. Cromelin, from His Associates in the Columbia Phonograph Co., Thursday, April 27, 1911."

No formal presentation was made, but the fob was placed on Mr. Cromelin's desk, with a letter signed by everyone of the staff at headquarters, from the junior office boy, all of the young ladies, the heads of departments, with their respective corps, to General Manager Geo. W. Lyle and President Easton, about 55, so that each contributed a share and participated in the graceful tribute. It is unnecessary to add that the recipient was nearly overcome with pleasure when he arrived in the morning and found the gift and what it meant.

Price maintenance is based upon the broad principle that the manufacturer, the jobber and the retailer, are entitled to a just living profit in the sale of a commodity, and it goes further than this: it takes into consideration the consumer.

Judicious advertising does not consist in spending a whole lot of money, but rather in taking advantage of opportunities and making every dollar invested in advertising an actual asset to the business.

No matter how good the line you are selling and how reasonable your prices are, until you enthruse a dealer with the value of your goods and their merits you cannot hope for the largest possible amount of business.

THIS LINENOID RECORDING HORN

WILL DEVELOP YOUR RECORD BUSINESS.

In every city there are hundreds of people who would like to have their voices or music recorded—The Linenoid Recording Horn



MAKES RECORD MAKING EASY—

BECAUSE it is especially designed for that purpose. It is made of pure linen, *seamless*, and has the greatest carrying qualities of any phonograph horn on the market.

This is because of its peculiar textureless and non-metallic construction. It carries to or brings from the record only the pure unmixed sound of the voice or instrument. The length gives carrying qualities and wonderful volume.

Just tell your customers what this horn will do. You will be surprised by the number of people who will want it to make records with. Made of pure linen, moulded in one piece without seam or joint. Size, 25x6, the correct proportion for record making. Don't neglect this feature.

THE PARDEE-ELLENBERGER CO., New Haven, Conn.

The Columbia Grafonola "Regent" has had a high class of business all to itself. It still *keeps* that monopoly; the new "Regent Junior" suits a little different taste, at a little lower price, and takes a little less space.



Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NEWS FROM BALTIMORE.

Business Fair During the Past Month, but Not Up to Dealers' Expectations—Some of the Alleged Reasons for Dulness—Good Reports from Surrounding Country—What the Various Houses Are Doing to Capture Sales.

(Special to The Talking Machine World.)

Baltimore, Md., May 4, 1911.

"The past month has not been a very lively one with the talking machine dealers in Baltimore," said one of the well-known dealers in speaking of trade conditions with a representative of the Talking Machine World. We expected to have the rush continue until well on into the summer, but it looks now as though we are in for the usual late spring and summer falling off. This is particularly the case with the high-priced machines, which went fine during the fall and winter. In fact, figures show that the past six months have been among the best for the big fellows, while the sales of high-priced records kept up in excellent shape all through the cold months. It is impossible to say what has caused the falling off during the latter part of April and the first part of the present month, unless the unseasonable weather and the various big attractions which have been in progress during the past month have figured against the trade. Baltimore has been the center of many big conventions and other meetings during April and the first section of May, while the races and various Wild West shows and circuses have held the boards. It may seem strange to say so, but it is a fact that the talking machine dealers always suffer when these special spring attractions come to town. Then the weather has been most peculiar and I have no doubt whatever that this has had something to do with the present condition of trade. Personally, I do not look for any big rush again until the Fall, although I expect the Summer trade to be better than it was at that time last year."

This statement about expresses the general sentiment of the local talking machine men. The bulk of the business has been with the small machines, although there has still been a good demand for the high-priced records. Baltimore seems to have become a great city for opera and all the new selections in this line as well as many of the old favorites have been in constant demand.

Manager Laurie, of the local branch store of the Columbia Phonograph Co., stated that while business locally has been more quiet than for several months' past, the reports from the out-of-town sections handled by the local branch have been very satisfactory. Some idea along this line can be gleaned by the announcement of the company's traveling representative who has just returned from a trip through the States of Virginia and North Carolina. He informed Manager Laurie that he had signed up several new contracts while on the trip and that business all through the sections in which he visited was particularly brisk. Mr. Laurie stated that the Columbia Favorites are having a nice run, but there has been noticeable a decrease in the demand

for Grafonolas. The high-priced operatic records are popular, while the greatest hits in the popular song records are those of the airs sung by Bert Williams.

At Cohen & Hughes, who handle Victors, it was stated that the month has not been as heavy in the way of sales as for the several preceding periods. They still look for some good weeks though before the usual Summer lull sets in.

Manager Albert Bowden, of Sanders & Stayman, who handle both the Victor and Columbia lines, announced that the month has not been up to what has been generally desired. He says that he has several good prospects which should help along the Spring trade.

At E. F. Droop & Sons Co., Manager Roberts in his usual optimistic manner, said that while the month did not show up quite as well as March or February, he still looks for good results during the balance of the Spring, and has hopes for the early Summer trade showing up well.

GRAFONOLA REGENT, JR.

Is the Name of a New Style to Be Put on the Market by the Columbia Phonograph Co.

The Columbia Phonograph Co., General, New York, have notified the trade that they have placed on the market the Grafonola "Regent Junior." This machine will list at \$150. In style it resembles somewhat the Regent, though it is smaller in size and without record capacity. Its equipment is a regular four-spring motor with 12-inch turn table and slide drawer, and for the present will be furnished in mahogany only. This new table Grafonola is unique and very attractive. Its size and compactness will be found an advantage which will give it a market where a larger table will not serve, and with all its other advantages and at the reasonably low price they have fixed.

CATCH RECORD THIEF.

Persistent Detective Work Results in Capture of Culprit "with the Goods on Him"—Held for Trial—A Previous Conviction on Same Charge.

The Blackman Talking Machine Co. have solved the mystery of the disappearing records, which has been the source of considerable trouble during the past few weeks, and as a result of some real Sherlock Holmes stuff the gatherer of waste paper who visited the store each morning is now out under bail awaiting trial before the Court of General Sessions. The theft of the disc records, chiefly Red Seal, had reached a point where on several occasions over \$50 worth of records were stolen in one day, so an elaborate trap was laid and the culprit caught in the act after over a week of steady waiting. As he left the store with the records concealed in a large bag with the waste paper two detectives on watch outside made the arrest. All the records were secretly marked in order to avoid all chance of the evidence proving faulty, for in a previous case a conviction was lost owing

to the fact that there was no mark by which the records could be identified as belonging to the company. In a previous record-stealing case in which the Blackman Co. figured the thief was convicted and received a three years' prison sentence.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1911.

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:

APRIL 18.

Bahia, 65 pkgs., \$2,442; Berlin, 69 pkgs., \$1,604; Bluefields, 3 pkgs., \$136; Brisbane, 14 pkgs., \$947; Callao, 7 pkgs., \$478; Cienfuegos, 3 pkgs., \$119; Curacao, 6 pkgs., \$120; Demerara, 18 pkgs., \$707; Havana, 13 pkgs., \$977; 6 pkgs., \$135; 6 pkgs., \$512; Havre, 3 pkgs., \$307; Iquique, 4 pkgs., \$293; Limon, 2 pkgs., \$101; Liverpool, 6 pkgs., \$500; London, 22 pkgs., \$2,750; 185 pkgs., \$3,438; 55 pkgs., \$2,425; Rio de Janeiro, 62 pkgs., \$4,591; Sourabaya, 23 pkgs., \$851; Surinam, 6 pkgs., \$217; Vera Cruz, 27 pkgs., \$856; Vienna, 12 pkgs., \$120.

APRIL 23.

Barranquilla, 6 pkgs., \$316; Berlin, 26 pkgs., \$585; Buenos Ayres, 19 pkgs., \$1,164; Colon, 9 pkgs., \$161; 4 pkgs., \$160; Gothenberg, 4 pkgs., \$99; Guayaquil, 21 pkgs., \$717; Havana, 2 pkgs., \$397; Havre, 56 pkgs., \$796; London, 2 pkgs., \$120; Macoris, 11 pkgs., \$228; Manila, 112 pkgs., \$5,091; Vienna, 39 pkgs., \$850; 51 pkgs., \$1,806.

APRIL 30.

Berlin, 76 pkgs., \$2,072; Buenos Ayres, 182 pkgs., \$11,527; Callao, 3 pkgs., \$163; Ceara, 16 pkgs., \$887; Colon, 8 pkgs., \$340; Demerara, 3 pkgs., \$150; Havana, 13 pkgs., \$400; 1 pkg., \$102; Kingston, 5 pkgs., \$256; La Guayra, 20 pkgs., \$1,197; La Paz, 8 pkgs., \$584; London, 106 pkgs., \$3,454; Southampton, 2 pkgs., \$127; St. Kitts, 6 pkgs., \$152; Sydney, 76 pkgs., \$3,455; Vera Cruz, 92 pkgs., \$2,859.

MAY 7.

Antigua, 3 pkgs., \$129; Cartagena, 23 pkgs., \$1,290; Guayaquil, 5 pkgs., \$372; 22 pkgs., \$575; Havana, 3 pkgs., \$167; 2 pkgs., \$259; Havre, 104 pkgs., \$1,172; Jacmel, 2 pkgs., \$158; London, 180 pkgs., \$3,659; 12 pkgs., \$297; 1 pkg., \$100; Manzanilla, 2 pkgs., \$416; Milan, 5 pkgs., \$141; Singapore, 1 pkg., \$362; St. Petersburg, 9 pkgs., \$167; Sydney, 1,178 pkgs., \$9,051; Valparaiso, 1 pkg., \$131; Vera Cruz, 136 pkgs., \$4,830.

Thomas Goggan Bros., of Houston, Tex., who handle such well-known pianos as the Chickering, have a handsomely arranged Victor department as a feature of their store. In addition to talking machines they handle a full line of small goods and sheet music.

Your advertising should be news; information about the goods you are offering. *And quote prices.*

NEWS FROM SOUTHERN CALIFORNIA.

Trade Rather Uncertain During April—Some Recent Trade Changes—Various Personal Items of Interest—Mischa Elman Proves an Attraction—The Talking Machine in the Mexican Insurrection—Visitors of the Month—New Stores Being Opened.

(Special to the Talking Machine World.)

Los Angeles, Cal., May 4, 1911.

April, which is generally an uncertain month, has been both good and bad. Some dealers have fared well, while others are complaining of a little quietness, which, however, seems passed, since the rainy season is practically over. A few changes are reported in the trade since that writing, among which we find Richard M. Hendee has taken over the business of W. R. Walsh & Co., Otay, Cal., who have handled phonographs for several years. Chas. G. Fairbanks is the successor to Farley & Wilson at San Dimas, Cal.

Ed. E. Parker, of Sisson & Parker, Lindsay, Cal., paid a visit to Los Angeles a few days in view of making several additions to their store and stock.

F. Clausen, of Templeton, Cal., who is an Edison dealer in that city and who never before visited Los Angeles, was a recent caller upon the local jobbers.

R. L. Rochefort, Holtville, Cal., Imperial Valley, visited Los Angeles. Mr. Rochefort has been ill for some time past, but is now fully recovered and is working up a trade in machines and records.

Thomas H. Macdonald, of the Columbia Phonograph Co., has been spending several days in and about Los Angeles. In company with Wm. F. Stidham, manager of the local branch, he has visited many of the adjoining towns. Mr. Stidham reports a splendid trade, especially in Symphony records, which are now being issued by his company.

The recent visit to Los Angeles of Mischa Elman, the famous Russian violinist, is worthy of considerable mention, his appearance here having caused a great demand for his Victor records. Albert D. Wayne, manager of the retail department of the Southern California Music Co., supplied a Victrola and a special selection of records for his use in his apartment at the Alexandria and had the pleasure of visiting him as well as entertaining him in the Victor department. Mr. Elman allowed Mr. Wayne to display his famous \$10,000 Amati violin in the Broadway windows of the company, where it was a great public attraction during his stay in this city. Mr. Elman was detained in Los Angeles several days longer than expected on account of a slight illness. Percy Kahn, his worthy accompanist, who is also known for his assistance in making Victor Red Seal records, was a visitor and shared the pleasure of the Victrola in Mr. Elman's apartments. The instrument was autographed by both Mr. Elman and Mr. Kahn and has been displayed to the many patrons of the talking machine department.

We regret to note the death, during the middle of the month, of P. A. Collins, proprietor of the Pasadena Music House, Pasadena, Cal., which came after a long illness. Mr. Collins was a long established Victor and Edison dealer, which lines were carried in connection with his piano store.

There are two new dealers on Hill street which is now recognized as a new shopping district. These are the Baxter-Northrup Co., 514 South Hill street, Columbia dealers, and The House of Jones, 610 South Hill street, which has a splendid line of Victor goods, including Victrolas and Red Seal records. Both new concerns report gratifying trade.

The Andrews Talking Machine Co., 422 South Broadway, are enjoying a good share of trade and have recently added the Columbia line.

The South Western Sales Co., with offices in the Security building, are doing nicely with the Dictaphone, for which they are agents.

E. S. Deble, of the Southern California Music Co., San Diego, Cal., was presented with a nine-pound baby boy which he intends to make a talking machine man of.

W. A. Voltz, of Thomas A. Edison, Inc.,

is now in Southern California after a long stay in the northern part of the State. He is meeting with prosperity on every hand.

K. I. Okada, 313 Jackson street, is one of the many prosperous Japanese talking machine dealers in this city.

Frank A. Ingersoll, of the Wm. R. Gratz Import Co., who sells talker needles, has his headquarters at 502 Jeffries building, in this city. Mr. Ingersoll has just returned from a trip up the coast to British Columbia.

Geo. P. Austin, of Oxnard, is again breaking records for sales in his vicinity.

Normandie Avenue School gave a delightful May festival entertainment a few days ago for the purpose of raising enough money to buy a talking machine. All told, the school raised \$250.

A. G. Farquharson, special representative of the Columbia Phonograph Co., who has just returned to Los Angeles after an extended trip in Arizona and along the Mexican border, reports the following unique conditions at the seat of war:

"It is a well known fact that the average adobe house of the Mexican peon is severe in its simplicity," says Mr. Farquharson. "A string of chili peppers, a picture of the Saviour and a graphophone constitute, in most cases, the entire furniture. On the occasion of the capitulation of a town or village, some pillaging necessarily takes place, and the Federal soldier or fire-eating Insurrecto has very little use for the chilis, being already well supplied therewith, nor does the emblem of religion tempt him; but a graphophone, to take the place of a much needed band, an instrument whose martial music will enable him with flying colors to march, 'e'en to the canon's mouth,' or whose soft strains of 'La Golondrina' or 'La Paloma' at the bivouac, 'mid camp fires and cigarette gleaming,' will waft him to hacienda and home. Hence it is no uncommon thing to see a fierce Insurrecto, mounted on his sturdy mustang and arrayed cap-a-pied, with a graphophone swinging from his saddle bow, or to find at least one transport wagon of the Federal army loaded with a complete talking machine department."

At Naco, Ariz., a small town on the Mexican border, Jacob Marks, a Columbia enthusiast, entertains Uncle Sam's troopers with a Grafonola Favorite, to whom he has already sold several. At the town hall every week a dance is given and Mr. Marks, attired as Captain Sousa, presides over a "B C" machine, the strains from which entrance the merry couples and waft far away across the line to the land where stalks the spectre of war.

George T. Fisher, of Tucson, whose beautiful music store is the finest in the territory, reports good business in his Columbia, Edison and Victor departments.

Bisbee, in the heart of the copper mines, shows its appreciation of the well stocked Muir Music House.

The Redewill Music Store of Phoenix are erecting a fine \$50,000 building and have planned an up-to-date talking machine department.

B. Tilton, of Prescott, enthuses over the future prosperity of his city and is kept busy supplying his many music-loving patrons.

W. Andrew Jones & Co., of Flagstaff, report brisk business, which is steadily growing.

Among the callers of the month at the Columbia headquarters were: W. F. Kiel, of San Jacinto, Cal.; J. R. Brakey, Ventura, Cal.; Mr. Caldwell, of Caldwell & Thornburger, Whittier, Cal.; C. E. King, Santa Paula, Cal.; Mr. Pendleton, of Pendleton & Clark, Barstow, Cal. All are pleased with business conditions and enthusiastic over the future outlook.

SET THE WIRES AFIRE.

Fire in the office of the United States Telephone Herald on the fourth floor of No. 132 West Thirty-fourth street, at the luncheon hour the other day, blocked traffic on Broadway in the shopping district for over half an hour.

The United States Telephone Herald is a corporation that furnishes musical compositions to subscribers over the telephone. In response to a call, A. E. Memmert, the chief engineer, had just turned on a song called "I'm All Alone," when

there was a flare and an explosion and the wood-work of the instruments caught fire from the defective insulation. Memmert didn't wait to see if "I'm All Alone" had been properly connected, but yelled "Fire!" and ran for an alarm box. The fire was put out with little trouble.

VICTROLA SHIPPED TO INDIA.

The talking machine department of Chas. H. Ditson & Co., 8 and 12 East 34th street, New York, recently made a sale of a Louis XVI Victrola and three hundred Red Seal records to A. W. Ogden, Madras, India. The goods were shipped May 8 in a special zinc-lined case. It was a cash sale, and John J. Wood, the manager of the department, feels a little bit proud of the clean cash transaction.

No great sale has been made without fighting again—and again—until the arguments went home.

SONORA

HIGHEST CLASS
Talking Machines and Records

The Latest

And the Best



Showing Soundbox in position for 1111 h

STYLE O—OAK
STYLE P—BIRCH MAHOGANY
Price \$25

Other Machines: \$40, \$50, \$60, \$75 and \$100
Record Stands and Cabinets: \$12, \$30 and \$50

**SPECIAL ADVANTAGES OF
SONORA PHONOGRAPHS**

PLAY ALL DISC RECORDS PERFECTLY

INVISIBLE HORN: To make them Convenient and Beautiful.

COVERED CASES: To Eliminate the Scratch of the Needle.

MOTORS: Of Highest Quality, built by the top-notch factory of the world, whose experience is not approached by others.

DUPLEX SOUNDBOX: Of Superb Tone, whether used with Needle or Sapphire.

SPEED REGULATOR AND INDICATOR: Simple, Reliable and Uniform.

PATENTED TONE MODIFIER: Affording Surprisingly Pleasant Modulations.

PATENTED AUTOMATIC STOP: Acting directly after the tune is finished. A positive necessity after its advantage is once realized.

The Sonora Phonograph is the only make of machine on the market equipped with this attachment.

We want responsible live agents in some remaining territories whom we will treat liberally.

**Write for Catalogue and Discounts to
Sonora Phonograph Co.
78 Reade Street, New York**

THE TRADE IN THE SAINTLY CITY.

Volume of Business During April and for Opening Days of May Pleases Dealers—Much Interest Shown in the Victrola IX—News of the Salesmen and Managers—Considerable Price Cutting Charged by Dealers—Record Noise of Skating Rink for Use in Court—Visiting Dealers Place Good Orders.

(Special to The Talking Machine World.)

St. Louis, Mo., May 8, 1911.

Local talking machine men appear in the best of spirits and speak of especially good business in April and of May opening with a rush and several of them reported sales for May day, which was unseasonable enough to be almost wintry, that were very exceptional for any season of the year.

With the Victor agents the talk is all of what the new Victrola IX will do when it is put on sale. Manager Levy, of the Aeolian Co., wholesale department, said that the new machine was meeting with exceptional demand and that less than 20 per cent. of the dealers had not placed orders. The first shipment of the new machine is due here May 8 and it will require a good many shipments to catch up with the demand already established. "It is the machine we have been wanting for a long time," said Mr. Levy, "and I fully expect that it will set a new record for talking machine selling. We are looking for a big run in our retail department and what the wholesale department will do is already shown by our order books."

Manager Robinson, of the talking machine department of the Thiebes Piano Co., has a large placard in the show window inviting any and all to come in and ask about the new \$50 Victrola. He says that this sign has brought many callers and they have been very enthusiastic when told what was promised and that he has quite a list of persons who are to come for a demonstration as soon as the machine can be shown. "I think that this machine means the end of the horn," said Mr. Robinson. "The hornless machines have proven popular from the first, but the price keeps many persons away from them. This machine comes at a price that is within the reach of scores of persons who can appreciate quality and who have felt that they could not pay the price asked. It will prove a great winner."

L. A. Cummins, who went to the Aeolian Co. as a traveling salesman when that company bought the St. Louis Talking Machine Co., a year or more ago, has resigned. At this writing he is not yet attached, preferring a few days' vacation before he finally accepts one of several places open to him. The Aeolian Co. has not announced his successor.

Thomas A. Edison Co., Inc., have not yet announced a successor to J. H. Allgaier, their traveling salesman in this territory, who killed himself by jumping from a hotel window in Quincy. Mr. Allgaier had been in the local field but about a year, but had impressed the local trade with the fact that he knew his business and had made many friends. It is thought that his determination to die was due to ill health and domestic troubles. His family came here from Philadelphia shortly after he came, but soon became dissatisfied and returned to that city. While here Mr. Allgaier made his headquarters with the Silverstone Talking Machine Co., in this city.

Retail dealers report excellent sales of Easter records, especially vocal selections. Two concerns

which profited greatly by window displays were the Bollman Bros. Piano Co. and the Thiebes Piano Co. The former concern had an especially handsome design worked out in a large window with an abundance of lilies and rabbits and a scroll design and mentioned "Open Ye Portals" and the "Hallelujah Chorus" as specialties. The Thiebes Piano Co. mentioned especially "Jesus Christ Is Risen To-Day" and "Angels Ever Bright and Fair." Both of these houses report large sales of talking machines with good sales of expensive records. Most of these records went for home use, but a greater number than for any previous years were understood to be bought for special Easter services and entertainments.

In speaking of record sales, it is freely commented that there is a lack of educational records to be sold. The correspondence school advertisements have caused many foreigners who own machines to drop into local stores and ask if they have lessons in English grammar for sale, stating that they have seen such lessons advertised for foreign languages, but they would like to get a few for English. In this connection also is the constantly widening field for school work. The St. Louis schools have not yet made the advance in taking up the talking machine that local dealers would like to see, but many teachers, especially high school teachers, are buying machines and are using them to a certain extent with their classes. The feeling is, however, that if there were more records this trade could be pushed harder.

R. E. Thompson, of East St. Louis, has taken a position with the wholesale taking machine department of The Aeolian Co.

Along the line of the interview published in last month's World with a local retailer complaining that the wholesalers were permitting too many neighborhood men to get on their lists as dealers is a complaint from all of the downtown retailers that the neighborhood men have become especially active in price cutting. They say that it is next to impossible to get direct evidence upon which to base a complaint, but that they know from conversation of persons who come to the stores inquiring about machines that they have been offered a cut price on any machine that they select, but that this neighborhood dealer has impressed upon the customer the necessity of saying nothing, and as the dealer is usually an acquaintance or a friend, the customer keeps still, and after examining the machines and mentally deciding which is wanted, leaves the big store to get a \$10 or \$25 off, according to the bond of friendship and the price of the machine. The dealers complain that with the manufacturers keeping prices at narrow margins and the small dealer cutting prices, there is not as much joy in life as there should be with an increasing trade. In this connection, however, it should be said that retail dealers are praising the recent service given them by local jobbers and that the improvement within this calendar year has been especially noticeable.

The Silverstone Talking Machine Co., wholesale and retail Edison agents, had an unusual commission a few days ago in an order to make records of the roller skating noises that reached a livery stable from an overhead rink. The Langan & Taylor Moving Co. keep forty-five horses in a stable at 3313 Olive street and the upper story this winter has been rented for a roller rink. Recently Langan & Taylor have noticed that their horses were ailing and they put the problem up to their veterinary, Dr. S. I. Schwab, who declared it was neurasthenia. Langan & Taylor decided they would sue somebody, the owner of the building or the owner of the rink, and to prepare their case consulted Mark Silverstone and he sent a machine to the stable and got some excellent records of a skating rink. The noise uttered by the machines when these records were put on were truly wonderful. But when the rink folk heard of the noise records (it may be that they were permitted to hear them) they decided to shut down the rink and the case will not go into court, so a jury misses one of the most novel talking machine shows that was ever billed.

Ambassador Conover, of the Talking Machine Co., Chicago, recently spent several days with the trade here.

The Aeolian Co.'s wholesale talking machine department has moved the greater part of the stock into the new quarters at 1009 Pine street, directly in the rear of the main store, but the plans for the new department have not as yet been completed.

Manager C. B. Walthall, of the Columbia Phonograph Co., reports a splendid business for April in all departments of the local store. The \$50 Favorite model, hornless, is living up to its name so well that it cannot be kept in stock and advance orders are booked for both local delivery and shipment. Record sales are especially satisfactory, the Gay, Garden, Baklanoff and Fremstad records proving the leaders.

The Columbia Phonograph Co. supplied a \$200 machine that was offered by the Knights of Columbus for a voting contest at their recent carnival, which ran for two weeks in one of the large halls and drew city-wide crowds. The machine was kept in use during the entire run of the carnival and during the afternoons was the only music in the building and drew many surprised comments as to the satisfactory music it furnished for a large gathering. Miss M. Crowley, of 2940A Clark avenue, was awarded the machine and when she called at the Columbia store to select the library of records that accompanied the gift she expressed great gratification over her prize and commented that she was one of many who learned for the first time during the demonstration of the machine at the carnival that the Grafonolas were really hornless and, in fact, that there were hornless machines that were satisfactory.

Marion Dorian, treasurer and auditor of the Columbia Phonograph Co., spent a week in the St. Louis store in April checking up the books. Upon leaving for Kansas City he expressed his satisfaction at the business gains in this territory.

W. W. Fisher, Columbia dealer at Murphysboro, Ill., was a recent caller in St. Louis.

E. D. Easton, of New York, president of the Columbia Phonograph Co., spent one day in St. Louis in company with District Manager W. C. Fuhri, of Chicago. Mr. Easton came from Kansas City and departed for New York.

Miss A. Traube, of the Traube Furniture Co., of Alton, Ill., Columbia dealers, was a recent caller at the Columbia store here to select an order of records and discuss promotion of record sales with Manager Walthall. She was greatly impressed with the possibilities of the 10-cent demonstration record.

George A. Crisp, recently with the Aeolian Co.'s talking machine department, is now connected with the Columbia Phonograph Co.'s retail department.

THE COLUMBIA POSITION DEFINED.

Manager Lyle Makes a Statement Concerning Recent Talking Machine Litigation.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., in an interview with a representative of The World, made the following statement:

"Our attention has been called to a circular letter recently sent out by the Victor Co. under date of April 12, referring to Johnson patent No. 896,059, covering the manufacture of disc records.

"Some of our dealers have inquired with reference to the effect of this decision on the talking machine industry, and especially with reference to the handling of our product.

"In our opinion Johnson patent No. 896,059 referred to, together with Jones patent No. 688,739, owned and controlled by us and under which the Victor Co. were licensed, means the protection of the American market against foreign manufacture for a long time to come.

"Our trade need have no fear regarding the effect of the decision on our product, as we will now, as heretofore, hold harmless anyone handling goods of any description manufactured and sold by us."

Change your ads. the moment one begins to look shop-worn. And quote prices.

JOKERS' NOVELTIES

AS A SIDE LINE
WILL NET BIG PROFITS
TO TALKING MACHINE DEALERS

Everyone appreciates a harmless joke, and our novelties sell fast. Send for our proposition on 60 Kinds of Jokes. Samples of any of the following sent prepaid on receipt of price, or the entire \$1.30 worth for \$1. Write us before turning this page!

| | |
|---|--------|
| Cigarette Box that explodes a cap..... | \$0.25 |
| Box of 60 "No-Burn" Matches..... | .10 |
| The Great Nail Puzzle..... | .10 |
| Take Revolving Picture (eye blacker)..... | .25 |
| Water Squirting Coat Button..... | .15 |
| Trick Lighted Cigarette Butt..... | .10 |
| Nested Boxes (special for suckers)..... | .25 |
| Pencil that Doubles Up..... | .10 |
| Entire list, \$1 postpaid, see above. | |

Jokers' Supply Co., P. O. Box 1753, Boston, Mass.

CONDITIONS IN QUAKER CITY.

While Past Month Did Not Come Up to Expectations It Was Better Than Same Period a Year Ago—Buehn & Bro. to Open House in Pittsburg—Dealers Awaiting Victor IX Machines—Excellent Reports from Heppes—Max Landay a Visitor—Budget of Columbia News Tells of Business Activity.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 8, 1911.

The talking machine dealers have felt the April dulness, but not to the extent as the other lines of the trade. Most of the dealers admit that the month did not come up to their expectations, but it was better than April of last year, and for this they seem duly thankful.

The purchasers of records have switched off again from the grand opera music to that of a lighter character, which is as true a sign of the return of spring as the coming North of the robins. The Victor, Edison and Columbia companies have gotten out an unusually attractive list of records, as represented in the May catalog.

Last week the merchants and manufacturers of Philadelphia held another excursion, covering the Lehigh Valley. The Buehn firm were to accompany the excursion as usual as the representatives of the talking machine interests, but Mr. Buehn was unable to go on account of other business, but they sent one of their finest Victrolas along with the part for their entertainment and to exhibit it when possible.

The Buehn firm have arranged to open up a branch house in Pittsburg for the jobbing in that section of the Edison line. Edmund Buehn, a member of the firm, will go to Pittsburg temporarily. Just how long he will stay will depend on circumstances, but he expects to remain until the business is thoroughly established. It will be opened on May 15, and the warerooms will be located at 713 Penn avenue.

The firm are anxiously anticipating the arrival of the new Victor IX. machine, on which they expect some very good results. The advance sale on these instruments has been very satisfactory. The models R and O, reproducers supplied by the Edison Co., have made an emphatic hit. The model R particularly is going to meet with a very large majority of success, Mr. Buehn believes.

E. C. Miller, president of the Penn Phonograph Co., has been elected president of the Philadelphia Stock Exchange for the fourth time. This is an honor which does credit to Mr. Miller.

The Heppes report that business in April in their talking machine end was not quite up to the notch, but then the first three months of the year had set such a pace that they could hardly hope that it was going to continue in the same way during the entire month. "But," as Mr. Elwell, the manager, says, "it was not so bad as to make us put up a holler about it." May has also started a little quiet, but Mr. Elwell believes that it is going to be a very satisfactory month and will go considerably ahead of last year. The business, he says, is more or less spasmodic. For two or three days they will make a "ten-strike," and then it will drop off for a few days, resume and drop in a way that is hardly understandable.

Max Landay, of Landy Brothers, of New York City, was here the past week showing the trade the firm's patent attachment for fiber needles. The dealers generally look upon it as a good thing, and Mr. Landay was very much encouraged over his first trip.

T. K. Henderson, manager of the Columbia Phonograph Co., says that their April business was way ahead of April of last year. He also notes that there is an encouraging improvement in collections. Mr. Henderson made quite an extensive trip among the Columbia dealers, both in this and adjoining States last week. The first week in May, he says, the retail business was a little quiet, but it is picking up again. George W. Lyle, the general manager of the company, was here last week on his way to Chester to visit his son, who is a student at the Chester Military Acad-

emy. Edward D. Easton, the president of the company, was also here last week, as was also C. W. Woddrop, assistant treasurer of the company. R. B. Cope is on the road for the firm and is sending in some good orders. The firm have secured a new Columbia dealer in the West Philadelphia Camera Shop, who are in a position to do much business for the company. They also have several large dealers in contemplation. O. C. Dorian has just returned from a trip to Wilkesbarre, Hazleton and that section, calling upon the trade. Mr. Henderson notes that the Mary Garden records have been wonderful sellers, and also the records made by Guido Deiro on the accordeon, the latter being a feature at Keith's the past week. The records of Amato's voice have also been very much sought after.

SECURE NEW STORE IN SPOKANE.

Kohler & Chase Lease Building Adjoining Their Present Quarters on Sprague Avenue—Plan Series of Talking Machine Recitals.

(Special to the Talking Machine World.)

Spokane, Wash., May 16, 1911.

Kohler & Chase, the well-known piano and music house who handle the Columbia line extensively and who have built up such a successful business in this city, recently closed a deal whereby they secured a long-time lease on the building 816-818 Sprague avenue, which has been handsomely re-

modeled. The work will be completed this week, when the firm will take possession. The deal means annexing the adjoining store to the piano company's present quarters and secures a frontage of 50 feet on Sprague avenue and a total of 10,000 square feet of floor space, over double that heretofore occupied by them, in addition to the ware-house, which will add 7,000 square feet.

It is planned to give talking machine and piano recitals every two weeks. The Columbia department will be in charge of Willis Storms. S. S. Hayes, manager, says that when completed the warerooms will be the most complete as well as the handsomest in the Northwest.

U-S PHONOGRAPH CO. RECORD LIST.

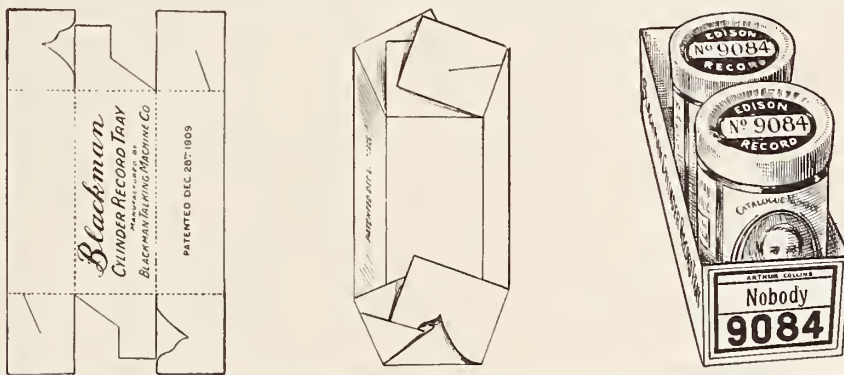
The U-S Phonograph Co., of Cleveland, O., with New York headquarters at 5-7 Union Square, have issued a very complete booklet containing lists of selections including grand opera records by Signor Giuseppe Peratori, tenor; Cav. Carlo Carica, tenor, and Mme. Louise Barnolt, soprano. These artists are represented by selections from all the leading operas in both two and four-minute records. The volume also contains a number of interesting band records, vocal solos and duets, as well as a number of instrumental numbers that must find a large market. Their foreign selections include records in Bohemian, Hebrew, German and Italian, while their line of popular musical is extensive and interesting.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 23, 1909.)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY

(Subject to Change.)

| No. | Hold | Net per 1,000. | Weight per 1,000. |
|-----|------------|----------------|-------------------|
| 2 | 2 Records. | \$6.00 | 60 lbs. |
| 3 | 3 Records. | 7.50 | 73 " |
| 4 | 4 Records. | 9.00 | 87 " |
| 5 | 5 Records. | 10.50 | 105 " |
| 6 | 6 Records. | 12.00 | 116 " |

NOTE.—Price less than 1,000, same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK



INCREASE YOUR HARMONICA SALES 100 PER CENT.

THE talking machine dealer who is displaying this Hohner Harmonica Assortment realizes that it is the greatest Harmonica selling proposition the trade has ever known, and that he needs only to replenish his stock in order to satisfy the demands made upon him for these goods.

The Assortment consists of a beautiful display stand, lithographed in many colors and gold, together with 12 excellent selling Hohner Harmonicas of various styles and assorted in seven different keys. There are three different assortments, one containing Harmonicas to retail at 25 cents each, one with 35-cent instruments and another with 50-cent Harmonicas. Any one of these Assortments will return 50 per cent. cash profit and you possess a decidedly attractive stand that will last indefinitely.

If you have not received our catalog, we will send you a copy, post-paid, upon request. It will tell you of the many advantages to be gained by getting better acquainted with the world-famous Hohner Line.

M. HOHNER
114-116 E. 16th St., New York

(NEW ADDRESS)

Canadian Office: 76 York St., Toronto
Mexican Office: Apartado Postal 851,
Mexico, D. F.

OUTLOOK PLEASURES MILWAUKEE.

Some Developments Which Tend to Make Talking Machine Men Optimistic—Many Changes and Improvements in Talking Machine Departments—Player-Piano Used with Victrola Interests at Gimbel Bros.—U-S Phonograph Co. Line Doing Well with Hoeffler Co.—Local Retail Talking Machine Dealers' Association Reorganized—Some Recent Visitors—The News of the Month.

(Special to the Talking Machine World.)

Milwaukee, Wis., May 9, 1911.

Milwaukee retail talking machine dealers are more than pleased at the way business has improved this spring. One prominent retailer goes so far as to say that his trade at the present time is just double that of a year ago. Good weather and a better tone in all lines of business have reacted favorably upon the talking machine field, and the prospects are bright until the hot weather season at least.

Genuine improvement has taken place in the local industrial field, and this has been one of the most potent factors in creating general confidence. Many of Milwaukee's heavy machinery manufacturing plants have been operating at a low stage for several months, and this has meant that hundreds of men have been out of employment. Orders are now coming in briskly at all of these plants, working forces are generally at a normal stage, and the prospects are favorable.

Dealers in the smaller cities and towns of the State are predicting a big season. Crop prospects in Wisconsin were never brighter than they are this spring, and there is every indication that there will be plenty of ready money, much of which will go into the coffers of talking machine dealers. Local Milwaukee wholesalers report that country dealers are ordering well in both machines and records, indicating that dealers have plenty of confidence.

The spring building season has opened most auspiciously in Milwaukee and contractors and architects say that a record number of residences, flats and apartment buildings are going up this season. In view of the fact that practically every talking machine dealer has sales prospects which will be closed just as soon as the prospective customers have completed their new homes, this state of affairs is exceedingly bright.

There has been some complaint in the collection line during the winter and early spring months, but money seems to be easier at the present time. Bankers say that clearings are unusually satisfactory and that the amount of money in circulation about the State is much greater than at this time a year ago.

Several Milwaukee retail establishments have entered upon the spring trade with improved or remodeled quarters. The Joseph Flanner Music House, 417 Broadway, has spent nearly \$5,000 in remodeling its talking machine department. The second floor has been fitted up and at least half given over to this department. New soundproof parlors have been installed, new furnishings purchased, and the stock of Victor machines and records more than doubled. Alfred Hille, manager of the talking machine and musical merchandise departments of the house, announces that particular attention will be paid to the talking machine end of the business and it is expected that the trade will be increased remarkably. The Joseph Flanner music house is one of the best known in Milwaukee, and Mr. Flanner feels that he will be able to build up an extensive talking machine trade. A few machines have been carried on the first floor in the past, but no efforts have been made to accomplish much in the line.

The new parlors of the William A. Kaun Music Co., 209 Grand avenue, have been thrown open to the public under the charge of Joseph F. Gannon, brother-in-law of Lawrence McGreal. The parlors are located on the second floor of the Gram building and are fitted in elegant style. The entire Victor line is carried and an excellent business has been secured in the short time that the department has been opened. Mr. Gannon reports the sale of several Victrolas to well-known Milwaukeeans.

The remodeled quarters of Gimbel Bros.' talking machine department have been completed and more than double the space is now available, making the largest talking machine establishment maintained by a department store. Four new soundproof parlors have been erected and equipped. The acoustic properties of the new parlors are especially fine, and Manager L. C. Parker says that business has taken on a decided gain since the facilities of his department have been increased and improved. Mr. Parker uses the fiber needles altogether and finds that they give satisfaction for demonstration purposes. Mr. Parker has prepared an interesting table showing the exact location of sales made by his department, which is attracting much attention. A large map of the city has been made use of, the location of each sale being designated by colored points.

A. G. Kunde, Columbia jobber, 516 Grand avenue, has improved the exterior and interior appearance of his store at least 100 per cent. by the installation of a handsome new front. Various improvements have been added to the interior, including the installation of a new electric lighting system, and Mr. Kunde says that a steadily increasing business is the result of improved appearances. Mr. Kunde announces that a formal opening will be held in the near future. W. C. Fuhri, of Chicago, district manager of the Columbia Co., was in Milwaukee recently congratulating Mr. Kunde on the steady gains which are being made by the Columbia line in Milwaukee county.

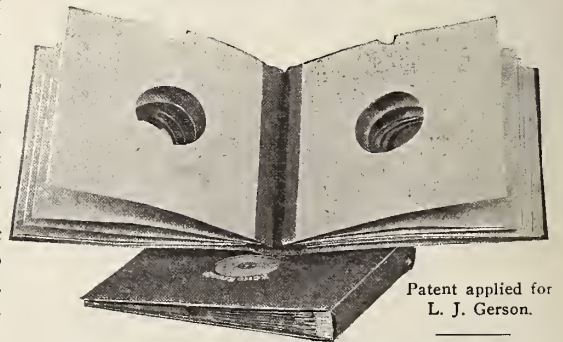
The Columbia Mercantile Co., recently organized, have moved from the Mack building, where they conducted offices, to 829 Winnebago street, where they have opened a new Columbia store. Manager Balsch reports a good business, with prospects fine.

E. F. O'Neil, representative of the Victor Talking Machine Co., was in Milwaukee recently, looking over the remodeled talking machine department of the Joseph Flanner music house. Mr. O'Neil carried away a good-sized order for Victor goods.

An interesting series of concerts is presented to the public daily by L. C. Parker, manager of the talking machine department of Gimbel Bros., who, for the first time in Milwaukee, is using the player-piano as an accompaniment to the Victrola. The experiment is attracting no end of attention and the new Victor recital hall on second floor is filled at the time of each scheduled concert. All the best and newest grand opera records are played. The Angelus player is used in the concert work, and Manager Parker himself generally presides.

The steady increase of business has forced the New Idea Cabinet Co. to seek larger quarters, and they have secured a lease on a factory building at 3306-08 North avenue. The newly acquired structure is 60 x 110 feet, one story and basement, and will permit the company to increase their output to at least 150 cabinets per week. The plant is now being remodeled and the company expects to be located in their new home within a short time. Considerable new equipment is being added, all to

**KEEP RECORDS IN
ECHO RECORD ALBUMS**
GET THE NEW STYLE, STRONGLY BOUND,
WITH 16 POCKETS AND FLEXIBLE BACK



Patent applied for
L. J. Gerson.

Will hold both double and single face discs of any make.
Two sizes made to fit 10 and 12-inch Records.
Fits the Victrola exactly or any record cabinet.
Sold by all Progressive Talking Machine Stores.
Send for illustrated circular and price list.
Discounts to the Trade on application.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

be motor driven, and the plant will be one of the finest of its kind in the Northwest.

"We are meeting with a brisk demand for the 'New Idea' cabinets," said Lawrence McGreal, one of the officials of the company, "and despite the fact that we are turning out 50 to 60 cabinets weekly, we are behind on orders. We are now getting out a new cabinet for the new Victrola IX and hope to have it completed by the time the first consignment of the new Victrolas makes its appearance. We have been securing some fine orders for the Victrola IX and I am doubtful as to whether or not we will be able to secure machines enough to satisfy the dealers."

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., reports a successful business in the United States Phonograph Co.'s line. Mr. Becker has secured two new dealers in Milwaukee for this line and their reports are gratifying. Mr. Becker expects that by next fall he will have doubled the business in the U-S machines and records.

The McGreal baseball team, of which Lawrence McGreal, well-known Milwaukee jobber, is president, is still leading all the teams in the Milwaukee city baseball league. The team has all but captured first place in the league for the past two seasons and Mr. McGreal believes that the time is ripe this year for carrying off the banner.

George D. Ornstein, manager of salesmen of the Victor Talking Machine Co., was in Milwaukee recently on business. Mr. Ornstein's mother and sister are residents of Milwaukee.

Leslie C. Wiswell, manager of the talking machine department of Lyon & Healy, of Chicago, was in Milwaukee recently, accompanied by his daughter.

Lawrence McGreal recently made a business trip to Chippewa Falls, Wis., and Winona, Minn., calling upon several of his dealers. By the time this is in print Mr. McGreal will have returned from a short business trip to the East.

News has been received in Milwaukee that the Chippewa Phonograph Co., of Chippewa Falls, Wis., which suffered the loss of its establishment by fire some time ago, has opened up in new and larger quarters. A satisfactory settlement has been made with the insurance companies and the loss not covered by insurance was not as large as earlier anticipated.

The Milwaukee Retail Talking Machine Dealers' Association has been brought to life and has been reorganized upon a firm basis. George H. Eicholz has been elected president, and says that he will prevent the association from meeting with another untimely death. All the dealers in Milwaukee have joined the organization in the belief that co-operation will result in general benefit. Present plans

are that regular meetings shall be held for the discussion of trade topics.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., has issued 5,000 colored postals bearing an excellent view of the interior of the Hoeffler store at 306-308 West Water street. Mr. Becker, as usual, has a very interesting window display at the Hoeffler store. Seven large photographs of Caruso, Melba, Calve, Tetrizzini, Schuman-Heink, Sembrich and Galski have been placed in the window along with a fine showing of Victor machines. An unusually large display of U-S machines and records, together with countless American flags, has been attracting much attention. Recent visitors at the Hoeffler store included: Roy J. Keith, of The Talking Machine Co., of Chicago; Manager Barnes, of the Business Phonograph Co., of Chicago; J. D. Wilde, U. S. and Victor dealer, of Ripon, Wis., and H. H. Lueck, U-S dealer, of Grand Rapids, Mich.

TRIBUTE TO COLUMBIA RECORDS.

Henry Russell, Consulting Director of the Operatic Department of the Company, Writes in Praise of Records by Noted Artists.

The Columbia Phonograph Co. have recently received the following letter from Henry Russell, director of the Boston Grand Opera Co. and consulting director of the operatic department of the Columbia Co., which was written on board of the steamship George Washington on March 30 while Mr. Russell was on his way to Europe:

"In the hurry of my departure for Europe I failed to give you my impression of the work accomplished by the Columbia Phonograph Co. since my association with it in the capacity of consulting director of the operatic department.

"I visited your laboratory and heard the new records of Miss Mary Garden which, from every point of view, were truly a remarkable reproduction of her voice. What was more surprising and of even greater consequence was the fact that her records convey some of the subtle charm of her personality, a proof of the perfection to which your company has brought the art of recording.

"I also listened to new discs by Mme. Nordica, and I congratulate you on the admirable results obtained and the fact that you are the only company that has succeeded in making successful records of this great singer.

"The records of Alice Nielsen, Olive Fremstad and other eminent singers who have sung for you are all on the same level of incomparable excellence. I do not hesitate to say that records of this kind will do more to develop the operatic

taste of the American public than anything I know of."

HANDSOME NEW QUARTERS

Of the Geo. J. Birkel Co., in Los Angeles, Cal.—Entire Floor Given Over to Talking Machine Department—Sound-Proof Booths and Recital Hall Handsome'y Fitted Up.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 6, 1911.

The new store of the Geo. J. Birkel Co. in this city is one of the handsomest on the Pacific Coast, having been designed especially to meet the requirements of the business in which the company are engaged. The building consists of six floors and basement, the latter being given over to the storage and receiving departments. The first floor is occupied by the offices and the musical merchandise and sheet music departments. The remaining floors, with the exception of the third, are given over to the display of the various lines of pianos being handled by the company, while the third floor is occupied entirely by the talking machine department. In the talking machine department there are eleven sound-proof booths and a large recital hall in which weekly recitals will be given, and the whole is fitted up in a most elaborate manner.

PRaise OF EDISON WINDOW DISPLAYS.

The Edison Window Display Department is a most emphatic success. Jobbers and dealers who have used the Edison displays are lavish in their praise not only of their artistic quality, but particularity of the ingenuity of the basic fixtures which are part of the displays. These fixtures are entirely adjustable and interchangeable and permit of the displays—or at least some part of them—being used in any size window, no matter how small or large. The initial displays are still being supplied to the trade, and in such numbers that Mr. Rinehart, manager of the display department, has been obliged within the past two weeks to almost double his working force.

A special Decoration Day window display is being prepared—of a patriotic character, of course, typical of the holiday—and parts of this display, following the idea of economy upon which the service is based, will be used to construct the regular monthly display for the month of June.

M. Gaumont, the French savant, has invented some further improvements in a machine called the chronograph, which consolidates the phonograph and the moving pictures so that their effects are produced simultaneously, the action being suited to the word.

Salter Mfg. Co.

337-343 North Oakley Avenue

CHICAGO

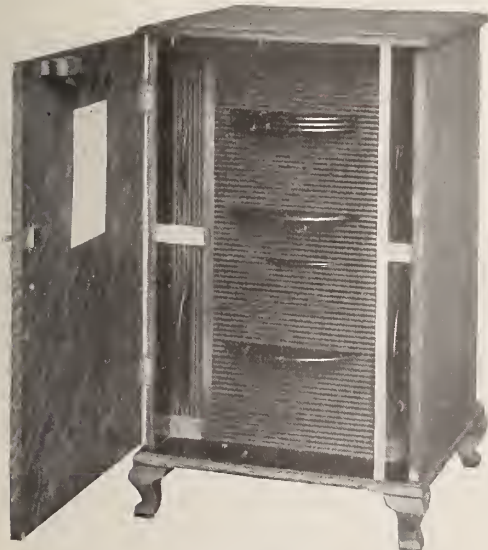
Makers of

Salter's Patent Felt Lined Shelf

Cabinets

For other styles, write us for our New Catalogue

If your jobber don't handle our line we can supply you.



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

FROM OUR CHICAGO HEADQUARTERS

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

Chicago Jobbers and Dealers Are Well Pleased with General Condition of Business for the First Four Months of the New Year—Material Gains Shown Over Corresponding Period of 1910—A Larger Trade Movement Expected—The Masses Again Buying Talking Machines—Some Opinions of Prominent Members of the Trade Confirmatory of the Foregoing—Permanent Jewel Needle Co. Takes Over Business of Permanent Needle Sales Co.—Additions to Lyon & Healy Sales Force—Sales Manager Keith's Good Record—News of the Month in Detail.

(Special to the Talking Machine World.)

Chicago, Ill., May 6, 1911.

Local jobbers are particularly optimistic regarding present business. Considering the reports they hear regarding other and even more staple lines of trade, they are decidedly gratified at the showing they are making. The first four months of this year made a material gain over the corresponding period of 1910, and April in some instances is reported as having broken former records for that month. While it is true that the bulk of the business seems to be coming from the larger towns, yet business in the smaller places seems to be reviving to some extent.

Whatever the contributing causes may be, there can be no question that we are on the eve of a larger trade movement in the talking machine field and that there is a keener and more general interest being shown than for a long time. Possibly the introduction of the lower-priced hornless machines may have something to do with it, and it is a singular fact that, notwithstanding the heavy demand for these types, the more expensive machines seem to be in as great demand as ever.

There seems to be a feeling abroad that the masses are coming back as large purchasers of talking machines and that the trade is entering upon a new period of larger prosperity.

April made a good showing from a local retail standpoint, and in one or two instances is said to have exceeded that of February or March. Business so far this month shows the usual effect of the "moving" period, but is fully as active as last year, if not more so.

Wiswell Optimistic.

"It is an actual fact that the talking machine trade is making a wonderful showing, in this territory at least," said L. C. Wiswell, of Lyon & Healy. "All of our travelers have been having the most successful trips for this season of the year that they have ever had, and at the same time they all tell of having listened to tales of woe from salesmen in other lines. Last month was the biggest April we have had. Although shipments of hornless machines have been more liberal of late than for some time, there is still a shortage, and the manner in which the demand is running would indicate that the capacity of the factories will be crowded to the utmost for months to come. The advance orders on the new Victrola IX, \$50 machines, are the largest that we have ever had on any new type which has made its appearance, although we have not yet even received samples."

A Four Months' Record Breaker.

"We have certainly every reason to be satisfied with our business so far this year," said Arthur D. Geissler, general manager of the Talking Machine Co. "Our books show that the first months of 1911 have made a very large increase over the corresponding period of 1907, the biggest year we ever had. Whatever may be the experience in other lines of trade, the talking machine business, at least that of the Victor Co., the only line we handle, is certainly experiencing a demand for phenomenal proportions. Of course, we are working hard and energetically, and the various systems adopted by this company for aiding their dealers in their business, together with our own

specialties, have, of course, much to do with the results."

The company have adopted "Tamaco," a contraction, of course, of "Talking Machine Co.," as a trade name in connection with the "cabinet that matches," and other specialties brought out by them. The latest addition to the line is a particularly handsome new style of cabinet designed to match the Victrola X and XI. An illustration will be found in the company's advertisement in this issue. They are peculiarly attractive examples of the cabinet-making art, are of genuine mahogany, beautifully figured and highly finished. They are equipped with the new Tamaco record album, which needs to be pulled out only a few inches to be opened, are particularly attractive in appearance, and can be supplied by the company separate from the cabinet if so desired. With each cabinet is furnished a Tamaco record index, in full imitation leather binding and cut-out thumb indices.

Co umbia Business Good.

W. C. Fulri, district manager of the Columbia Phonograph Co., reports business with him as excellent. April made a much better showing than they had expected all over the Western and Southern territory. Mr. Fulri made a flying visit to New York a week or so ago. He found everyone enthusiastic regarding conditions, and reporting that Columbia factories were working double shifts to supply the demand.

C. F. Baer, manager of the Chicago office of the Columbia Co., reports that the wholesale business in the territory covered by the Chicago office increased 25 per cent. in volume in April over the corresponding month of last year. Retail business also showed a healthy increase, and the indications are that they will do a much larger retail business in the new quarters at Washington and Wabash than in the new location. "The large number of new Columbia dealers being established in this territory is encouraging," said Mr. Baer. "In the last week of the last month alone we established no less than five new \$500 dealers.

"We are having a remarkable sale on the latest Columbia grand opera records, those by Nordica, Fremstad, Nielsen and Gay. The demand for the various types of Grafonolas is remarkable, the \$200 Regent library table type being still in the lead. The \$150 Mignon is having a wide sale, which is also true of the \$100 Elite model, while the new \$50 Favorite machine is proving an immense seller."

U-S Co. Making Headway.

W. C. Patrick, Western representative of the U-S Phonograph Co. at Cleveland, is conducting an energetic campaign locally from their recently established Chicago warerooms at 219-225 West Washington street. He has put four salesmen out in the city, and reports having already established a number of local dealers.

President Easton a Visitor.

President E. D. Easton, of the Columbia Phonograph Co., spent Tuesday of last week at Chicago headquarters. He was on a trip among the branch stores of the Central West, and was accompanied by Mrs. Easton.

Keith's Interesting Trip.

Roy J. Keith, sales manager of the Talking Machine Co., returned the middle of last month from his very successful trip to the Pacific Coast. He found the Far Western trade doing an excellent business. The Coast dealers, he says, are live wires, all of them. They go after the trade aggressively, carry big stocks, and make forceful displays. Mr. Keith spent a day at his alma mater, Leland Stanford University, and also Sunday at San Raphael, the guest of Peter Bacigalupi. Together they visited Leon F. Douglass, whose beautiful home is also at San Raphael.

Reports Good Edison Business.

A. V. Chandler, who travels Illinois for Thomas A. Edison, Inc., says that there is a distinct improvement in business with the majority of dealers

on whom he calls. "Last year there was considerable complaint, and I seldom find a dealer now that does not speak of having had a very satisfactory winter and spring business. The way orders have been coming forward the past few weeks is exceedingly encouraging. They show that stocks are low and that dealers are looking for good, brisk trade. Dealers have taken hold of the Edison wagon proposition with avidity. A number of the Illinois trade have signed up within the last few weeks, and those who now have the wagons are doing an excellent business with them.

N. G. Kreusch, the Edison traveler for Indiana, was a recent Chicago visitor.

Victor Visitors.

George Ornstein, manager of traveling salesmen for the Victor Co., is on a special trip to Denver, was met here by Mr. Fitzpatrick, the Michigan traveler; Mr. Hipple, the Iowa traveler, and C. L. Price, who covers Indiana.

Sam Goldsmith, district manager of salesmen for the Victor Co., is on a special trip to Denver, Salt Lake City, and other Western points.

Walter Scott, comptroller of the Victor Co., was a visitor to Chicago last week.

Cecil Davidson a Benedict.

Cecil Davidson, of the Talking Machine Shops, and Miss Catherine Madden, who had been George Davidson's assistant at the Jackson street store for some time, were quietly married last month. Mr. Davidson is one of the most popular young men in the retail trade of Chicago, and he has been deluged with congratulations on his good fortune by those who have had the acquaintance of the charming bride.

Good Record Album Business.

Lyon & Healy report an excellent demand for the new disc record album introduced last month and which is described in their advertisement in this issue.

Good Dictaphone Business.

In addition to the big deal made last month in the installation of Dictaphones for the Illinois Central Railroad Co., George D. Smith, who is in charge of the Dictaphone railway department of the Columbia Phonograph Co., has just closed a contract for furnishing Dictaphones to the Chicago & Eastern Illinois offices.

W. W. and E. A. Parsons have closed some big Dictaphone deals recently, and the company's commercial machine business in Chicago is brisk.

New Lyon & Healy Traveler.

H. M. Lansdowne, who has been added to the talking machine force of Lyon & Healy, covering Northern Indiana and Michigan, is giving a good account of himself.

Will Market Direct.

The Permanent Jewel Needle Co., of Highland Park, Ill., who have hitherto distributed their product through the Permanent Needle Sales Co., have taken over the business of the latter company, and will hereafter market the Permanent Jewel Needle for disc machines. The company will manufacture as heretofore at Highland Park, but will conduct general and sales offices at 222 North State street, between Lake and South Water, Chicago.

Seaman's Cincinnati Trip.

F. H. Seaman, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., has been spending the week at the Lane headquarters in Cincinnati. The company, like the other jobbers, report a very satisfactory talking machine business. In the retail department the sales force has been considerably increased, and Manager L. Kern Cameron reports a greatly increased business as compared with last year.

The Wade Fibre Needle Cutters.

The Talking Machine Co., of Chicago, have just placed on the market a new fiber needle cutter, shown in an illustration appearing elsewhere, and which is the invention of Mr. Wade, who is in charge of their repair department. As will be seen

(Continued on page 44.)



The "Tamaco Cabinet That Matches"

Here is something absolutely unique!

A Cabinet with a Record Album interior at the same price that the old style rack interior was furnished.

It should revolutionize the cabinet business. It makes it possible for you to furnish a Victrola IX, X or XI "Outfit" worthy of a place in any drawing room.

"Tamaco Cabinet That Matches" Victrola IX and X \$37.50 List
 " " " " " XI " XII \$40.00 "

Your regular Victor discount applies.

We guarantee them. Order a sample—if not absolutely satisfied, return it to us at our expense.

The "Tamaco" guarantee is worth something.

THE TALKING MACHINE COMPANY
 137 N. Wabash Avenue : : : Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

by the cut, it is very simple in construction and works on the same principle as a pair of scissors or pliers. It is exceedingly accurate in operation and produces a clean, sharp point. One of the

peculiar advantages claimed for this cutter is that with it the needle can be pointed without removing the latter from the needle arm of the machine. This cutter is handsomely nickel-plated and the retail price has been placed at the moderate figure of \$1.50.

AEOLIAN CO.'S TALKING MACHINE SALESROOMS

Two Views Which Give the Reader an Idea of the Attractive and Effective Equipment of the Talking Machine Department in the Chicago Branch of the Aeolian Co.

The accompanying illustrations show the beautiful talking machine warerooms of the Chicago branch of the Aeolian Co., which have already

which are of exceptionally pleasing architectural design, are practically all glass, the first of the kind introduced in Chicago. The reception room is



WAREROOM VIEW SHOWING BOOTHS.

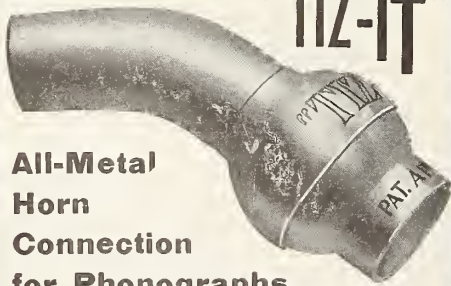


GENERAL VIEW OF AEOLIAN CO.'S RECEPTION ROOM.

been described in this paper. The prevailing tones of the decorations are white and gold. The booths,

beautifully furnished, and the whole effect is one of quiet elegance. They constitute ideal quarters for the high-grade exclusive class of trade to which the company cater.

**THIS IS THE FAMOUS
"TIZ-IT"**



**All-Metal
Horn
Connection
for Phonographs**

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

CHARGE 12 PER CENT. INTEREST.

How Utah Credit Men Manage to Have Bills Met Promptly.

Those who have difficulty in having their bills met when due and often have to carry the purchaser along for a considerable time after the limit of credit has expired should be interested in a recent move of the Utah Association of Credit Men, whereby the members of that body have agreed, and what is more, hold to the agreement, to charge 12 per cent interest on all over-due accounts. The important part of the matter is that the ruling has had the effect of reducing the number of delinquents materially and has proven most satisfactory. There is little doubt, however, that the strength of the organization back of the movement has contributed in no small degree to its success, for to get on bad terms with one credit man means that the retailer or consumer gets on bad terms with the association as a body.

ANENT THE JOBBERS' CONVENTION.

Arrangements Nearing Completion for Meeting in Milwaukee in July—The Present Program—Record Attendance Expected—Many Matters of Importance Will Be Discussed—Special Rates Secured for Hotels—Something of the Convention City Itself—A Few "Roushisms" That Make Time y Reading.

Preparations for the great convention of National Association of Talking Machine Jobbers, to be held at the Pfister Hotel, Milwaukee, Wis., July 10, 11, 12 and 13, are rapidly nearing completion.

Much interest in the convention session will center in the many important questions that are now pending before the talking machine trade.

Chairman McGreal, of the arrangement commit-



PFISTER HOTEL—CONVENTION HEADQUARTERS. . .

tee, has things well in hand, especially the banquet. He has appointed various committees, who have charge of each day's doings. This will assure an event brimful of special features and interest. There will be something doing every minute, as you will see from the following program:

First Day, Monday, July 10.

- 9:00 a. m. Getting acquainted.
- 11:00 a. m. Special address of welcome by Mayor Seidel.
- 12:30 p. m. Luncheon.
- 2:00 to 4:00 p. m. Association meeting.
- 6:00 p. m. Dinner.
- 8:00 p. m. Theater party (special).
- 11:00 p. m. to 4:00 a. m. Palm Garden (special program).

Second Day, Tuesday, July 11.

- 10:00 a. m. Visit to Milwaukee breweries in automobiles.
- 12:30 p. m. Luncheon.
- 2:00 p. m. Boat ride on Lake Michigan; meeting of association on boat; lunch and refreshments. Return at 7:00 p. m.
- 9:00 p. m. Dreamland—a beautiful Milwaukee resort.



LARGEST LAKE EXCURSION STEAMER AFLOAT.

Third Day, Wednesday, July 12.

- 10:00 a. m. Ball game—Eastern and Western Jobbers.
- 12:30 p. m. Luncheon.
- 2:00 to 4:00 p. m. Association meeting.

(Continued on page 46.)

60 YEARS' EXPERIENCE

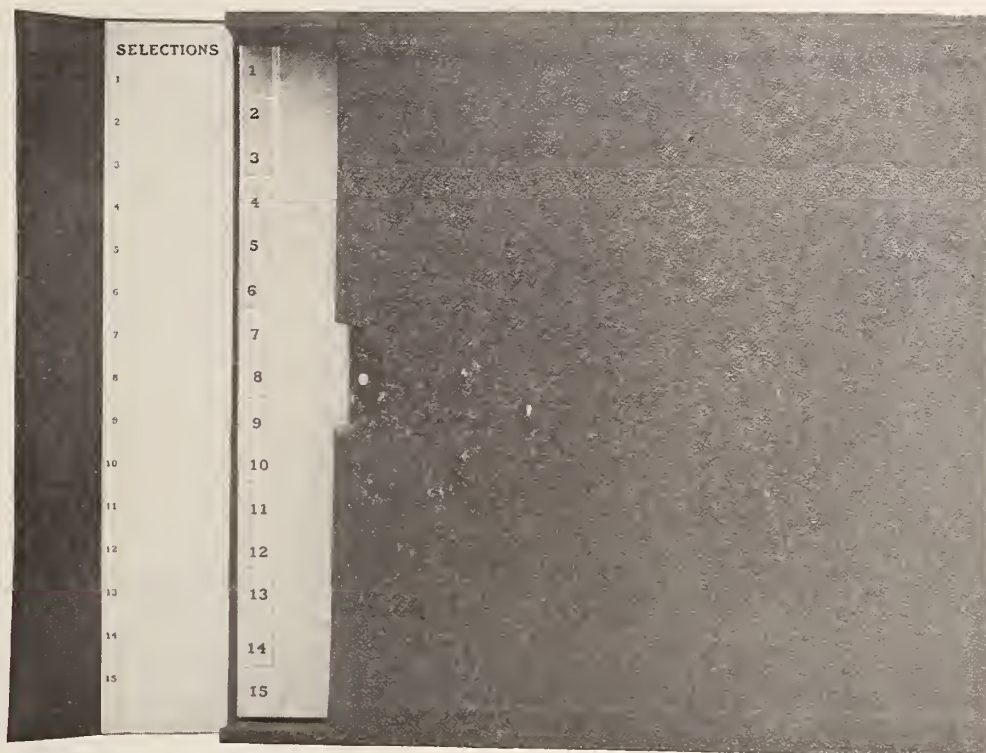
PATENTS

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Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



PATENT APPLIED FOR

Record-Breaking Sales Prove that the
Lyon & Healy Disc Record Album

IS THE MOST PRACTICAL AND CONVENIENT ALBUM
 ON THE MARKET

FIVE SALIENT POINTS

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent Stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.

Send us a trial order for a dozen Albums now.

Largest Exclusively Wholesale Victor and Edison Departments in the Country

Lyon & Healy

WABASH AVENUE AND ADAMS STREET
CHICAGO

ANENT THE JOBBERS' CONVENTION.

(Continued from page 44.)

- 5:00 p. m. Automobile ride in Donge's Grove (Donge's Grove is about 12 miles from Milwaukee, and most of the ride is along the lake front.)
 - 6:30 p. m. Chicken dinner will be served at grove.
 - 11:00 p. m. Palm Garden (by special request the Jobbers' Quartet.)
- Fourth Day, Thursday, July 13.
- 10:30 a. m. Pathing at McKinley Beach.
 - 12:30 p. m. Luncheon.
 - 2:00 to 3:30 p. m. Open meeting.
 - 4:00 p. m. Seeing Milwaukee, either in automobiles or rubber-neck wagons.
 - 7:00 p. m. Banquet (special speakers).
 - 10:30 p. m. to 1:00 a. m. ball.



FOUNTAIN IN MITCHELL PARK.

\$2.50 per day and up, with bath, single rooms;
 \$2.50 per day and up, without bath, double rooms;
 \$4 per day and up, with bath, double rooms.

The rates at the St. Charles, European plan:
 \$1 per day and up.

The rates at the Republican House, the only American hotel, are \$2 per day and up.

The Plankinton and St. Charles are within four



VIEW OF MILWAUKEE RIVER.

Hotel accommodations have been arranged at a number of hotels, but the Pfister, of course, will be the headquarters.

THE HOTEL RATES.

The rates for rooms at the Pfister are as follows: \$2 per day and up for single rooms without bath; \$2.50 per day and up for double rooms without bath; \$3.50 per day and up for single rooms with bath; \$5 per day and up for double rooms with bath; \$1.50 to \$2 extra for each additional person occupying each room.

The rates at the Plankinton are as follows: \$1.50 per day and up, without bath, single rooms;



SOLDIERS' HOME.

blocks of the Pfister, while the Republican House is nine blocks from the Pfister.

It behooves the various State commissioners to urge every association member and those jobbers

and distributors who are not members to be present at this convention.

Milwaukee is centrally located and can be reached easily from the North, East, South and West, hence no one has an excuse for not being in attendance.

Everyone should not fail to arrange a liberal stop-over at Chicago, as there are many points of interest in and around Chicago that are well worthy of seeing.

Milwaukee, the metropolis of Wisconsin, is a city with a population of about 400,000. In a business way, Milwaukee may be classed as an industrial city. While its jobbing interests are large, the basis of its strength is in its manufacture. It leads the country in the manufacture of machinery, household tinware, tanning, brewing, etc.

Milwaukee is a beautiful city. It is located on the bluffs overlooking Lake Michigan, on Milwaukee Bay, a beautiful sheet of water bent like a curve in horseshoe form, which has often been likened to the bay of Naples. One may drive for six miles along the shore of the lake on the high bluffs, beginning at Juneau Park and ending at Whitefish Bay, one of the most beautiful drives on the American continent. The city is fringed by a belt of parks, Lake Park, on the northeast corner of the city, being one of the most beautiful. Among the other parks which are worth a visit are Lindworm Park on the upper river; Washington Park on the west side, and Mitchell and Humboldt Parks on the south side.

A spot which is always of interest to visitors is



HOME OF MILWAUKEE YACHT CLUB.

the National Soldiers' Home, just on the western suburbs. Here on a broad tract of five hundred acres of park land are numerous buildings in which are housed 2,500 veterans of the Civil War, where they receive every care and attention from the United States Government. Band concerts are given in the afternoon during the summer, and the Soldiers' Home is well worth a visit.

Secretary Roush is sending out some very interesting as well as spicy talks on "Why Every Member of the Association Should Be Present at the 1911 Convention."

Don't disregard his epistles, for they bear reading and rereading. Food for thought in them all.

—ROUSHISMS.

"An optimist is a man who doesn't care a rap what happens, so long as it happens to the other fellow."

"It was worth the price of admission to see that 'Crowd' speeding toward first base when Moffitt gave the Milwaukee Baseball Magnate a free ticket."

"The Chalfonte was a fine place, but—Oh. You Regular Places."

"It was probably the size of his 'assist' that saved Dolbeer from the mob's violence."

"If you have appendicitis you don't go to a cheap surgeon to be operated on. When your business has the appendicitis, for Heaven's sake, don't go to a cheap advertising surgeon to have it operated on. Have one with brains and skill—forget the few cents you may save on his services. In other words, get wise and attend the National Association of Talking Machine Jobbers' Fifth Annual Convention, and Protect your talking machine appendix."

"Testimony by Rapke: 'I suffered from monkey-hydrophobia, was dragged from a state of coma by a liberal absorption of Roush Hot Air Tablets, made old Vienna on crutches, and after twenty-four hours of Convention treatment—to sea with the crutches, and hence I became almost human.'"

"There is a Reason for Everything, but we wonder why in Blazes they make Ginger Ale Bottles round on the end."

"Round bottomed bottles are barred during the Convention."

"Experience is the name everyone gives his mistakes."

Announcement

The Permanent Jewel Needle Co. have taken over the business of the Permanent Needle Sales Co. and will hereafter market the Permanent Jewel Needle direct.

All communications should be addressed to the Permanent Jewel Needle Co., 222 North State Street, Chicago.

Permanent Jewel Needle Co.

Sole Manufacturers

Factory, Highland Park, Ill.

General Offices:

222 North State Street (New Number), Chicago

1866 **NYOIL** 1910

FOR
Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL
Now Sold Everywhere By All Hardware Men
WILLIAM F. NYE
NEW BEDFORD, MASS.



"CREATIVE ADVERTISING."

This Was the Subject of the Very Interesting Address Delivered by H. C. Brown, Advertising Manager of the Victor Talking Machine Co. at the Last Quarterly Meeting and Dinner of the New York Piano Manufacturers' Association.

At the last quarterly meeting and dinner of the New York Piano Manufacturers' Association, April 19, at the Murray Hill Hotel, New York, on special invitation H. C. Brown advertising manager of the Victor Talking Machine Co., Camden, N. J., delivered the appended address on "Creative Advertising."

"I believe all advertising is creative if it is honest. Advertising must be honest in order for the goods to live, and anything creative must live. You, as piano manufacturers, have many problems, and many of them are different from ours in the talking machine field. One of your greatest problems is that of price maintenance. Let me tell you that we—the Victor Talking Machine Co.—are probably the one-price house of the world. Every one of our dealers knows that our goods are placed in his store at one price and that they are going to move out at another price. He knows that these prices are the same for all dealers; that no other dealers can sell for less. He knows that he is protected in these prices; that he is safe. I believe that this policy has upbuilt the Victor Co. to the point where it now is. That is one thing.

"Again, our advertising has always been creative; it has never been anything else. It has been honest. We have never misrepresented. We have always tried to give more than could be expected of us.

VICTOR USERS!
PROTECT YOUR RECORDS FROM GETTING SCRATCHY



Patented June 28, 1910
Dealers should Use the

Velvet Tone Needle Balance

On All Demonstrating Machines and Victrolas

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling, especially when playing for customers.

No separate demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it, especially because it prevents wearing out their records.

Price, Mailed (Postpaid) \$2.00. (Gold Color or Nickel.)

For sale at all Victor Talking Machine Stores. Send for illustrated circulars. Discount to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

That has been the policy and practice of the house. One of our secrets of success is that no matter how great the expectation of the purchaser of any of our products, we try to have him find more in it or get more out of it than he has expected. When he buys he will be surprised and pleased. He will tell his friends. They in turn will become patrons and tell others. It is the nearest approach to an endless chain I know of.

"In this connection I believe you have a responsibility resting upon you to assist in raising the United States as a musical nation. I believe you should, each of you, do some creative advertising and impress upon the public the great power and potentiality of music for pleasure and good. There are a great many silent pianos—pianos bought as ornaments, stuck in the parlor and left untouched. This should not be, and it can be changed by advertising.

"I think you will bear me out in the statement that a good deal of piano advertising is not honest, and that it is the dishonesty in advertising and some trade customs that is working great harm to your big industry. The fact that pianos are sold at any old price is working great detriment. When Mrs. Smith, say, buys a piano at \$290, and a neighbor of hers who is a better bargainer gets the same piano for \$225 the neighbor is going to let Mrs. Smith know all about it, and Mrs. Smith is not going to be pleased, either, with the piano or with the dealer.

"I believe creative publicity would greatly help the player-piano industry, which now occupies so large a portion of the entire piano industry. It seems to me a great mistake for dealers to handle so many different pianos. According to my observation, most dealers handle from six to eight different kinds. I believe this is wrong. Three grades ought to be better—a high-priced, medium-priced and low-priced instrument. If the dealer would concentrate on these, I believe he would do better and that it would be better for the manufacturers.

"I notice that many pianos are distributed through an exclusive territory arrangement. That is not a practice of ours. It has been our experience that where we did this we suffered for it. As soon as the dealer found that he was protected in his territory he lay down. When we put a second dealer into the territory, dealer No. 1 woke up at once, with the consequence that both dealers did a large business—more than double that of the first. I am sure that this general condition in the piano trade could be corrected by creative advertising—advertising, that is to say, which creates new interest and new patrons.

"It is true, as your president, Mr. Lawrence, says, that the Victor Co. is 170,000 instruments behind in their orders to-day, and that 70,000 of these are the Victrolas, which are priced at \$200 each. This is because we have manufactured the very best instruments it is possible to make, and told people about them. One of our dealers in New York City pays a rental of \$25,000 a year and maintains an expensive organization. You can understand that he must have to sell a good many instruments to do that.

"Our business has been a feeder to the piano trade, although some of you feel that your business has been a feeder to us. We do not feel that we have hurt the piano business at large, but, instead, helped it a great deal by enlarging the number of music lovers. We know we have helped piano dealers financially by helping them over dull seasons in the piano business, and bringing to their stores a class of trade which otherwise would not have come.

"In conclusion, all advertising is good. Only dishonest advertising reacts. It is one of the best possible investments that any man can make. In closing, let me cite one instance of how a firm started a business on a small scale and have built it up in a short time to a tremendous industry. The Cudahy Packing Co., Kansas City, put the 'Old Dutch Cleanser' on the market less than ten years ago. The total investment required was not more than \$100,000 or \$200,000, but you couldn't buy that business to-day for \$10,000,000. If they could do it, I believe you could accomplish similar results also in the same length of time."



Your jobber holds the reins

of your progress along the road to success. If he has not the ability to handle your orders properly, your progress will be slow. We will give you service that will send you along at a gallop.

A jobber who fails to fill orders promptly places your business in as much, if not more, danger than his own. There is no more certain way of driving your customers to your competitor than your failure to fill an order when promised. Neglect on the part of your jobber may be responsible, but your customer does not look that far. He blames you.

The orders we fill are never late or bungled, and, no matter of what size, are given the same careful attention. We ship every order the same day it is received.

If you want to please your trade all the time let us be your source of supply. Victors, Victor-Victrolas, Victor Records, record cabinets, horns, needles, repair parts and accessories of every sort, always on hand. No delay while we "send to the factory."

Give us a chance to prove these assertions, and you will congratulate yourself. At any rate send for our catalog, and our booklet: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



CINCINNATI'S SUMMER TRADE

Promises to Be Active Owing to the Demand for Records by Campers—Trade Is of Fair Volume with Excellent Prospects—Victrola Concerts in the Home—Grand Opera Records and High Priced Machines Have Call.

(Special to the Talking Machine World.)

Cincinnati, O., May 8, 1911.

Although the summer season has been somewhat delayed by the inclement weather, the campers are already preparing their plans and at all the talking shops one hears of the visits of those who adopt the "back to the simple life" method during the heated season. There is every reason to believe that more machines will be used in the Middle West by campers this year than ever before. None of the dealers have made any special effort towards reaching this class and it appears that the demand is a genuine recognition of the merits of the "talker" as an amusement device. Business in general appears to be fair, the demand being greater for machines than records.

"April business has been like April weather," said Manager R. J. Whelan, of the Columbia Phonograph Co., "plenty of sunshine and plenty of showers, but take the month as a whole in all departments, retail, wholesale and Dictaphone, the business shows a substantial increase over April of last year.

"The new grand opera symphony records by Nordica, Fremstad, Mary Garden, Baklanoff, Maria Gay and Alice Nielson, have played a very important part in the record trade. The piano records by Scharwenka have had an enormous demand, and large express shipments from the factory have been necessary to keep up with our orders for them. Another record that has proven unusually popular is 'Schubert's Unfinished Symphony,' A5267, 12 inch blue label, which has taken well with all classes of trade."

The new "concert grand" reproducer is attracting much attention, many pronouncing its repro-

duction the most perfect they ever heard. Several very interesting sales have been made of the Grafonolas in April, the Grafonolas Regent and Favorite being the most popular instruments in demand.

The wholesale trade is more than holding its own; many dealers have been in the store recently inspecting the latest line of Grafonolas and graphophones, selecting what they desired while there. C. F. Brower & Co., one of the largest and best known furniture firms in Lexington, Ky., have just put in their complete line of Grafonolas and high grade records. They pronounce their opening a big success and say they are going after the business in the "Blue Grass" country.

C. G. McNeill, manager of the Dictaphone department, states things are moving nicely, and he has several large deals on hand.

The following gives one an idea of what is being done at the Victor department of the Aeolian Co.: "Our plan of giving complimentary Victrola concerts right in the fashionable homes in the evenings is working out just fine," says Manager Ahaus. "One recently given for the Schuster School of Dramatic Art and Expression was unusually interesting from an educational standpoint as well as a producer of sales. We undoubtedly impress our guests in their most receptive mood and believe more seriousness is indulged in than during a demonstration (commercially given, as a rule) in the store. While the salesman tries to impress most favorably the artistic virtues of the Victrola during business hours, there is always that tendency of the customer to have as little time as possible, while at a concert your patrons come for the express purpose of hearing the Victrola, which is decidedly a pleasant advantage. We have had several concerts in the past two months, for which the host had very beautiful programs printed, and the intense interest and enthusiasm manifested by our listeners is bound to have a telling effect for us. Business generally has been fair and we have added H. B. Drabelle, formerly with the Rudolph Wurlitzer Co., to our forces."

The talking machine department of the Rudolph Wurlitzer Co. report a most satisfactory April business directly traceable to increased efforts along these lines: Window displays have been excellent. "The Pink Lady" window installed on the 27th is one that has been universally admired. A life-sized picture of a lady in pink forms the center piece of the window, while the background and floor draperies consists of pink silk. A scroll studded with electric lights and two handsome Vernis Martin Victrolas complete an artistic display.

The record business, which was somewhat slack early in April, picked up so that the delivery department was forced to supplement their messenger calls with assistance from the telegraph company later in the month.

A number of Victrolas were sold and the trade in small sized Victrolas for summer camps has already made itself felt. "The Pink Lady" records created an immense sensation and for the last few days of the month the talking machine department was congested with record buyers.

The advance orders for the new Victrola IX. have been very favorable, which indicates that this new style will be popular with the trade.

John Arnold, 507 Elm street, is doing some billboard advertising about the city and is feeling the effects of this method of publicity. He reports a good demand for complete outfits during April, particularly in the Edison line.

Quite a number of machines were sold at J. E. Poorman's place during the month just brought to a close. Poorman during April used a new method of reaching the trade. He carries in addition to phonographs a line of bicycles and mailed 5,200 letters from the Covington post office to prospects in this city, reminding them of the enjoyable days of old on old trips and casually mentioned "that phonographic concert we heard." It has brought results far beyond the dealer's anticipation.

W. E. Pelton has been placed in charge of the talking machine shop of the Lyric Piano Co. in this city.

New Idea Record Cabinets for Victrolas X and XI

A Beautiful Piece of Furniture

You will sell one every time you sell a X or XI. One dealer in Milwaukee has sold thirty-six New Idea Cabinets since February 15th. Another sold 11 during the same period. Every Distributer, so far, to whom we have made shipments, has sent duplicate orders. This looks like it's selling some, doesn't it?



Finished in Mahogany or any style Oak, to match X or XI Victrolas; Capacity, 140 ten or 12-inch records.

Weight, crated, 80 lbs.



The Sliding files are indexed and are faced and finished in wood to match the cabinet. They can only be drawn out far enough to admit taking out and replacing records.

Write for Catalogs, Prices and Discounts.

LAWRENCE MCGREAL, - Milwaukee, Wis.

**The Columbia Exclusive Selling Rights
policy is all that any dealer could think
it *ought* to be: It safeguards our dealers
against unfair competition.**



Columbia Phonograph Co., Genl., Tribune Building, New York

VICTORS FOR THE SCHOOLS.

Recently Organized Educational Department of the Victor Talking Machine Co., Under the Direction of Mrs. F. E. Clark, Begins Operations—Some Points Brought Home to the Dealers Regarding Their Opportunities in That Direction.

The Victor Talking Machine Co. have launched their latest campaign, which has been carefully worked out, for the installation of talking machines in the public and private schools of the country, and in view of the tremendous strides made by the talking machine as an educational factor, up to this time, it seems as though the new campaign cannot fail of success.

In a recent letter to the trade the Victor Co. have the following to say regarding their latest move and what it means to the dealer:

"The Victor in the public schools is assured. In the cities of Chicago, Minneapolis, Milwaukee and many others they are already a most important feature in the school curriculum, and we are simply overwhelmed with inquiries from schools in every section of the United States.

"To develop this immense business, which at present is coming to us practically without solicitation, we have inaugurated an educational department, and have placed at its head Mrs. Frances Elliott Clark, one of the most brilliant women in the educational world of America.

"Mr. Clark resigned as supervisor of music in

the public schools of Milwaukee, Wis., to enter upon this great work, which she is well qualified, by many years of successful experience as supervisor and lecturer on musical topics, and by wide acquaintance with the supervisors of the country and school conditions generally, to carry to a successful issue in every detail.

"The problem of ways and means of using the Victor to advantage in schools has been admirably demonstrated by Mrs. Clark, and she will undoubtedly organize such a campaign as will result ultimately in placing a Victor in nearly every school in the country."

A special school information sheet was enclosed with the letter to be filled out by the dealer, and giving detailed information regarding the schools which have already purchased Victor machines or Victrolas and the names of those in charge. These sheets are to be returned, filled out, to the Victor Co., who through their educational department will take up the subject of music study by means of the Victor with the school authorities and thereby materially increase the business of the dealer in that particular direction.

The Victor Co. have also issued a folder which explains to the dealer just how the Victor fits into the musical departments of the schools and how the fact may be brought home to those in charge. One of the most convincing paragraphs names a few of the things the Victor can do for the schools, which are given as follows:

Sacred songs for opening of schools.

Marches for assembling and recess use.

March, waltz and two-step rhythms for calisthenics and gymnasium work.

Illustrate the different instruments of the band or orchestra.

Illustrate the kinds of voices: soprano, alto, baritone, tenor and bass.

Teach a great number of old familiar American songs right from the record.

Teach a great number of folk-songs of other lands from the voices of artists.

Study aria, recitative, art song, oratorio and opera.

Give five complete operas and numerous excerpts from a hundred others.

Give concerts especially arranged for parents.

Give social center dances under proper conditions.

Bring to the hearing of the children the marvelous art of the greatest singers in the world, in the greatest songs ever written.

"The possibilities are boundless," say the company. "Just as fast as the school people can be informed of the uses of the Victor they will put them in. Who will make the sale? You? If you do not see the sign-board pointing the way to big business, some other fellow will get busy.

"Do not be put off because the school year is nearing its close. Many will buy for use during the closing exercises, and the bright dealer will make his demonstrations now, get a promise and a big list of prospects all worked up for September 1."

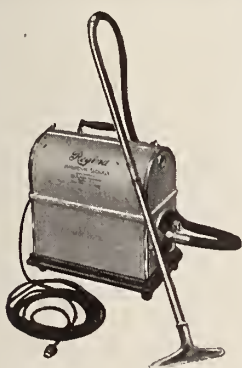
VICTOR AT IDEAL HOMES SHOW.

Very Effective Display Made by J. T. Bremner of the Bremner-Chalmers Co.—Sold a Number of Victrolas—Bremner-Chalmers Co.'s Business to Be Reorganized.

J. G. Bremner, of the Bremner-Chalmers Co., who have a store in New York and another in Brooklyn, exhibited a line of Victor goods on the balcony of the Ideal Homes Show, recently held at Madison Square Gardens, New York. It was in the personal charge of Mr. Bremner and his sales were very gratifying. He sold a Victrola XVI to a prominent real estate concern, who made effective use of it in connection with their exhibit. Mr. Bremner, who has bought out the interests of Mr. Chalmers, will reorganize the concern under a new name with increased capital. He also handles a full line of small goods, and has recently added pianos. A new place will be opened in Cranford, N. J.

WHERE ADVERTISING PAYS.

There is one way in which advertising helps the salesman, and that is, it helps to sell the finer, better grade of goods—the more profitable products of the factory. When it comes to casting up salesman's accounts at the end of the year, not only are his salary and traveling expenses and amount of sales taken into consideration, but the amount of profit that he made is probably the determining factor in rating him for the next year's business.



PROTECTION

Regina Pneumatic Cleaners

are manufactured under the Kenney (Basic) Patents, insuring ample patent protection to all dealers who handle them. They are licensed to be sold at a reasonable and uniform restricted price which allows the dealer a nice margin of profit.

They are extensively advertised in the principal magazines for the benefit of the trade, and inquiries are referred to dealers whenever possible.

REGINA PNEUMATIC CLEANERS all have *double suction pumps* and are furnished in hand operated or electric models.

They are easy to operate and easy to sell—built for long and hard service and fully guaranteed.

NOW IS THE TIME to get started in the Vacuum Cleaner business.

If your jobber does not carry REGINAS write to us for full particulars.

The proposition is an inviting one.

THE  CO.

**Broadway and 17th St.
NEW YORK**

DEPT. M.

**218 So. Wabash Ave.
CHICAGO**

After May 15th, 1911, our New York address will be 211 Marbridge Bldg., Cor. 34th St. and Broadway



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The Charm of a Talking Machine or Phonograph is real Music, this can be realized with a

"Music Master Wood Horn"

The authorities have long recognized that the MUSIC MASTER WOOD HORN meets the demands as an amplifier of Musical Tones of a Talking Machine. It offers by far the best value of any Horn in the market. There are no shams, no cheapness, no concealed faults in any part of the MUSIC MASTER WOOD HORN. Besides, this is the only HORN which carries a *GUARANTEE*.

It has paid Jobbers and Dealers and it has paid us—this our policy of always holding quality above sales, and worthiness above price. Show the MUSIC MASTER to your customer. They will tell you that there is not a more honest or more beautiful wood horn made than the MUSIC MASTER.

Should your Jobber be unable to supply you, write us at once.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

HORACE SHEBLE HONORED

By the Heads of Departments of the American Graphophone Co. Upon His Return from Europe—Novelty Offered by Means of Grafonola-Mignon—Interesting Speeches Made.

(Special to The Talking Machine World.)

Bridgeport, Conn., May 6, 1911.

Last Friday night the heads of departments of the American Graphophone Co. gave a banquet in honor of the return of the factory manager, Horace Sheble, who has been traveling in Italy, Switzerland and southern Europe for the last two months. The table was tastefully decorated with flowers and national colors, and the menu suggestive of the places he had visited.

One of the unique features of the dinner was music by the Grafonola Mignon. The records consisted of choice selections by talented artists, descriptive of the people Mr. Sheble had been among. The musical selections referred to started

with "My Mariuccia Take a Steamboat." As his first landing was Gibraltar, in Spain, the "Toreador Song" was given suggestive of this first country; "Visions of Salome" and "Bedouin Love Song" as suggestive of Algiers; "Ave Maria," "Carnival of Venice" and "La Forza del Destino" typified Italy; a Swiss yodel, as well as overture from "William Tell," for Switzerland, and "Marsellaise" for France, ending with "Take Me Back to Old New York" and "Home, Sweet Home."

After the dinner was over a little "talkfest" followed and this was started off with a record by Bert Williams, "You Are Going to Get Something You Don't Expect."

Short speeches of welcome were made and humorous happenings which occurred during his absence related, to which Mr. Sheble replied in an interesting description of his journey. Mr. Sheble had with him a large number of photographs which he had made at different points of his trip, and as he described scenes and places in a very entertaining and personal way, the photographs were

circulated around the table and examined by each one.

H. A. Budlong, executive officer, acted as toastmaster. The front cover of the menu card was decorated with blue label double disc records in reduced fac-simile, one selection being "Home, Sweet Home," and "I Was Happy When the Band Played Dixie" and the legend "Hail to the Chief." The back cover was similarly decorated, the selections being "Say Au Revoir, but Not Good Bye" and "Sing Me to Sleep, the Shadows Fall."

The unique menu is appended: "And bring hither the fatted calf, and kill it; and let us eat and be merry; and they began to be merry." Vesuvius cocktail (golden oak or mahogany), Mediterranean oyster cocktail, chicken-okra, a la Dago (Italian colors), River, Po planked shad, Nile-green cucumbers, chicken Pompeii—Sicilian peas, filet-mignon—Vatican, hearts of lettuce—French dressing, Spanish ice cream, a la Gibraltar, Swiss cantons—Alpine icing, north African coffee, Florentine cigars, Venetian cigarettes, smuggled beer.

The toasts are subjoined: H. A. Budlong, toastmaster, permanent address: Missouri; J. I. Brereton, "If you want to know who's boss start something;" F. L. Capps, "Life is one demnition grind and yet I still press on;" W. E. Parker, "E'en tho' it be the just estimation of a hair, thou shalt by the laws of Venice hang;" R. L. French, "My orders are to rush;" W. P. Phillips, "It's up to me to raise the devil;" W. S. Tyler, "Whose chemistry could quickly tell who's fit for heaven and who for h-1;" Chas. Morison, "Our records, like the hairs of our heads, are all numbered;" A. C. Wright, "It is naught, it is naught," saith the buyer; Homer Reid, "Pass the hat for your credit's sake and pay, pay, pay;" Horace Sheble—from a far country, "Tell us about it."

THE REGINA LICENSE

And the Conditions Under Which the Regina Pneumatic Cleaners Can Be Sold May Interest Trade.

The Regina Co., of New York City, are doing an immense business with their Regina pneumatic cleaners. These specialties appeal especially to talking machine dealers as a profitable side line—one which will pay them well and also interest visitors to their store. The copy of the license issued in connection with the Regina pneumatic cleaners, and the conditions under which they are sold are herewith set forth:

"This machine is covered by United States patent No. 847,947, dated March 19, 1907, and is licensed under the following restrictions controlling this and also all future sales and use thereof; any violation of these license restrictions revokes and terminates the license for use of this and all other Regina pneumatic cleaners in violator's possession and forfeits the title to said machines to the Regina Co., and also subjects the violator to suit for infringement of said letters-patent. Any purchase is an acceptance of these conditions.

"Conditions.—Dealers may advertise, sell and dispose of this machine only at the price and conditions established by us; nor is any discount, rebate, premium, donation or bonus to be allowed or given in connection with any such sale; this notice must not be removed or defaced.

"No guarantee given by us shall be valid in case of violation of any of these restrictions."

THOSE WHO SUCCEED.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces and took the chances and changes of this mortal life like men, facing rough and smooth alike as it came, and so found the truth of the old proverb, that good times and bad times and all times pass over.—Charles Kingsley.

Advertising is news—news more vital to the family than nine-tenths of the so-called news that goes into the newspaper.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., May 8, 1911.

SOUND-BOX FOR TALKING MACHINES. Alex. Fischer, Kensington, London, Eng. Patent No. 989,139.

This invention relates to bearings for mounting a stylus on sound boxes of talking machines, and has for its object the improvement of the bearings and coating parts described in former Patent Number 904,523, November 24, 1908, sound boxes for talking machines.

In former patent above, the spindle c is mounted in brackets b provided with bearing surfaces concentric with the curved portion of said spindle c and the centers of which lie within said spindle. In the present improvement, however, there is substituted for those other curved surfaces with their centers outside of the spindle c, as will appear below.

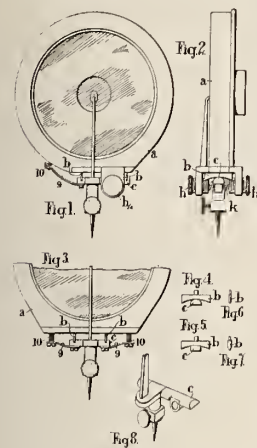
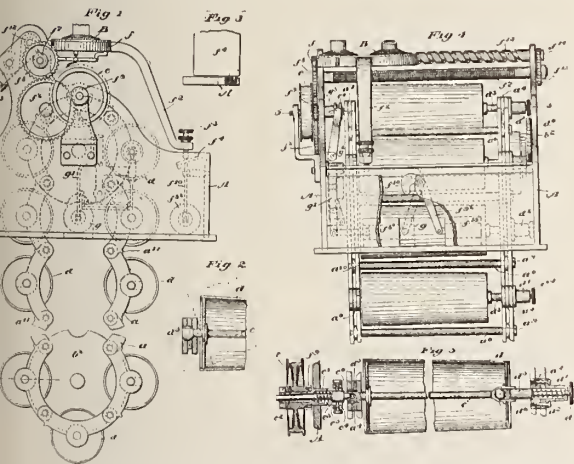


Figure 1 is a front elevational view of a sound box with improvement applied thereto; Fig. 2 is a side elevational view of the parts shown in Fig. 1; Fig. 3 shows a modified form of construction according to the present invention; Figs. 4 to 7 show details of the bearings, and Fig. 8 shows a perspective view of the stylus and associated parts.

SOUND-REPRODUCING OR SOUND-RECORDING MACHINE. George H. Underhill, Boston, Mass. Patent No. 989,737.

This invention relates to improvements in sound-reproducing and sound-recording machines. While applicable in many of its features to sound-reproducing machines of various types employing but a



single record, it is directed more particularly in certain of its features to multiple record machines or those wherein there are employed a plurality of records adapted to be brought successively into reproducing or recording relation to suitable reproducing or recording mechanisms.

This invention will be best understood by reference to the following description, when taken in connection with the accompanying illustration of one specific embodiment thereof selected for illustrative purposes only.

In the drawings, Figure 1 is a side elevation of the embodiment of this invention selected for illustration, certain of the parts being broken away for clearness; Fig. 2 is a detail showing in section the swivel or jointed attachment of a record cylinder support; Fig. 3 is a detail of the tilting sound box rest; Fig. 4 is a front elevation partially broken away, of the machine illustrated in Fig. 1. Fig. 5 is a section, partially broken away, taken on the line 5-5 of Fig. 4, but shown on an enlarged scale. Fig. 6 is a plan view of the machine illustrated in Fig. 1.

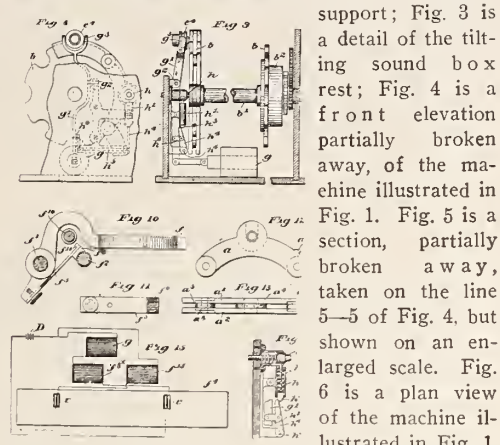


Fig. 7 is a detail of the feed screw gearing. Fig. 8 is a side elevation, and Fig. 9 a front elevation of the details of the device for locating and locking the record carrier. Figs. 10 and 11 are details of the feed mechanism for the sound box. Figs. 12 and 13 show the links or units of the endless record carrier respectively in elevation and plan. Fig. 14 shows a separate detail of the carrier locking device. Fig. 15 is a diagram of the electric circuits. Figs. 16 to 22 show details of the improved sound box.

PRODUCING PHONOGRAPHIC RECORDS. Isidor Kitsec, Philadelphia, Pa. Patent No. 990,144.

This invention relates to an improvement in means for producing phonographic records.

One of the objects of the invention is to produce a record without actual contact between the means actuated by the vibrating diaphragm and the material on which the record is produced.

A second of the objects is to produce a recording device provided with means to adjust the same for the purpose of enlarging or reducing the undulating recording lines.

In this device, 10 is the sound collector and 9 the vibrating diaphragm. The recording means are here illustrated as the siphon 1 dipping with one terminal into the liquid 6, the other terminal being in juxtaposition to the plate adapted to have recorded thereon the record. The means to suspend the siphon 1 are here illustrated as consisting of the horizontal thread 5 secured to the uprights 4, 4. To this thread is secured the plate 3, and on this plate is the tube 2. One of the legs of the siphon is carried through this tube. The plate 3 is connected through the rod 8 with the vibrating disc 9.

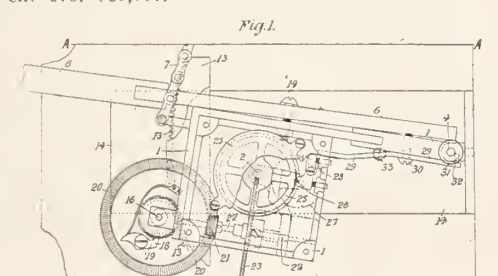
AUTOMATIC MAGAZINE NEEDLE HOLDER. Max Graft, Philadelphia, Pa. Patent No. 898,544.

The invention applies to all disc talking machines and consists of a multiple revolving needle holder mounted on a supporting arm by which attachment is made to the reproducer of the talking machine.

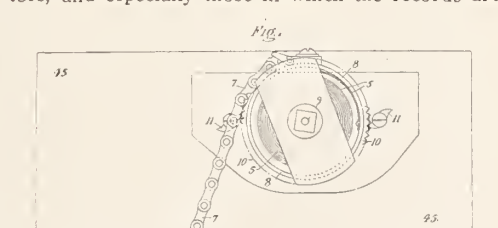
The whole contrivance operates in such a way as to allow all the needles to be used consecutively and afterward removed all at one time, and others put in their place. This device may be made of gun metal, aluminum, brass, iron, steel, nickel or other material or materials.

Figure 1 represents a rear elevation. Fig. 2 a front elevation with outer plate and thumbscrew removed. Fig. 3 represents a central section, and Fig. 4 is an assembly of all the parts showing the connection with the reproducer M of the machine, as the device would appear in actual use with needles in place resting upon the record P, which is supported on the turntable R.

SOUND RECORDING AND REPRODUCING MACHINE. Julius Harris, Liverpool, Eng., assignor of one-half to Thomas King Emery, Liscard, Eng. Patent No. 989,707.



This invention has reference to phonographs, gramophones, and other similar auto-musical instruments, and instruments driven by spring motors, and especially those in which the records are



of the disc type, and the general object of the invention has been to provide improvements in connection with such instruments by which they are more easily worked and at the same time the mechanism is simple, inexpensive and effective, and capable of giving uniform and reliable results or effects, both in the taking of records and in playing them.

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As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

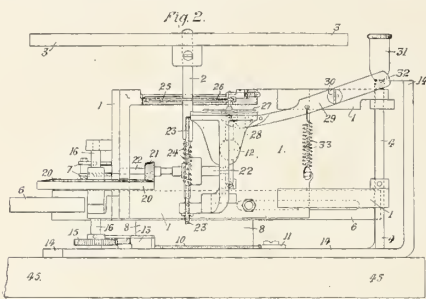
Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

If your business is any part *cylinder*, the Columbia Indestructible Cylinder Record will liven up that part of it like a bonfire under a balky horse.

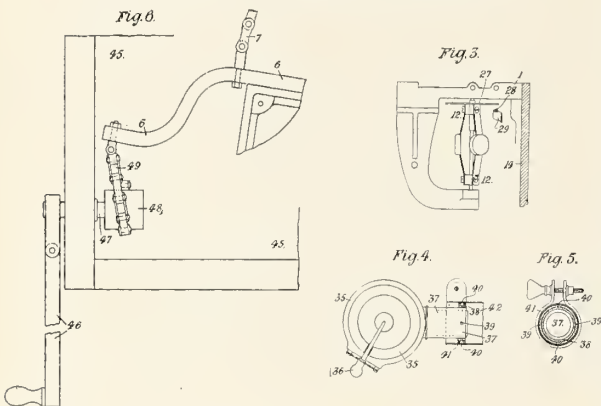


Columbia Phonograph Co., Genl., Tribune Building, New York

In these drawings, Figure 1 is a plan of one part, and Fig. 1A a plan of the other part of the improved mechanism, and Fig. 2 is an elevation

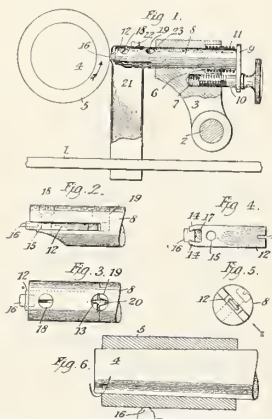


partly in section of the improved mechanism. Figs. 3, 4 and 5 are details described, and Fig. 6 shows a part of the hand actuating means.



SHAVING MACHINE FOR SOUND RECORDS. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 990,366.

This invention relates to certain improvements in graphophone and phonograph shaving machines, intended for shaving off the surface of a cylindrical sound record in order to obtain a smooth surface for use in further recording.



The apparatus is especially useful in connection with so-called "dictaphones" or machines for dictation purposes. One object of the invention is to enable the operator to obtain a very minute and accurate adjustment of the shaving knife, even while the machine is running, whereby sufficient material will be removed from the cylinder, but no more material than is necessary. By this economy in the material shaved off the cylinder can be shaved and used a greater number of times. The result of this invention is to prolong the lifetime of a dictation blank.

Another object of the invention is to prevent clogging of the knife by chips or shavings.

Fig. 1 is an end view, partly broken away, of the parts of a shaving machine containing the invention; Fig. 2 is a detail, showing the knife-holder carrying the shaving knife and mounted in the knife-bar, the view being from the direction II of Fig. 5; Fig. 3 is a side view of Fig. 2; Fig. 4 is a plan of the knife-holder and knife; Fig. 5 is a front view of the knife-bar, showing the diagonal position of the knife; and Fig. 6 is a diagram to indicate the direction of the operation.

PHONOGRAPH REPRODUCER. Charles P. Carter, Kingston, N. Y., assignor by mesne assignments to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 991,424.

This invention relates to phonograph reproducers of the Edison type in which a floating weight is pivoted to the body of the reproducer and the stylus is carried by a lever pivoted to the floating weight and connected to a reproducer diaphragm or other means for producing sound vibrations.

This invention has for its object the mounting of the said lever in such a way that the stylus shall be free to move up and down and also horizontally or laterally in order to follow the sound record groove faithfully. The lever is mounted upon a horizontal pivot pin in such a manner that the stylus lever is free not only to rock about the said pin in a vertical plane in tracking the sound record groove but also to rock about the said pin in a horizontal plane and also to move bodily laterally upon the said pin in following the irregularities of the record groove. This construction also employs an elastic or spring means for maintaining the stylus lever centrally in alinement with the record groove and for returning the lever to said position after deviation therefrom and for restraining its lateral movement upon the pivot pin.

Reference is hereby made to the accompanying drawings of which Figure 1 is a central vertical section of a phonograph reproducer constructed in accordance with the invention, certain parts being shown in elevation. Fig. 2 is a bottom plan view of the same, certain parts being shown in section; and Fig. 3 is a detail view similar to Fig. 2 of a modified form of my device.

PHONOGRAPH REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 991,361.

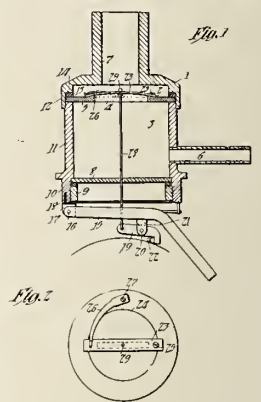
This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suit-

able valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove.

The object of the invention is to improve the quality of sound reproduction of a novel valve structure, the valve being extremely thin, very flexible, and of inconsiderable weight, so that defects due to momentum and inertia of parts are avoided and a more faithful reproduction obtained.

Reference is hereby made to the accompanying drawings forming part of this specification, illustrating a preferred embodiment of my invention, in which—

Figure 1 is a central vertical section through a phonograph reproducer embodying my invention, certain parts being shown in side elevation; and Fig. 2 is a plan view of the port plate with the valve mounted thereon and covering the port.



NEW YORK OFFICE FULLY EQUIPPED.

The New York Phonograph Co. Showrooms at 5 and 7 Union Square in Charge of E. E. Prairie—To Cover Eastern Territory.

The New York office of the U-S Phonograph Co., 5 and 7 Union Square, is now fully equipped, and as stated before, is in charge of E. E. Prairie, under the general management of L. E. Green, manager of the Bishop-Babcock & Becker Co. Mr. Prairie has a full exhibit of the line and this week stated to The Review that business was developing very rapidly, better than he expected in new territory, which covers the entire eastern part of New York State, including the Greater City, etc., eastern part of Pennsylvania, Delaware, New Jersey and Virginia. He is assisted by D. Calish, looking after outside sales.

LATEST COLUMBIA DEALERS.

Quimby & Quimby, music dealers, Claremont, N. H., have recently joined the ranks of Columbia dealers, ordering a good stock of machines and records to start with. They will handle the line exclusively.

Another piano house who have taken on the Columbia line exclusively is the Lauter Co., Newark, N. J.

When writing ordinary advertising copy the object of the writer is to say something, or use an illustration, which will arrest the attention, then tell his story in a manner which will hold interest, and say things in the advertisement which will arouse the buying instinct and cause the name or trade-mark of the advertiser to be remembered.

RECORD BULLETINS FOR JUNE, 1911

VICTOR TALKING MACHINE CO.

| SINGLE-FACED RECORDS. | | |
|-----------------------|---|-------|
| No. | | Size. |
| | Vessella's Italian Band. | |
| 31825 | A Vision of Salome—Waltz.....Joyce | 12 |
| 31826 | The Last Hope—Religious Meditation Gottschalk | 12 |
| 31828 | Moonlight Sonata—First movement (Sonata in C# minor, op. 27, No. 2).....Beethoven | 12 |
| | Collins and Harlan. | |
| 5831 | I'm Crazy 'Bout the Turkey Trot.....Goodwin-Meyer | 10 |
| | Reed Miller, Tenor. | |
| 5841 | Dreaming.....Wellings | 10 |
| | Charles King, Comedian | |
| 5842 | Virginia Lou.....Snyder-Kalmer | 10 |
| | Elizabeth Brice-Charles King. | |
| 5843 | Let Me Stay and Live in Dixieland (from "The Slim Princess").....Brice-King | 10 |
| | Billy Murray and American Quartet. | |
| 5844 | That Fellow with the 'Cello Rag.....Smalley | 10 |
| | Victor Concert Orchestra. | |
| 31820 | Contes d'Hoffmann Selection (Tales of Hoffman).....Offenbach | 12 |
| | Victor Light Opera Co. | |
| 31821 | Gems from "The Balkan Princess".....Rubens | 12 |
| | Reed Miller-Reinold Werrenrath. | |
| 31822 | The Two Beggars.....Valdeman-Wilson | 12 |
| | Victor Light Opera Co. | |
| 31827 | Gems from "Giroflé-Girofla".....Lecocq | 12 |
| | Offenbach | |
| DOUBLE-FACED RECORDS. | | |
| 16849 | Burhank, the Wizard (Humorous Specialty).....Murry K. Hill | 10 |
| | Murry K. Hill | |
| | Two Ruhes Swapping Horses (Porter) Comic Dialogue.....Steve Porter-Byron G. Harlan | 10 |
| 16854 | Love Is Like a Red, Red Rose (from "He Came from Milwaukee") (Jerome-Hirsch).....Stevenson-Burr | 10 |
| | Stevenson-Burr | |
| | My Hero Waltz (from "Chocolate Soldier") (Oscar Strauss) Whistling.....Gialdini | 10 |
| 16855 | Cupid's Arrow—Concert Polka (Paul Eno). Banjo (Piano Accomp.).....Fred Van Eps | 10 |
| | Polish Dance, No. 1 (Scharwenka). Xylophone.....William H. Reitz | 10 |
| 16856 | 1. Good News. 2. Wasn't That a Wide River? (Work, Ryder, Meyers, O'Hara) Fisk Jubilee Quartet In Bright Mansions Above.....Work, Ryder, Meyers, O'Hara | 10 |
| | Fisk Jubilee Quartet | |
| 16857 | Will the Roses Bloom in Heaven? (Harris).....Henry Burr | 10 |
| | Henry Burr | |
| | Lil' Gal (Parks).....Chicago Glee Club | 10 |
| 16858 | When the Corn Is Waving, Annie Dear (Blamphin) (Arranged by Dudley Buck).....Apollo Quartet | 10 |
| | Apollo Quartet | |
| | Lindy (Christan-Neidinger).....Marguerite Dunlap | 10 |
| 16859 | Baby Rose (Weslyn-Christie).....American Quartet | 10 |
| | Why Adam Sinned (Rogers).....Lilian Homesley | 10 |
| 16860 | Old Nassau (Princeton College Air) (Peck-Langlotz).....Werrenrath and Haydn Quartet | 10 |
| | Yale Boola Song (Hirsch).....Haydn Quartet | 10 |
| 16861 | My Yiddisha Colleen (Madden-Edwards).....Walter Van Brunt | 10 |
| | Adventures in a Department Store. Comic Talk. Murry K. Hill | 10 |
| 16862 | Give Your Smiles to All the Boys But Keep Your Heart for Me (Mohr). Walter Van Brunt Rag Pickings (Arranged by Van Eps). Banjo.....Fred Van Eps | 10 |
| | Fred Van Eps | |
| 16863 | Mother Goose Songs (Elliott). Elizabeth Wheeler | 10 |
| | 1. Hey Diddle Diddle. 2. Little Bo-Peep. 3. Ride a Cock Horse. 4. Little Jack Horner. 5. Twinkle, Twinkle. 6. Lullaby. 2. His New Brether (Lincoln).....Henry Allan Price | 10 |
| 35187 | Medley Two-Step—No. 9.....Victor Dance Orch. | 12 |
| | La Fiancée Waltzes (Waldteufel).....Victor Dance Orch. | 12 |
| 35196 | Kentucky Babe (Buck-Geibel)....."That Girl" Quartet | 12 |
| | Knee-Deep in June (James Whitcomb Riley) Recitation.....Henry Allan Price | 12 |

| PURPLE LABEL RECORDS. | | |
|-----------------------|---|----|
| | Imperial Russian Balalaika Court Orch. | |
| 60038 | Serenade Falet..... | 10 |
| 60039 | Toreador et Andalouse (from "Bal Costume").....Ruhinstein | 10 |
| | Victor Opera Sextette. | |
| 70036 | Lucia—Sextette.....Donizetti | 12 |
| THE MAY SPECIAL LIST. | | |
| | Three "Pink Lady" Records. | |
| | Lucy Isabelle Marsh and Victor Chorus. | |
| 60040 | My Beautiful Lady (Waltz from "The Pink Lady") (Purple Label).....McLellan-Caryll | 10 |
| | Reinold Werrenrath and Hadyn Quartet. | |
| 5839 | By the Saskatchewan (from "The Pink Lady").....McLellan-Caryll | 10 |
| | Victor Light Opera Co. | |
| 31823 | Gems from "The Pink Lady".....McLellan-Caryll | 12 |
| | Victor Light Opera Co. | |
| 31824 | Gems from "Madame Sherry".....Haucrbach-Hoschna | 12 |
| | "The Smile She Means for You," "The Butterfly," "Every Little Movement," "The Birth of Passion," "For We're Only Poor Weak Mortals," "We're Off for an Ocean Sail." | |
| NEW RED SEAL RECORDS. | | |
| | Luisa Tetrazzini, Soprano (with orch.). | |
| 88307 | Proch's Air and Variations (In Italian, with Flute Obligato by C. Barone).....Proch | 12 |
| 88308 | Martha—The Last Rose of Summer (In English).....Moore | 12 |
| | G. Mario Sammarco, Baritone (with orch.). Neapolitan. | |
| 87077 | Uocchie di suonno ("Sleepy Eyes").....Costa | 10 |
| 88310 | Africaine—Adamastor, ré dell' onde profunde (Adamastor, Ruler of the Ocean) (with orch.).....Meyerbeer | 12 |
| | —In Italian.....Meyerbeer | |
| 88309 | Louise Homer, Contralto (with orch.)—In English. There Is a Green Hill Far Away.....Gounod | 12 |
| | John McCormack, Tenor (with orch.)—In English. | |
| 64180 | Believe Me If All Those Endearing Young Charms.....Moore | 10 |
| 64181 | Mother Machree (from "Barry of Barrymore").....Young Oleott | 10 |
| | Alma Gluck, Soprano (with orch.). | |
| 64182 | Tu—Habañera (To You!—A Song of Havana)—In Spanish.....Sanchez-Fuentes | 10 |
| 64183 | My Laddie—In English.....Princess Trouhetskoy—W. A. Thayer | 10 |
| | Otto Geritz, Baritone (with orch.)—In German. | |
| 64184 | Königs kinder—O du liehheilige Einfalt du! (Thou Innocent One).....Humperdinck | 10 |

COLUMBIA PHONOGRAPH CO.

| 10-INCH DOUBLE-DISC BLUE LABEL RECORDS. | | |
|---|---|--|
| A994 | King of the Bungaloes—Green and Straight. Baritone Solo, Orch. Accomp.....Gene Greene | |
| | Cancel that Wedding March—Snyder. Baritone Solo, Orch. Accomp.....Gene Greene | |
| A995 | The Old Jokes—Murry K. Hill. Comic Specialty, Orch. Accomp.....Murry K. Hill | |
| | Some Talks and Songs—Murry K. Hill. Comic Specialty, Orch. Accomp.....Murry K. Hill | |
| A1001 | Don't Wake Me Up, I Am Dreaming—Ingraham. Vocal Quartet, Female Voices, Orch. Accomp.....Savoy Girl Quartet | |
| | Let Me Live and Stay in Dixieland—Price and King. Vocal Quartet, Female Voices, Orch. Accomp.....Savoy Girl Quartet | |
| A1002 | The Lass from the County Mayo—Browne. Counter-Tenor Solo, Orch. Accomp.....Will Oakland | |
| | You Can't Make Me Stop Loving You—Mills. Counter-Tenor Solo, Orch. Accomp.....Will Oakland | |
| 10-INCH DOUBLE-DISC RECORDS. | | |
| A995 | Ragged Robin—Used to Believe in Fairies—Spink. Counter-Tenor Solo, Orch. Accomp.....Frank Coombs | |
| | The Cottage by the Sea—Thomas. Counter-Tenor Solo, Orch. Accomp.....Frank Coombs | |
| A997 | "The Kiss" Waltz—L. Arditi. Whistling Solo, Orch. Accomp.....Guido Gialdini | |
| | Die Fledermaus—Most Noble Marquis (Mein Herr Marquis)—Strauss. Whistling Solo, Orch. Accomp.....Guido Gialdini | |

| A998 | Virginia Lou—Taylor. Tenor Solo, Orch. Accomp.....Henry Burr | |
|---|---|--|
| | That Was Born Before I Met You—Bryan and Meyer. Soprano and Tenor Duet, Orch. Accomp.....Ada Jones and Walter Van Brunt | |
| A999 | The Ballet "Sylvia"—Intermezzo et Valse Lente—Delibes.....Prince's Orchestra | |
| | The Ballet "Sylvia"—Pizzicato—Delibes.....Prince's Orchestra | |
| A1000 | I'm Looking for a Nice Young Fellow Who is Looking for a Nice Young Girl—Henry. Soprano Solo with Quartet Refrain, Orch. Accomp.....Ada Jones and Brunswick Quartet | |
| | Alamo Rag—Wenrich. Vocal Quartet, Male Voices, Orch. Accomp.....Columbia Quartet | |
| 12-INCH DOUBLE-DISC RECORDS. | | |
| A5285 | The Spring Maid—Fountain Fay—Reinhardt. Soprano Solo, Orch. Accomp.....Alice Parsons | |
| | The Balkan Princess—Dear, Delightful Women Rubens. Mezzo-Soprano and Tenor Duet, Orch. Accomp.....M. Mayhew and Henry Burr | |
| A5286 | The Spring Maid—Two Little Love Bees—Reinhardt. Soprano and Baritone Duet, Orch. Accomp.....Leila Hughes and Clarke Braine | |
| | The Balkan Princess—Selections—Rubens.....Prince's Orchestra | |
| A5287 | Dream Faces—Hutchinson. Contralto Solo, Orch. Accomp.....Mrs. A. Stewart Holt | |
| | Past and Future—De Koven. Contralto Solo, Orch. Accomp.....Mrs. A. Stewart Holt | |
| 3-MINUTE INDESTRUCTIBLE CYLINDER RECORDS. | | |
| 1475 | Lights Out March—Earl McCoy.....Band | |
| 1476 | The Chocolate Soldier—My Hero—Oscar Strauss. Soprano Solo.....Inez Barbour | |
| 1477 | Heaven Is My Home—Taylor and Sauvage. Baritone Solo.....J. F. Harrison | |
| 1478 | The Cuckoo. Banjo Solo.....Fred Van Eps | |
| 1479 | Won't You Love Me, Molly Darling—Will S. Hays. Tenor Solo.....Harry Anthony | |
| 1480 | Winter—Bryan and Gumble. Vocal Quartet, Male Voices.....Male Quartet | |
| 1481 | Some of These Days—Shelton Brooks. Tenor Solo.....Walter Van Brunt | |
| 1482 | Glory Song—O, That Will Be Glory for Me—Chas. H. Gabriel. Tenor and Baritone Duet.....Anthony and Harrison | |
| 1483 | They're All Good American Names—Jerome and Schwartz. Baritone Solo.....Bob Roberts | |
| 1484 | German Patrol—Eilenberg.....Band | |
| 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS. | | |
| 3215 | Barber of Seville—Selection—Rossini.....Band | |
| 3216 | I Feel Religion Comin' On—Robinson. Baritone Solo.....Arthur Collins | |
| 3217 | The Longest Way Round is the Sweetest Way Home—Kerry Mills. Counter-Tenor Solo.....Will Oakland | |
| 3218 | Jigs and Reels—Medley—Arranged by F. D. Wood.....Orchestra | |
| 3219 | Naughty Marietta—I'm Falling in Love with Someone—Young and Herbert. Tenor Solo.....Walter Van Brunt | |
| 3220 | The Vale of Dreams—Baer and Schnied. Tenor and Baritone Duet.....Anthony and Harrison | |
| 3221 | The Golden Crown—Overture—Herman.....Orchestra | |
| 3222 | Elijah—It Is Enough—Mendelssohn. Baritone Solo.....J. F. Harrison | |
| 3223 | Silver Threads Among the Gold—Danks. Counter-Tenor Solo.....Will Oakland | |
| 3224 | Ernani—Selection—Verdi.....Band | |

THOMAS EDISON, INC.

EDISON AMBEROL RECORDS.

| 690 | Triumphal March.....New York Military Band | |
|--------------------------|--|--|
| 691 | Some of These Days.....Sophie Tucker | |
| 692 | That's Why I Never Married—"The Slim Princess".....Billy Murray | |
| 693 | Song-Bird—Intermezzo.....Charles Daab | |
| 694 | Geef But the Moon Makes Me Lonesome.....Manuel Roman | |
| 695 | There's Something About You, Dear, That Appeals to Me.....Ada Jones and Billy Murray | |
| 696 | Don't Wake Me Up, I Am Dreaming. A. C. Clough | |
| 697 | Virginia Reel (For Dancing). Nat'l Promenade Band | |
| 698 | Below the Mason-Dixon Line.....Arthur Collins | |
| 699 | Rainbow.....Ada Jones and Billy Murray | |
| 700 | Uncle Fritz's Birthday.....L. Spencer and Company | |
| 701 | Birds of the Forest—Gavotte.....Guido Gialdini | |
| 702 | For Killarney and You.....Frank X. Doyle | |
| 703 | On San Francisco Bay.....Billy Murray and Chorus | |
| 704 | The Wild Rose—"When Sweet Sixteen".....Victor Herbert and His Orchestra | |
| 705 | Homeland—"Katie Did" Elizabeth Spencer & Chorus | |
| 706 | Wbat a Friend We Have in Jesus.....Edison Mixed Quartet | |
| 707 | Spinning Song.....Karel Bondam | |
| 708 | The Bridge.....Knickerbocker Quartet | |
| 709 | 'Tis But a Little Faded Flower. Anthony & Harrison | |
| 710 | Wait Till the Clouds Roll By.....W. Oakland & Chorus | |
| 711 | Shepherds' Dance.....Charles D'Almaine | |
| 712 | Darling Nellie Gray.....Metropolitan Quartet | |
| 713 | In Good Time Town.....Premier Quartet | |
| 714 | Ouverture des Dragons de Villars.....Garde Republicaine Band | |
| EDISON STANDARD RECORDS. | | |
| 10406 | Temptation Rag.....New York Military Band | |
| 10497 | The Garden of Roses. Arthur C. Clough and Chorus | |
| 10498 | Put on Your Slippers, Your In for the Night.....Ada Jones | |
| 10499 | Casey Jones.....Billy Murray and Chorus | |
| 10500 | The Cubanola Glide.....Collins and Harlan | |

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

| | 10-Inch. | |
|-------------------------------------|---|--|
| | Zon-o-phone Concert Band. | |
| 5724 | A—Bridal Song from Symphony "Rural Wedding".....C. Goldmark | |
| | B—Dragoon's Call (Ulanenruf).....R. Eilenberg | |
| 5725 | A—Patrol of the Guardsmen.....F. H. Loscy | |
| | B—Rain Drops—Intermezzo.....August Saumell | |
| ZON-O-PHONE ORCHESTRA. | | |
| 5726 | A—Pikanterien Waltz.....Franz Lehar | |
| | B—Georgia Sunset—Two-Step.....Albert W. Brown | |
| 5727 | A—Gorham's Collection of Jigs.....A. Schlegelgrell | |
| | B—Paddy—Characteristic Two-Step.....T. C. Bennett | |
| VOCAL SELECTIONS WITH ORCH. ACCOMP. | | |
| | Henry Burr. | |
| 5728 | A—The Wild Rose, from "When Sweet Sixteen".....Victor Herbert | |
| | B—Twilight.....Evans Lloyd | |
| | Arthur Collins. | |
| 5729 | A—Steamboat Bill.....Leighton Bros. | |
| | B—Anybody But You.....Jean C. Havez | |
| | Ada Jones. | |
| 5730 | A—It's Got To Be Someone I Love.....Alfred J. Doyle | |
| | B—Honey, Don't Go Out the Gate.....Newton Alexander | |
| | Billy Murray. | |

(Continued on page 54.)

When in need of

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RECORD BULLETINS FOR JUNE.

(Continued from page 53.)

- 5731 A—Toddling the Todalo, from the "Hen Pecks".....A. Baldwin Sloane
- B—How'd You Like to Be the Elevator Boy, Going Up, Going Down.....Samuel Lehman
- 5732 A—Berceuse from "Jocelyn".....B. Godard
- B—The Nightingale.....Arthur A. Penn
- 5733 A—That Was Before I Met You.....Geo. W. Meyer
- B—Night and Day.....Evans Lloyd
- 5734 A—The Mississippi Dippy Dip.....W. Raymond Walker
- B—Rain-in-the-Face.....Benj. Hapgood Burk
- 5735 A—When Cupid Comes a Tapping.....Samuel Lehman
- B—Herman, Let's Dance That Beautiful Waltz (Ada Jones).....Ted Snyder
- Miscellaneous Vocal Selections, with Orch. Accomp.
- 5736 A—In the Summertime (W. H. Thompson).....Albert Gumble
- B—The Dear Old Farm (Billy Murray).....Jerome Schwartz
- 5737 A—Dear Delightful Women, from the "Balkan Princess" (Miss Merle Tillotson and Henry Burr).....Paul A. Rubens
- B—June, from the "Hen Pecks" (Peerless Quartet).....A. Baldwin Sloane
- Peerless Quartet with Orch. Accomp.
- 5738 A—The Son of God Goes Forth to War.....H. S. Cutler
- B—O, Mother Dear, Jerusalem.....C. F. Roper

UNITED STATES PHONOGRAPH CO.

ENGLISH SELECTIONS.

- Four-minute Records.
- 1176 Selection from Aida.....U. S. Concert Band
- 1172 A Bunch of Nonsense (Vaudeville Sketch).....Murry K. Hill
- 1173 'Tis Not True.....George Carre
- 1201 "Amo" (Intermezzo).....U. S. Peerless Orch.
- 1196 Love Beams (Duet).....Miss Smith and Mr. Thompson
- 1244 Drink to Me Only with Thine Eyes.....William Wheeler
- 1239 Dixie Gray (March Song).....W. H. Thompson and Chorus
- 1209 Dorothy (Schottische) (Cornet Solo).....William Barnes
- 1236 Tout Passee Waltz (Whistling Solo).....Guido Gialdini
- 1235 I'm Looking for a Nice Young Fellow Who Is Looking for a Nice Young Girl.....Minnie Emmett
- 1240 Dear Heart (Violin, Flute and Harp).....U. S. Instrumental Trio
- 1203 Rendezvous Waltz.....U. S. Peerless Orch.
- 1232 You Can't Make Me Stop Loving You.....Will Oakland
- 1197 By the Dear Old River Rhine (Duet).....Burr and Campbell
- 1181 Those Evening Bells (Bells of St. Petersburg).....James McCool
- 1180 Doan You Cry, Ma Honey (Male Voices).....Peerless Quartet
- 1198 The Old Time Street Fakir (Vaudeville Sketch).....Porter and Harlan
- 1174 Kerry Mills' Barn Dance (Duet).....Collins and Harlan
- 1207 Dream Girl Waltzes.....U. S. Peerless Orch.
- 1193 Girl of My Dreams.....Harvey W. Hindermeyer
- 1251 By the Saskatchewan (from "The Pink Lady").....Henry Burr and Campbell
- 1241 Thais Meditation (Violin Solo).....Giacinta della Rocca
- 1199 The Battle Cry of Freedom (Duet).....Harlan and Parsons
- 1243 Can't You Take It Back and Change It for a Boy?.....Byron G. Harlan
- 1237 Overture Der Tambour der Garde.....U. S. Military Band
- GRAND OPERA.
- Four-minute Records.
- 021131 Pagliacci Prologo (Prologue) Leonecavallo—In Italian.....Guiseppe Pimazzoni
- 021132 Forza del Destino Solenne in quest' ora (Swear in This Hour) Verdi—In Italian (Duet).....Cav. Carlo Cartica and Cesare Alessandrini
- 021133 Carmen Canzone del Toreador (Toreador Song) Bizet—In Italian.....Guiseppe Pimazzoni
- 33015 Boheme Racconto di Rodolfo (Rodolph's Narrative) Puccini—In Italian.....Cav. Carlo Cartica
- GERMAN.
- Four-minute Records.
- 21247 Volkliedercouplet.....Oscar Stolberg
- 21248 Khl Klä Klatscherei.....Oscar Stolberg
- ITALIAN.
- Four-minute Records.
- 21124 Tarantella Ciociara (Neapolitan Song).....Eugenio Torre
- 21126 Ndringhete ndra' (Neapolitan Song).....Eugenio Torre
- 21128 Serenatella nera (Neapolitan Song).....Eugenio Torre
- 21129 Ciribiribin (Neapolitan Duet).....Madame Milesa and Signor Torre
- FINNISH.
- Four-minute Records.
- 21751 Kesapavia Kangasalla.....John Koskelo
- 21752 Sotlias Poika.....John Koskelo

SWEDISH.

- Four-minute Records.
- 21570 Sjernan.....John Koskelo
- 21571 Det Gingo tva Flickar I Rosende Lund (Folk Song).....John Koskelo
- ENGLISH SELECTIONS.
- Two-minute Records.
- 360 The Lizard and the Frog.....U. S. Military Band
- 365 Medley of Reels (Accordeon Solo).....John J. Kimmel
- 368 Virginia Skeddaddle.....U. S. Symphony Orch.
- 372 They're All Good American Names.....Fred Duprez
- 373 The Glory of the Yankee Navy.....U. S. Military Band
- 374 Oh! Fiddle (Vaudeville Sketch).....Murry K. Hill
- 375 Two Rubes at the Vaudeville (Rube Sketch).....Collins & Harlan
- 376 All Alone.....Minnie Emmett
- 377 La Balladora (Toc Dance).....U. S. Symphony Orch.
- 378 The Kiss Waltz ("Il Bacio") (Whistling Solo).....Guido Gialdini
- 379 Steamboat Bill.....Arthur Collins
- 380 Black and White Rag (Piano Solo).....Albert Benzler
- ITALIAN.
- Two-minute Records.
- 5388 Frunniata (Neapolitan Song).....Eugenio Torre
- 5340 'E Cerase (Neapolitan Song).....Eugenio Torre
- 5341 Oi Luna Janca (Neapolitan Song).....Eugenio Torre
- 5342 Chitarrata Trista (Neapolitan Song).....Eugenio Torre
- GERMAN.
- Two-minute Records.
- 5460 Das Ping Pong Spiel (Couplet).....Oscar Stolberg
- SWEDISH.
- Two-minute Records.
- 5780 Till Norden.....John Koskelo
- 5781 Till Osterland Vill jag Fara (Folk Song).....John Koskelo
- 5782 Jag gar I Tusen Tankar (Folk Song).....John Koskelo
- 5783 Allt Under Himmelens Faste (Folk Song).....John Koskelo
- FINNISH.
- Two-minute Records.
- 5961 Linjali Rattaat (Humoristic Folk Song).....John Koskelo
- 5962 Lypsajan Lauulu (Folk Song).....John Koskelo

MAN'S ECONOMY.

How the Feminine Section of the Editorial Household Rubs It In.

One day as a farmer of extraordinary meanness was starting out for the town to do his weekly shopping, for even he has to buy something for the support of his family, his wife came out and asked him to buy her a darned needle.

"What's the matter with the one I bought you last winter?" asked the farmer.

"The eye has broken," she replied.

"Bring the needle here," he said. "I'm not going to allow such extravagance. I'll have the needle mended."

The woman, wise in her generation, made no protest. She brought out the broken needle.

The economical farmer rode away into town, and made his first stop at the blacksmith's shop. He took out the needle and gave it to the blacksmith.

"I want that mended," he said.

The blacksmith knew his customer, and, keeping his face perfectly straight, said the eye should be mended in an hour's time.

The farmer rode away, and the blacksmith walked across the road and bought a new needle for five cents. When the farmer called again the blacksmith gave him the new needle.

The farmer looked at the smooth, polished surface of the steel and remarked that it was a good job. "How much will it be?" said he.

"A quarter," said the blacksmith, and the farmer as he paid it remarked that he knew that the needle could be mended, but his wife would have gone to the expense of buying a new one.

RECORD EXCHANGE PLAN SUCCESSFUL.

The new record exchange plan of the Thomas A. Edison Co., Inc., is reported as having done a world of good in reassuring the timid and redoubling the confidence of the more confident dealer by opening up an outlet for the inactive stocks on their shelves and insuring them full value for every dollar invested in Edison goods. It is said to have re-established their faith in Edison products and Edison policies, and again proved to the trade that they can depend upon the corporation at all times to come to their aid in the solution of vexing business problems—even though it be at a sacrifice on their part, as it is described in this particular instance.

The thing that hampers men, that holds them back more than anything else, is the doubt of their own ability.

An order-taker is a man whose aim is to sell goods. A salesman is one who aims to sell goods at a profit.

EXECUTIVE COMMITTEE MEETS.

Eastern Talking Machine Dealers' Committee Hold First Meeting, Following Annual Convention, on April 26, When President Storck Appointed Important Committees.

The first meeting of the Executive Committee of the Eastern Talking Machine Dealers' Association, after the annual convention on the 12th inst., was held April 26 at the Cafe Lion d'Or, New York. The committee announced subsequently by President Storck follows: Frank C. Storck, Red Bank, N. J.; E. T. Glover, Plainfield, N. J. (vice-president); A. Lasus, New Rochelle, N. Y. (treasurer); A. Lustberg (secretary), Huntington, L. I.; R. Montalvo, Jr., New Brunswick, N. J.; Meyer Goransky, Yonkers, N. Y.; T. Riddell, Brooklyn, N. Y.; C. A. Laureigh, Orange, N. J., and J. G. Bremner, of the Bremner-Chalmers Co., New York. All but the last three named were present.

Besides approving the treasurer's report, indicating the association was in a flourishing condition, routine matters only were attended to, special emphasis being placed upon the new schedule of annual dues, namely, a reduction from \$5 to \$3 for active members, and \$3 to \$1.50 for associates. Since the convention over twenty new members have joined. At the next quarterly meeting of the association, June 14, every dealer in the Eastern territory, irrespective of membership, is invited and urgently requested to be present.

No great war has been won without hitting again—and again—until the opposition collapsed.

Leading Jobbers of Talking Machines in America

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MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

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59 Lakeside Ave., Orange, N. J.

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AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1911



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The Talking Machine World

Vol. 7. No. 6.

New York, June 15, 1911.

Price Ten Cents

GETTING OLD CUSTOMERS BACK.

An Important Factor in Increasing Business—
Small Disputes That Prove Bad Advertisements—Going More Than Half Way.

Not least among the ways to increase business is to "kiss and make it up" with old-time customers who have broken away because of some slight misunderstanding. An editor of a prominent newspaper recently admitted to a friend that he hadn't been inside a certain store for four years because he had once been offended in a dispute with a salesman over a pair of shoes. The matter was reported to the merchant, who immediately sent the man a check for the full amount in question, and a letter which called forth a hearty response and a renewal of patronage. This set the merchant to thinking, and he checked up his old-time customers that had left, got after each one of them, and found it possible to renew relations with nearly half of them by clearing up some slight misunderstanding that had given them offense. The principle involved suggests a wide application, says Printers' Ink. Where there were once sound reasons for satisfactory business relations between two houses it is likely there still are good grounds for renewal. It may sometimes be necessary to "go more than halfway," but even lovers have amply demonstrated that it pays to conquer pride for the sake of peaceful associations.

COLT'S BAND MAKING RECORDS.

The Well Known Organization of Hartford Engaged by the Boston Talking Machine Co.

Chester W. Smith, leader of Colt's Armory Band in Hartford, Conn., has signed a contract with the Boston Talking Machine Co., 41 West street, Boston, Mass., to make master records at the laboratory of the company in that city two days each week. Mr. Smith states that the work will not interfere in the slightest with his regular musical work in Hartford, where the band is very popular. The Boston Talking Machine Co. expect to have their records and machines on the market some time the coming fall.

NEARLY EXTINCT DIALECTS

Of Native Indian Tribes of Northern California Now Phonographically Recorded for Future Generations.

(Special to the Talking Machine World.)

San Francisco, Cal., June 3, 1911.

After nine years of labor Prof. A. L. Kroebet, of the Department of Anthropology of the University of California, this week concluded his labors of making phonograph records of the nearly extinct dialects of the native Indian tribes of Northern California. The records will be placed in museums of the various parts of the State.

The investigations have determined, it is declared, that only one of the six tribes recognizes the difference between the masculine and feminine, with several unable to express the difference between singular and plural.

The most serious handicap under which the progressive merchant has to labor is the lack of intelligence or experience, on the part of some merchants who do not understand proper business methods, and through their ignorance sell many items at prices which do not cover the cost of doing business, much less allow a profit for themselves.

Printers' Ink says: "Conditions change so rapidly that the memory of how it was done five or ten years ago is often the poorest kind of place to go for trustworthy information for present action. Tradition is good—for historians."

TALKER AS A DETECTIVE.

Adopted in Denmark to Secure Record of Offensive Remarks Made to Telephone Operators—How the Plan Could Be Adopted as a Reformatory Factor in the Household.

Annoyed by subscribers who used unseemly language over the wires when told the line was busy, the Copenhagen Telephone Co. installed phonographic apparatus at its central exchange. Then, after a record of offensive remarks was secured, the authors were summoned to the director's office, confronted with the evidence and scared into promising to put a bride on their tongues. There is little necessity for such procedure on the part of any telephone company in this country. The man who swears at "central" is rapidly becoming extinct. Perhaps it is because he has realized the futility of any such demonstration against an impersonal creature who is not allowed to talk back. But Copenhagen's novel use of the phonograph suggests the possibilities for effecting reformations that lurk in that harmless looking instrument. The idea which has proved so successful in Denmark is capable of indefinite extension for good.

There is the domestic application of the idea, for instance, says the Pittsburg (Pa.) Times. The sensitive wife who, lacking the militant qualities of the suffragette, has hesitated to remind an over-eloquent husband that the tongue is an unruly member, might purchase a phonograph with the intensified recorder and put it under the dining table to report meal-time remarks. In order to test the capabilities of the phonograph for such work, it might be advisable for the first experiment to have the matutinal coffee cold and the beefsteak particularly tough and underdone. This plan would induce the husband to put forth his most eloquent efforts at expression, revealing the latent wealth of the vocabulary he reserves for domestic purposes. Then, after a day or two, when a particularly delicious meal has put him in good humor, the address he delivered on the previous occasion might be reproduced for his edification. Little explanatory comment would be required. Then tears, promises to do better, a happy household, curtain! The Denmark idea is worth trying, and if it works in this climate, the uses to which it can be put are incalculable.

COURTESY IN BUSINESS

One of the Strongest Forces for Securing and Holding Trade—A Virtue That Pays.

How often a business concern is at the mercy of an incompetent clerk. A merchant may invest in a commercial palace wherein he installs attractive goods at right prices, but of what avail if his employes fail in courtesy? A saving grace is its universality. Of what avail to transfer patronage when the competitor may be even more discourteous?

We heard a man say he always reported discourtesy for the sake of others who might be incommoded by it even as he had been. He was on the street car one morning in a pouring rain and he asked the conductor to stop the car at the next corner, making his request the instant the car passed the preceding street. The conductor was pompous and enjoyed the evident chagrin of the umbrellaless passenger, who said to him as he passed out, "Your discourtesy is unpardonable and will cost you dear." He had influence and asked that the conductor be taught a lesson, but not discharged. He was fined ten days' pay and publicly reprimanded.

The car official said he wished others would act in the same dispassionate, but curative, manner when their employes failed in courtesy.

We know a store where "courtesy" is the slogan, but many of the employes fail in the illustration.

A salesman found a customer most exacting one morning and after she had split hairs in rejecting the goods she was seeking to duplicate, he snapped out, "No use to show you any more goods, madam, as you evidently do not wish to purchase." He was justified in thinking it, but not in saying it, and the customer reported him and he was discharged, and being past the Oslerized age, he has sought work faithfully for seven months unsuccessfully. He is tabooed because of his white hair, and for no other reason, as the men he interviews cannot know how and where he stumbled—how he failed in courtesy, a lapse more fatal to him than it would have been to a younger man, as it was less excusable, for if a man hasn't learned to be affable and diplomatic at fifty his case is hopeless.

Not many virtues pay such a big premium as courtesy. Note how it leaves its imprint on the face until every man he knows is working for the reinstatement of the courteous man when he forgets to report for duty on time or commits some other breach of commercial etiquette. There is every inducement in the world for men and women to be courteous in the business or in the social world, and he who fails to read the signs of the times as he runs will be left at the post.

Not only be courteous, but insist on courtesy from others when they are transgressing the unwritten law of a soulless corporation or of an individual.

AN AUTOMATIC "BARKER."

Western Merchant Uses Talking Machine for Making Announcements to the Public.

To call attention to certain advertised articles a department store manager in Northern Iowa placed a large talking machine in the lobby of his store. This talking machine worked automatically and every five minutes it would call out some sentence. "Special shoe bargains in the basement." "Ask the clerk to show you our new line of silks." "Exceptional bargains in chinaware to-day."

The records for this talking machine are taken the day before every sale and always remind a customer of the things advertised in the morning papers. The novelty of this form of advertising was commented upon by customers as well as newspapers, and kept the name of the store in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might savor too much of the street corner faker to be approved of by all merchants, but it pulled big results for this particular store.

HELPING DEALERS TO SETTLE.

Western Distributer Encourages Selling of Victrolas with the Larger Profits.

A Western talking machine distributer claims to have discovered a new method for inducing delinquent dealers to square up accounts and actually aiding them in accomplishing that result.

The jobbers in question had a dealer on their books who had been in arrears for a comparatively small amount for some time. They finally interested the dealer in the selling of Victrolas from catalog and the profit of his first sale of a \$200 machine cleared up his entire account. The dealer has since stocked Victrolas regularly and is getting on top of the heap very rapidly.

"It is safe to assume that the average salesman will lose, during the year, 20 per cent. of his customers from death, retiring from business, dissatisfaction, failure to be on the spot at the right time, and many other causes not within the control of the salesman," says a veteran. "To make good this shrinkage and be on the safe side, it is wise to start out with the determination that your list of customers shall be increased not less than 20 per cent. during the year."

TRADE ON THE PACIFIC COAST.

Improved Crop Conditions Make Trade Outlook Most Pleasing—W. S. Gray Descants on Situation on Return from Extended Trip—Immense Victor Business Being Done by Sherman, Clay & Co.—Bacigalupi to Remove to New Quarters—Heine Piano Co. Reopens Talking Machine Department with the Victor—Columbia Business Active with Kohler & Chase—Changes in Sales Staff.

(Special to The Talking Machine World.)

San Francisco, Cal., May 29, 1911.

Walter S. Gray, Pacific Coast manager of the Columbia Phonograph Co., is again in San Francisco after a considerable stay in the Northwest, from which he returned last week. The journey north was made with Marion Dorian, the auditor of the company, who is now on his way East. Mr. Gray finds Coast business in the talking machine line very good, that of the Spokane and Portland districts being somewhat in advance of the business for the same months last year, while the Los Angeles territory, from reports sent in to Mr. Gray, is away ahead of last year. Mr. Gray particularly emphasizes the growing business activity of the southern district and says that it has shown a wonderful increase in the last few months. The San Francisco office of the company has placed a large number of new Dictaphones with the Southern Pacific Co. lately, some going to complete the equipment of the passenger department, and the rest being installed in the freight department. The new equipment makes the total number of these machines in use by the Southern Pacific about 200. Records of the Salt Lake City Tabernacle organ have been received in the city office and have proved very attractive to buyers.

The place of E. W. Cyrus, who resigned from the city office of the Columbia Phonograph Co. about a month ago to go to Dallas, Tex., has not yet been filled.

Andrew McCarthy, vice-president of Sherman, Clay & Co., speaks in a satisfied way about the company's Victor business for the last month, which he says is ahead of the same month last year in the retail department, though the wholesale is about stationary. As usual, the better class of goods, including Victrolas, are in demand, and the Red Seal records still sell steadily. The Victrola room of Sherman, Clay & Co. has lately been further decorated with several pictures of such singers as Farrar, Scotti and Caruso, these pictures being enlargements on dark brown sepia presented by the Victrola Co., and handsomely framed in mahogany.

W. F. Morton, traveling man for Sherman, Clay & Co., has returned from a very successful trip in

Southern California, where he made many sales with the Victor goods, considerable demand for which was found in some of the smaller towns. After a short stay in town he is to cover the northern territory.

Peter Bacigalupi & Sons have sold their lease on the present market street premises occupied by the company, having received a cash bonus for it. The owners plan to erect an expensive theater on the site, and occupants will vacate the building on the first of the month. The Bacigalupi firm expect to secure a permanent store nearer the center of town, between Third and Fourth streets on Market, and are trying to locate on the ground floor. The company have closed out the stock of straight pianos, but will continue their talking machine line and will enlarge their stock of Edison goods.

The Heine Piano Co., who recently reinstalled their talking machine department under C. F. Lundberg, report a steady business with Victrolas and the better class of records. Recent advertising which has brought about considerable interest in this company's goods is the window display of the Auxetophone, lately received in stock. The company says that summer homes are being fitted up, early as it is, and this is bringing in quite a bit of business in the talking machine line.

The Hauschildt Music Co.'s talking machine department is now running in full swing, and is doing a good business with records especially, both operatic and popular selections being in demand. A shipment which has just been received includes a lot of cabinets as well as machines and records.

S. E. Babson, of Babson Bros., in this city, starts in a few days for Chicago on a two weeks' business trip. He reports the sale in the city store of many of the Amberol four-minute records, grand opera being in the fore.

Peter Bacigalupi, the well-known talking machine merchant, and L. F. Douglass, the Victor talking machine man, have returned to this city after a few days' automobile tour of the counties north of the city, during which they visited Mr. Bacigalupi's ranch at Guerneville.

Walter B. Keller, who has been in the talking machine business in San Francisco for some time, has taken charge of the store of the Eureka Phonograph Co. The firm plan elaborate extensions of their lines and expect to supplement the talking machine business with general musical merchandise.

Lawrence K. Wilson, of the Wiley B. Allen Co., has left for the Orient, where he will be for several months. Honolulu will be visited before going on to the Orient.

The San Francisco store of Benj. Curtaz & Son reports that the Red Seal record business has been very good this spring. Mail orders have come in from country districts very heavily recently.

The Spokane branch of Kohler & Chase has been

doing a splendid business with the Columbia goods. The quarters of the Spokane store devoted to the talking machine department were recently enlarged and are in much better form to handle the northern business.

The San Francisco Call is about to finish the contest now running at which many prizes of value will be awarded. Among these are a great number of Columbia talking machines and records valued at \$1,200.

SALESMEN'S ASSOCIATIONS.

How the Promotion of Social Relations Between Employes and Discussions of Business Problems Result in Profit for the Employer.

Noticing an inquiry concerning salesmen's associations, I take pleasure in giving you some of our experiences and benefits derived therefrom, as we have one, which was inaugurated about six months ago, writes a correspondent.

We have one of the most profitable and successful associations thus far, conducted strictly according to parliamentary rules. Subjects for discussion are announced in advance by the chairman and every member is expected to co-operate by giving his idea on the subject announced. Our secretary keeps a careful record of all meetings and points of interest brought out.

The subjects are always relative to the store and merchandise contained therein: How to make better salesmen; how to reduce percentage of customers lost; how to make all departments pay better percentage; how to avoid the accumulation of stickers in all departments; how to keep out discord and create perfect harmony among the boys and perfect team work throughout the store.

We succeed superbly. Every man of us is growing bigger every day. More courteous, more energetic, more enthusiastic and more diplomatic as the meetings grow in interest, and I will say the attendance has been full almost without exception.

Culture and store education is advanced by criticism, severe but friendly, from each member, as he feels it his duty to condemn improper, or approve by encouragement, every good action. Education by absorption is very evident, as we have learned to criticize and learn to be criticised without taking offense; but, on the other hand, profiting by such criticism.

At a great many of our meetings we are favored with some representative of the wholesale trade, so that we are instructed and edified from within our ranks and outside by men of scientific knowledge of their lines, who favor us with an educational talk on the process and manufacture and best way of presenting their lines to the customer.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our GRAND OPERA NEEDLES

you are not supplying your customers with the best.

“John Doe has secured the exclusive selling rights for Columbia Graphophones, Grafonolas, and Records in Busyopolis.” Has that announcement appeared in the papers in your locality yet? It will if it hasn't. Why don't you “see it first”?



Columbia Phonograph Co., Genl., Tribune Building, New York.

TRADE IN CINCINNATI.

Great Campaign Under Way to Place Talking Machines in Schools and Other Educational Institutions—Campers Find the Talking Machine a Most Delightful Entertainer—Smaller Type Machines in Demand—Grafonola Regent, Jr., Makes a Hit—R. J. Whelen of the Columbia Co. Discusses the Business Outlook—Milner Musical Co. Pushing the Edison Phonograph in Vigorous Fashion—Elaborate Advertising Campaign Planned.

(Special to the Talking Machine World.)

Cincinnati, O., June 8, 1911.

The talking machine trade of the Middle West, knowing that it is up against the usual summer season dulness, is already preparing its campaign for fall business. Advertising literature is being prepared, much of which will be mailed during the middle of the summer, thereby paving the way for sales later on. The jobbers here expect to open up a new field through the schools. Instruments will be placed in the schoolrooms at the beginning of the next term and records of an educational type used principally. This naturally will arouse the interest of the pupils and the parents will hear of the advantages of talking machines from their lips. This idea can be pushed to advantage in small centers as well as big towns.

The past month proved to be the hottest May in the history of the weather bureau, and as a result a movement to summer camp and country homes was felt earlier than usual by Cincinnati talking machine dealers. This has always affected the sale of Victor Victrolas, and while it created a demand for machines to equip the vacation parties, it had a detrimental effect on business and hundreds of Victrola prospects are out of the reach of the ambitious talking machine salesman.

While the talking machine has always been a feature of camp life, this feature of the business never assumed very great proportions, especially in the case of those handling the better makes of machines and records. In spite of conditions, the retail department of the Rudolph Wurlitzer Co. report a very satisfactory May business both in machines and records, although results can be traced more to the aggressive work done by our salesmen and the literature distributed through the mails than the natural demand for the product. Comparatively few in the fashionable districts will be home in a few weeks' time and those who are still in Cincinnati are making preparations for moving away for the season, and as a result Victrola sales in that quarter will be few and far between. There is a big field, however, in the middle class, many of whom do buy Victrolas, especially in the summer season, and the Victrola X has already demonstrated its peculiar suitability as a summer instrument on account of the fact that it can easily be carried from one part of the house to another.

Recent sales on the smaller type machines have been unusually heavy. The record business has been holding up fine and with the splendid lists that the Victor Co. have been giving us there will

be no excuse if the department does not continue the past good record made the early months of this year. The wholesale departments report an active demand on Victor machines and records and heavy advance orders for the new Victrola IX. Many of the old dealers have dropped out of the running, but those who continue active are now sending their requisitions for machines and records in a way seldom equaled in most cases.

At the Milner Musical Co. business is reported to be very good. Just now this concern is conducting an aggressive advertising campaign throughout the country surrounding Cincinnati. The Edison phonograph is being made the leader for this campaign. It is understood that this concern intends to give the “free trial” proposition a thorough try-out at this time, and if returns prove encouraging, to use this method of disposing of phonographs throughout West Virginia and Kentucky in large numbers this fall.

Manager Stotler says that he is planning a very elaborate advertising campaign for this fall and expects in the near future to add several new salesmen to his phonograph department in order that they may become thoroughly familiar with his ideas and plans for the fall trade. He predicts that during the next few months business will be very quiet, and is making preparations to get after business with hammer and tongs, in order that the record of last year may be exceeded.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports May business to be a little slower than usual, caused by “spring fever” of the public, he supposes, but even at that, business has gone ahead of May, 1910. One of the most interesting features of the month's business was an elaborate window display of the “Dictaphone,” their large window being furnished as a regular office, Dictaphones installed, transcribers at work and dictators hustling out their correspondence by the Dictaphone system. It attracted unusual attention from all passers-by, many of them coming into the store for a personal demonstration. Results in publicity and business were all that could be desired.

The arrival of the “Grafonola Regent Junior,” \$150 Library Table, has been greeted with enthusiasm, one being sold the first day it was placed on sale. The “Junior” will undoubtedly prove a very popular musical instrument. The general demand still continues for the high-grade Grafonolas and grand opera records, the “Favorite” being in the lead in the greatest number of sales in the Grafonola line, while the Nordica, Fremstad and Garden records are easily in the lead in the record sales.

Mr. Whelen further states he does not anticipate that business will decrease to any extent during the summer months, for the time has come when Grafonolas, graphophones and records are a part of every up-to-date summer cottage, camp and resort, and they are “toted” around on all occasions, taken out on the rivers, picnics, dances, and come in for their share of all summer amusements.

No man will make a good salesman unless he takes a special interest in his customers.

THE MULTINOLA.

A New Creation Which Will Be Ready for Shipment Shortly.

(Special to The Talking Machine World.)

Cleveland, O., June 9, 1911.

The illustration herewith is a photograph of a new instrument named the “Multinola.” It shows the instrument displaying its controlling mechanism and the records in carriers. It is a continuous multiple record phonograph, as its name implies, embodying entirely new features, while its mechanical correctness, combined with its simplicity, renders it easy of operation and proof against accident.

The American Multinola Co. are completely



financed and will soon be prepared to make deliveries promptly in large quantities, and correspondence is invited with representative dealers for exclusive territory not already allotted.

William N. Thornburgh, general manager, said: “Our purpose is to launch this new disc instrument, recently developed. It is nothing short of a marvel in simplicity, purity and sweetness of tone, unequaled by any other similar device. It is distinctly unique on account of the radical departure from old principles, and its future popularity is insured.”

The company's expert in charge of musical productions and appliances is H. T. Hail, formerly of Philadelphia, who is well and favorably known to the trade generally.

The officers of the company include some of the most prominent men of Cleveland, and all are enthusiastic over the possibilities of this new instrument, which has been praised by all who have seen it.

ACOUSTICAL FILTRATION.

This Is the Process Which J. G. McKendrick Has Devised for Eliminating the Scratching and Blasting so Peculiar to Many Records—A Description of His Method of Securing Results—A Rather Involved Method, but Nevertheless an Interesting Theory.

The scratching and "blasting" that sometimes mar the musical tones of a talking machine can now be cured, according to an English inventor. These harsh notes that spoil the singing of a soprano just when she is soaring to the topmost peaks of melody are called "frying-pan noises." Souls that have been jarred by the intrusion of the rasping discords will be delighted to learn that the remedy is simple. If the music from the talking machine record is passed through 54 feet of tubing filled with dried peas and beans, the noise as of frying-pans is filtered out—perhaps absorbed by affinity. John G. McKendrick is the inventor who has made this discovery, and in a communication sent to Nature, a London, Eng., paper, he reports that by his process of "acoustical filtration" he has eliminated the hissing and grating sounds. He used a gramophone enclosed in a wooden cloth-lined box, with a tube passed tightly through a hole from the end of the taper arm that carries the sound box of the instrument. When the sound box is tightly closed by raising and locking the front lid, the sounds of the machinery, and also the vibrations from the free side of the diaphragm of the sound box, are completely damped. In this connection he says:

"The noises, caused by the friction of the needle point on the hard disc of the record, pass, of course, along with the musical sounds, through the taper arm to the tube that escapes from the box. This tube is suitably connected with lengths of tin tubing, 1.5 inch in diameter, and the sounds are thus conveyed through as many feet of tubing as may be found necessary. I have found the most efficient length of the entire tube, until it reaches the horn or resonator to be, say, 54 feet. The effect of the long tube, while empty, is to increase the volume of the tones, but, of course, the noises are also intensified.

"I have always been struck by the fact that the friction noises seem to be quite separate and distinct from the musical tones, either when a voice is singing with an accompaniment, or during the reproduction of an orchestral piece of music—indeed, by an effort of attention, I have so trained myself that I can hear one without hearing the other. This suggests that in the ear there is a mechanism for the detection of noises of high pitch as distinct from ordinary musical tones. It occurred to me that by causing the sounds to pass through numerous narrow channels, freely communicating with each other, the noise-sounds, presumably caused by short waves of high pitch, might be damped off by interference, while the longer waves, corresponding to musical tones, might pass through unaltered, except as regards loss of energy from friction. My purpose was attained by filling a segment of the tin tube, say, from four to eight feet in length, with a mixture of hard peas and beans, corrugated by age or drying. The experiment succeeded. The friction noises were damped down, while the musical tones, although rather 'dulled' in quality, that is to say they lacked brilliancy, were purer, and, to my ear, much more natural."

Mr. McKendrick tried such substances as glass balls, marbles, small fir cones, gravel, and shreds of tin, but the best effect was obtained with the peas. Greater brilliancy was obtained by using zinc tubes filled with fragments of corrugated zinc, and the use of these has been protected by patent. A combination of the zinc with the peas and beans is said to produce delightful effects, the music being so immensely improved that the attention is not at all disturbed by "frying-pan" noises. To quote further:

"As listening to music so reproduced is a kind of auditory illusion, any contrivance that will heighten the illusion may be expected to give most pleasure if the illusion is of the right kind. Usually one feels a sense of unreality in the music appar-

ently rising from the low tone of the "horn," more especially in listening to a human voice. To get rid of this, I angle the horn, so as to reflect the sound waves from a tin reflector (parabolic in character) so placed as to send the sounds to the other side of the room. One then ceases, while listening, to think of either the gramophone or the horn, as the sounds come from the reflector, and the effect is much more real and natural.

"I believe the application of this method of acoustical filtration may be applied by ingenious mechanics in such a way as to do away with the necessity of building up such an array of tubes as I have arranged. The method enables one, in a room of moderate size, to listen to pure music. One cannot help observing how it mellows a voice that, heard in the ordinary way, sounds harsh (from the production of overtones of high pitch), and how it brings out the pure tones of the string instruments. The various instruments in an orchestra sound better. Everything is reduced in proportion, and, to use an illustration from art, it is like passing from one of Efty's huge pictures to a delicate and beautiful Meissonier, in which one sees and appreciates every detail in an area of small dimensions."

TALKING MACHINES FOR COURTS.

Trial Proves That Machines Make Good Substitute for Stenographers.

(Special to the Talking Machine World.)

Montreal, Ont., June 6, 1911.

A sham court trial was held here recently for the purpose of testing the talking machine as a substitute for stenographers. Witnesses told their stories with the recorder beside the box. The result was reported as satisfactory, and the Government will be recommended to abolish stenographers.

The point with me is to get people talking about the store and its personnel. In doing this I build for ourselves and for the community. The success of the one means the growth of the other.

MOTION DISPLAYS FOR WINDOWS.

Serve to Attract Attention to a Greater Degree Than a More Elaborate Stationary Display.

Window displays may be divided into two distinct classes, namely, motion and motionless displays; the former is preferable and should be used whenever possible. There is nothing that will attract the attention of the passer-by so quickly as life or motion in the window. In the smaller stores a motion window is not always possible. Where electricity is available a motion window can be very easily arranged. Where it is not available motion can be obtained by fastening a string to your door with some object in the window suspended so that in the opening and closing of the door motion will be produced.

Dealers are coming to realize that through the medium of window displays they are able to accomplish the ultimate object of advertising at a minimum of expense, that it behooves every dealer to utilize the window to the fullest extent in inducing people to enter his store.

INCREASE OF 85 PER CENT.

In Victor Business Reported by C. Bruno & Son During Last Year.

As an instance of the rapid increase in the sale of Victor goods, C. Bruno & Son, the wholesalers and importers of musical merchandise, one of the oldest and largest houses in the trade, and who were also one of the first jobbers appointed by the Victor Talking Machine Co., Camden, N. J., recently stated that last year their business in this line had increased fully 85 per cent. Their trade in talking machines is almost strictly wholesale, their retail sales not running over \$300 for the year.

A slow-paying customer is a bad asset and makes very unfair competition for your good customers in his vicinity. He hurts both ways.



**Won't You
Have a
Lesson in
Spanish?**

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

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

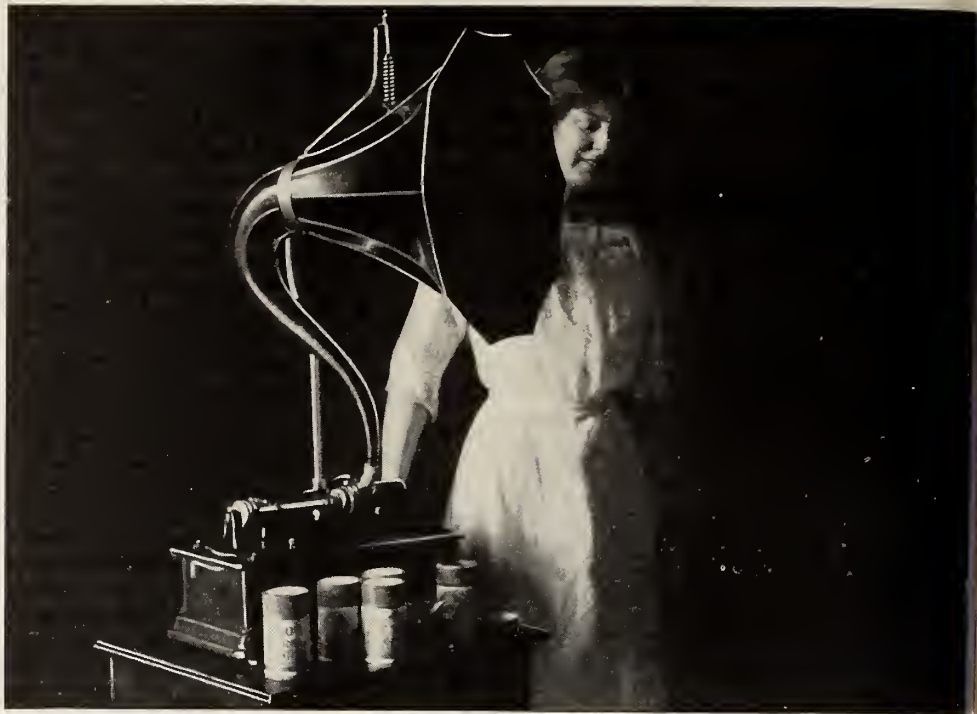
The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational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

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

International Correspondence Schools

Box 918, Scranton, Pa.

Never before have the merits of the Edison—the four big, definite advantages over other sound reproducing instruments, been put before the public, *your* public, more convincingly and alluringly than in this great double page advertisement, which is appearing in the current magazines.



The EDISON

Your enjoyment of the Edison Phonograph is *complete*. For Edison has not left one thing undone. If your purchase is an Edison, you never have to say or think, "if we had only bought an Edison we might have had

Amberol Records

—four-and-one-half minutes of continuous playing, all the verses of every song, the complete composition on instrumental selections—the best of every character of entertainment and *all* of it.

You never have to say, "if we had only bought an Edison we might have had exactly

the right volume of sound for our home

instead of enough noise for a concert hall."

You never have to say, "if we had only bought an Edison we

Another verse or two of the songs you like

a waltz or two-step that is long enough, a monologue that gets somewhere and musical selections played as the composer intended, not cut or hurried.

That is what

Edison Amberol Records

offer

These records play four and one-half minutes, taking selections never before offered in record form.

All Edison Phonographs play both Amberol and Edison Standard Records. Have you an Edison?



This Space Mortised for your Name and Address

Make it an
in your

Thomas A. Edison, Inc.



PHONOGRAPH

might have had the perfect lifelike purity of tone resulting from
the Sapphire Reproducing Point

which does not scratch or wear the record, never wears out or
 requires to be changed." And most of all you never have to say,
 "If we had only bought an Edison we might have been able to

make records at home

to record and reproduce the songs and stories of every one of
 you and of our friends and neighbors."

If you would make your purchase of a sound-reproducing
 instrument "regretless" it must be an Edison that you buy.

Buy an Edison Phonograph at a price to suit everybody's
 from the Gem at \$15.00 to the Amberola at \$200.00,
 at the same prices everywhere in the United States.

Standard Records \$.35
 Amberol Records (play twice as long)50
 Grand Opera Records \$.75 to \$2.00

Go to the nearest dealer and hear the Edison Phonograph
 play Edison Standard and Edison Amberol Records. Get
 complete catalogs from your dealer or from us.

THOMAS A. EDISON, Inc.

59 Lakeside Avenue, Orange, New Jersey

Edison Summer territory

59 Lakeside Ave., Orange, N. J.

If you haven't electros
 of the ready made ads
 shown, with which to
 co-operate with this
 magazine advertising
 by advertising in your
 local paper, get them
 at once. They are free
 to all Edison dealers.
 Don't miss this oppor-
 tunity to make this
 great magazine ad
work directly for you.



**The Sapphire
 Reproducing Point
 of the**

Edison Phonograph

distinguishes the Edison from all other instruments
 This point is not a "point," but a "button" that
 travels without friction, producing the perfect, life-
 like tones for which the Edison is famous.

There is no scratching, no harshness, no metallic
 sound and practically no wear on either the repro-
 ducing point or the Records. With this sapphire
 button Edison Records retain their sweet musical
 tones for years.

**This Space Mortised for your
 Name and Address**

SALESMANSHIP AND OTHER THINGS.

The World Representative Interviews a Prominent Member of the Talker Fraternity with Some Success.

I was lurching the other day with the Philadelphia manager of a big talking machine corporation and the conversation drifted round to salesmanship. My friend was rather gloomy on the subject.

"I have just instructed my assistant to fire another salesman," he remarked, disgustedly.

"How that young fellow has been hypnotized the house with the idea that he could sell goods remains a mystery, but this morning he was caught with the goods.

"A dashing gentleman of eloquent address, whose clothes fit him as if they grew there, strolled into the store and asked to hear some records of the voice of a well-known and very popular operatic star who is singing at the local opera house just now.

"You deliver, of course?" I heard him ask, pleasantly.

"You don't expect us to deliver records, do you?" remarked the misguided youth. "Why, you can carry them under your arm, you know."

"I stepped in at this stage of the game and endeavored by an exercise of diplomacy to administer an antidote for the weakling's asininity, but to no purpose. 'My dear sir,' I began, but was not allowed to finish.

"Not another word," exclaimed the dashing gentleman. "I shall go where I can at least have my purchases sent to my apartments. There are other talking machine emporiums in this town, I believe," and with a great display of offended dignity and a clang of the street door, he was gone. Result—A customer lost, and to make matters worse I have since learned that he was the very artist about whose records he was inquiring. I wonder if I can get another salesman in this town?" he reflected seriously in conclusion.

"Are they so rare?" I asked, surprised.

"Rare!" he roared; yes and no. Salesman, no. Good salesman, yes. A young man of breeding and pleasing manners is a find, I can tell you," he continued, viciously jamming his oyster fork deep into the ice by way of emphasis.

"As your own paper has it: 'Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. The heads of our largest financial institutions are men of wonderful personality, whose influence is felt in every department. The value of

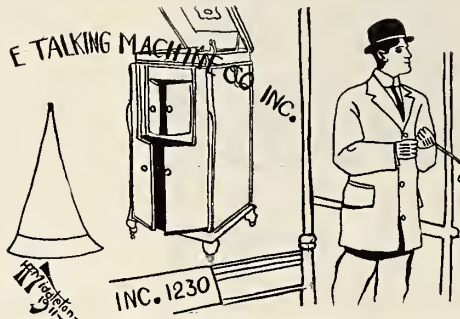
personality is just as potent, however, in the smallest talking machine store."

He replaced the clipping very carefully in his leather wallet.

"That editorial appealed to me so strongly that I cut it out," he said.

"An effort toward competent salesmanship which is largely governed by personality," he went on, "should prevail throughout every trade institution, from the proprietor to the office boy. The difficulty is, however, that those at the head are so engrossed with the big things that they rarely have the time or inclination to investigate details. They leave that to their assistants.

"There should be schools for such things, on a much larger plane than now exists, just as there are schools for stenography, bookkeeping, etc. In other words, academies, where they turn incompetents into skilled business men. When that condition of affairs prevails, I will not be forced to order the dismissal of a salesman because of as-



"WITH A CLANG OF THE STREET DOOR HE WAS GONE."

sumed arrogance or sheer ignorance, as I did today.

"Waiter, bring the soup."

I waited until my friend had passed upon the merits of the mulligatawny, then asked casually, "Do you allow your salesmen to smoke in any department of your place of business, or do you prohibit it entirely?"

"If I find an employe smoking a cigar I explain to him in a fatherly manner that he is transgressing, and request him to desist, but if it be a cigarette, I fire him on the spot. Any young man who will smoke a cigarette while mingling with customers or the office force, especially if ladies are present, is not the sort of chap to associate oneself with in any capacity, be it business or social. Listen to what Thomas A. Edison, the Grand Old Man of the talking machine industry, has to say on the subject." Again he consulted his leather wallet.

Spreading another clipping on the tablecloth and adjusting his glasses to his liking, he read:

"Acrolein is one of the most terrible drugs in its effect on the human body. The burning of

ordinary cigarette paper always produces acrolein. That is what makes the smoke so irritating. I really believe that it often makes boys insane.

"We sometimes develop acrolein in this laboratory in our experiments with glycerine. One whiff of it from the oven drove one of my assistants out of the building the other day. I can hardly exaggerate the dangerous nature of acrolein, and yet that is what a man or boy is dealing with every time he smokes an ordinary cigarette."

"Cigarettes start very satisfactory conflagrations, too, when dropped through gratings into a pile of waste, as a Philadelphia talker house has reason to remember. You recollect the circumstance, do you not?"

I nodded an affirmative.

Then, switching back to the former subject, he borrowed a stubby pencil from the accommodating head waiter, scribbled industriously for a few moments on the back of the menu card. Suddenly he ceased and handed me the result of his labors. This is what I read:

"Competent salesmanship demands brains, personality, magnetism, common sense, tenacity, neat attire, pleasing manners, a thorough knowledge of the business in hand, a—"

"There's no more room on the confounded card, as you have probably discovered," he explained as I stopped reading. "Tell me where in thunder I'm to get my new salesman!"

Afterword.—The writer does not hesitate to admit that some of the opinions set forth in the above may be slightly overdrawn. The reader is simply asked to take the story for what it is worth, coming as it does straight from the lips of one of the big men in the business.

HOWARD TAYLOR MIDDLETON.

ATTENTION, CUSTOMERS!

You should be courteous and prompt in your treatment of customers—not only when you employer is around but when you have a slack time to yourself, so as to make the customer feel that his trade is appreciated by yourself and the firm. Cheerfulness I consider a great asset to sales, as it puts the customer in a receptive mood, whereas a dry stare or indifference makes him the reverse.

During business hours especially, your full attention should be given to the business, i. e., to fix your mind on the general business of the store, so as to be able to give information to your employer on any item which he should ask about. Be awake.

Bump up against the man with contrary opinions; it keeps the weeds out of your mental garden.

63,020,300 NEEDLES

IN 10 DAYS

This is an Example of BAGSHAW NEEDLE Production and Distribution

We can show by our books wherein during a period of 10 CONSECUTIVE working days we made shipments of Talking Machine Needles to JOBBERS only in the United States—a total of 63,020,300 Talking Machine Needles.

This certainly has never been equalled by any other Needle Manufacturing Concern in the world. We believe that this quantity is larger than the average 10-day production of ALL OTHER Talking Machine Needle Makers combined.

Quality alone is responsible for this remarkable achievement.

W. H. BAGSHAW, Lowell, Mass.

OLDEST AND LARGEST MAKERS OF TALKING MACHINE NEEDLES

Established 1870

A BRIGHT SPOT

Plans have been made which will make the National Association of Talking Machine Jobbers' Convention, which is to be held in Milwaukee, Wis., on July 10th, 11th, 12th and 13th, a memorable affair.

It will indeed leave "a bright spot" in the minds of those who attend.

This is the first time the organization has held its annual Convention in the West and indications point to a large attendance of members, not only from that section but from the East as well.

A great deal can be gained by a Convention sojourn.

One is brought into close contact with fellow jobbers coming from every section of the country; and an exchange of views regarding talking machine affairs is always of value.

Matters of vital importance which will be discussed at the business sessions promise to be entertaining and beneficial and should not be missed by anyone who has the interests of the talking machine trade at heart.

The social events will add to the Milwaukee sojourn and will be of particular delight to all.

PERRY B. WHITSIT, THE PERRY B. WHITSIT COMPANY, COLUMBUS, OHIO, PRESIDENT. J. N. BLACKMAN, BLACKMAN TALKING MACHINE COMPANY, NEW YORK CITY, VICE-PRESIDENT. J. C. ROUSH, STANDARD TALKING MACHINE COMPANY, PITTSBURGH, PENNSYLVANIA, SECRETARY. LOUIS BUEHN, LOUIS BUEHN & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

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 H. H. BLISH, HARGER & BLISH, DES MOINES, IOWA.



BIRD'S EYE VIEW OF THE CITY OF MILWAUKEE.

Panorama view, looking northwest from the lake shore. This being a very comprehensive view, most of the principal buildings can be readily distinguished. Note the North-Western Railroad Depot and Juneau Park at the extreme right, with a rear view of the Federal Building to the left of this point. The Wells, Railway Exchange, Pabst, and Majestic Buildings, may be found, also the Court House, City Hall and Auditorium. The Public Library is at the extreme left of the picture.



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IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1911.

EVERY progressive talking machine man should understand the importance of a good collection department, for that is very vital to the business.

A man may transact a good volume of trade; but, if he is lax in his collections the first thing he will be floundering around in very deep water.

No matter how up-to-date he may be in other departments of business—his sales methods may be above criticism—his sales-rooms may be attractive—his salesmen spic and span and fascinating—his stock may be complete; but, if he is weak on his collections he is not going to thrive very long.

The retailers, particularly the men doing business in the smaller towns, where most of their customers are known to them, are placed in a different position than in the large cities, where an individual simply represents a sale, and the personal element does not enter into consideration.

References should be obtained so that when machines are sold it will be known that they are well sold.

We have had, during the past few months, a number of letters from subscribers in which they have stated that parties to whom they have sold machines have disappeared with the machines.

WE have also received a good many communications from men which show that they have not learned the necessity of good collections.

Now talking machines are not well sold unless they are sold to responsible parties, and the man is simply fooling himself who is putting out good stock in the homes of people who are not responsible.

It is far better to take the necessary time

and inquire into the financial responsibility than to hurry out a machine and figure that another sale is made and more profit can be entered up.

The profits in many cases become losses.

In ascertaining information concerning a customer it is well somewhat to go into the subject of character.

If a man bears a good character and has good recommendations it is pretty safe to say that he is well worthy to be granted reasonable time in the purchase of a machine, and surely every talking machine dealer owes it to himself and to those with whom he is doing business to see to it that his business is safeguarded in every possible way.

Now, of what advantage is it to do a good bulk business and then find that there are a vast number of machines in the hands of irresponsible parties, or that someone has silently slipped away bearing the machines on which there were large payments due?

That is not good business, and talking machine men cannot take this lesson too seriously.

IN this country we are too much in the habit of dealing in bulk so that we oftentimes get in the habit of talking bulk business, and we get dissatisfied with small sales and do not pay attention to details that we should.

Every business that is reared successfully is based on a foundation of close attention to details.

Study the character of every successful business man in this country and you will find that he is never wearied regarding details.

He may not have followed up every single one closely himself, because that, of course, is a physical impossibility; but, he organizes his business in such a manner that he has someone who sees to it that details are faithfully watched.

You cannot build a house without paying close attention to the adjustment of every particle of material in the structure.

We do not begin from the top down, but always from the foundation up, and everything must fit.

So it is with a business structure!

Everything should fit in so thoroughly and completely that when it is reared it will stand any stress of storm or bad weather which may come upon it.

IT is true, we have had in this business, which is comparatively young, a lot of men who have been inexperienced.

They did not have a good business training.

We have, too, a fair percentage of keen, well-educated, trained business men.

But, as in all trades, slack business methods will be found, and they, to a certain extent, injure the others.

Talking machines are good property.

They are worth one hundred cents on the dollar, and they are as good as gold dollars every time.

Therefore, one should be as careful in handling them as they would be in handling Government bonds.

They represent standard values, and these values have been non-depreciable.

Even in the panic talking machines were not, and could not be slaughtered; therefore, if every dealer would figure that his stock is worth one hundred cents on the dollar, that there are no slumps—no stock going out of style, like dry goods and millinery, but in season and out, his stock is worth exactly its inventory price, he will gain more respect for his business.

He will absorb some increased love for his profession and in the end he will conduct his business on broader and better lines.

We repeat, too much emphasis cannot be placed on the collection end of the business.

It will make things easy all around!

ALL aboard for the Milwaukee Convention!

There is no doubt from the plans which have been submitted to us that the National Association of Talking Machine Jobbers will have a rousing good time at the Milwaukee meet.

There are a number of matters of manifest importance to the trade which will be brought up for serious consideration.

It certainly will pay jobbers to leave their business long enough to journey to the City by the Lake so that they can get in closer touch with their fellow jobbers.

This is the first time since its formation that the organization has ever met in the West, and it is therefore predicted that there will be an unusually large attendance of men from the West.

A very pleasing program has been prepared so that time will not hang heavily on one's hands in Milwaukee in the good old summer time!

A GOOD reputation is a man's best trademark. Reputation is not what a man thinks of himself, but what others think of him. A man's estimate of himself isn't apt to pass current. Most men would put the value far too high. Some few would put it too low. Generally the estimate is in inverse ratio to the value, but an unprejudiced public may be trusted to strike a just level.

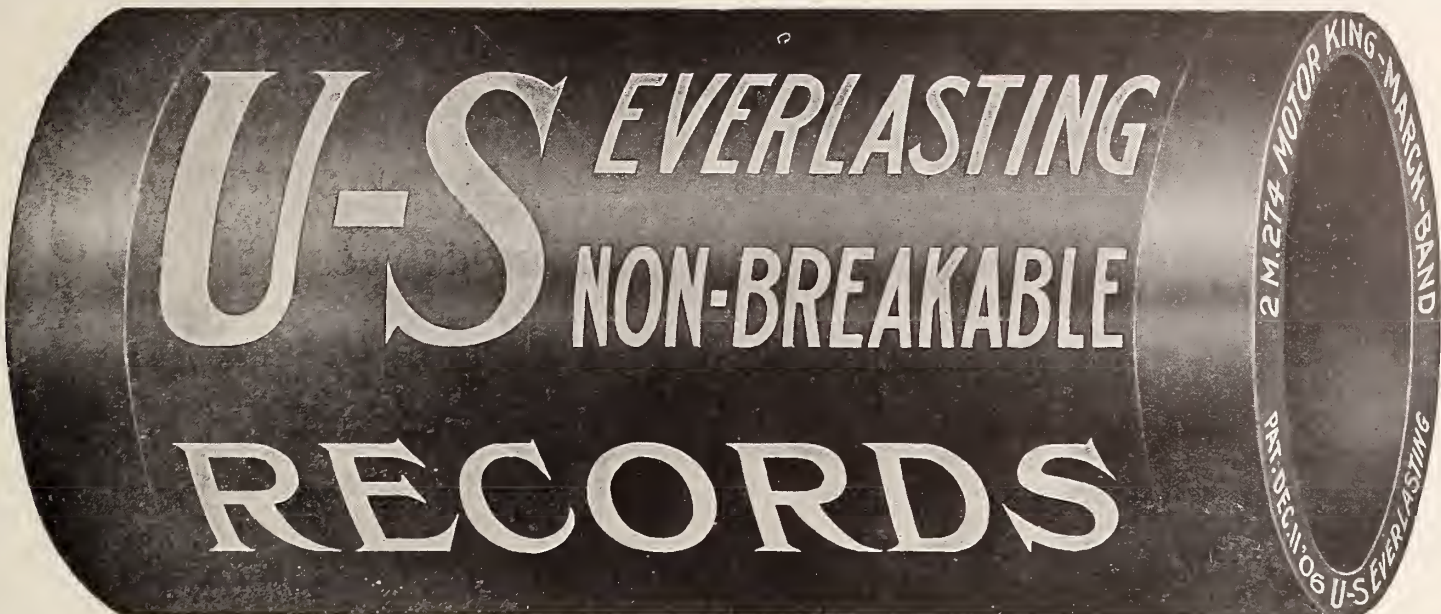
When it is announced that a new miracle-working electric device has been invented the world is skeptical. If it is stated that Edison is the inventor, skepticism is changed to faith. In the reputation of the Wizard of Menlo the public puts its trust.

George Bernard Shaw says he has written and can write better plays than Shakespeare's. But Shaw's opinion and Shaw's reputation are a long ways apart, and the verdict is still in favor of the poet of Stratford.

N. P. Willis, who is scarcely remembered by a succeeding generation, considered himself the greatest American poet. That was Willis' estimate.

Bryant, Longfellow and Holmes set themselves upon no pedestal, but their reputations were and are secure. They rest upon the estimate of the public.

We can build but we cannot dictate a reputation.



FIT ANY PHONOGRAPH

U-S EVERLASTING RECORDS command an immediate market. They fit any phonograph, and it has been closely estimated that there are 1,500,000 phonographs in this country—all waiting for new selections—better selections.

U-S EVERLASTING RECORDS have the combined feature of everlastingness plus superior reproduction; so that neither handling, playing, nor variant temperatures can impair their wonderfully smooth singing tone, which comes nearer to the original voice and instrument than has ever before been produced.

There are sixty-two new U-S EVERLASTING RECORDS for June. They include eight selections by Eugenio Torre, the greatest singer of Neapolitan songs; two whistling records by Guido Galdini, the most wonderful quality whistler the world has ever known; selections from "The Pink Lady," the present furore; and four new Grand Operas.

OUR FREE ADVERTISING HELPS; illustrated circulars and high-class Record Lists further your sales. The U-S EVERLASTING RECORDS will be money-makers for you and will emblazon the way for the

U-S Combination Phonograph



U-S Opera Model \$65.
Other Horn Models:
U-S Banner \$45.
U-S Junior \$30.



U-S Grand, \$85
Larger Cabinet Model:
U-S Peerless \$200.

—the ultimate line which you will carry. The U-S COMBINATION PHONOGRAPH is an entirely new invention with more exclusive features than all other phonographs combined. The Pulley Balance Wheel—Flexible Tone Arm—new style Motor—improved Diaphragm—Automatic Double Reproducer, which permits immediate changing from two to four-minute playing, and vice versa—all work toward the superior U-S tone, and so aid to sell the U-S Phonograph before any other. The "U-S" plays any cylinder records.

We would be pleased to have you examine our superior phonographic products, and hear our U-S EVERLASTING RECORDS, at any of our Branches, as shown below; where you may also note our extraordinary facilities for shipping direct from any of these points.

Fill in and mail the coupon to us to-day for our selling plan which has proven so attractive to progressive dealers.

The U-S Phonograph Company

Associated with

The Bishop-Babcock-Becker Company

Cleveland, Ohio

BRANCHES:

- 5-7 Union Square West, New York.
- 219-225 W. Washington St., Chicago.
- 56-60 E. Fifth St., St. Paul.
- 1106 Commerce St., Dallas.

FILL OUT THIS COUPON

U-S
Phonograph
Co.

1015 Oregon Ave.
Cleveland, Ohio

Gentlemen:
Please send full particulars concerning the U-S Line of Phonographs and Records.

Name.....

Address.....

City.....

State.....

June

BERLINER PATENT EXPIRES FEBRUARY 19, 1912.

The United States Circuit Court of Appeals so Decide in an Opinion Handed Down by Judge Lacombe, the Presiding Judge—The Full Text of the Decision Appears Below as Well as an Interesting Letter from General Manager Geissler of the Victor Talking Machine Co.

Finally the expiration date of the Berliner patent has been determined. The adjudication of this much discussed and controverted question was made by the United States Circuit Court of Appeals, Second Circuit, May 26. Judge Lacombe, the presiding justice, wrote the opinion, which was concurred in by Judges Ward and Noyes. It reviews and reverses the decisions of Judges Hough and Hazel, and fixes the "life" of the patent for the full term of 17 years, namely, the expiration occurring February 19, 1912. The case thus decided is that of the Victor Talking Machine Co., Camden, N. J., against William H. Hoschke, vice-president and general manager of the Sonora Phonograph Co., New York. The full text of the opinion follows:

"The patent in question is the well-known Berliner patent, which has been frequently before the courts. Its two claims, Nos. 5 and 35, are basic and have been held valid by the Supreme Court (Leeds & Catlin against Victor Talking Machine Co.; Talk-O-Phone Co. against same). The single defense in this suit is that the Berliner patent expired with the expiration of the original term of a Canadian patent granted to Wernes Suess, assignor to Emil Berliner, the term of which Canadian patent expired on February 11, 1911. The normal life of the Berliner patent, if not curtailed by the expiration of some foreign patent, would extend until February 19, 1912. Suess was an employee of Berliner at the time the patents were taken out.

"The two claims of Berliner read as follows:

"5. The method of reproducing sound from a record of the same which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record, substantially as described."

"35. In a sound reproducing apparatus consisting of a traveling tablet having a sound record formed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described."

"The three claims of the Suess Canadian patent to which defendants refer as indicating identity of invention are as follows:

"5. In an apparatus for reproducing sounds from a record tablet, the combination with a reproducer mechanism consisting of a sound conveying tube and a diaphragm and stylus mounted at one end of the tube, of a freely swinging supporting frame for the said reproducer mechanism, substantially as described."

"In an apparatus for reproducing sounds from a record tablet, the combination with a reproducer mechanism consisting of a sound conveyor, and a diaphragm and stylus mounted at one end thereof; of a supporting frame for the said reproducer, loosely pivoted to swing freely both laterally and vertically, substantially as described."

"11. In an apparatus for reproducing sounds from a rotating record tablet, a reproducing stylus mounted to have a free movement over the surface of the record tablet, substantially as described."

"The following review of the history of litigation in this circuit on the Berliner patent is essential to an understanding of the questions now presented: In September, 1905, the validity of these two claims was sustained by Judge Hazel and infringement found in Victor Talking Machine Co. against American Graphophone Co. That decision was affirmed by this court for reasons stated in April, 1906. In the same month, April, 1906, and in a suit against other defendants, application was made to Judge Townsend upon affidavits for a preliminary injunction against alleged infringement of these same claims.

"In opposition to that application it was contended that the Suess Canadian patent covered the invention claimed by Berliner, that by reason of a failure to pay certain fees on the Canadian patent its normal term was shortened and it expired February 11, 1899; and that the Berliner United States patent expired on the same day, seven years before the application for the injunction. (Victor Talking Machine Co. against Leeds & Catlin.) Judge Townsend, after disposing of several other questions which arose in the case, held that the Canadian patent described and claimed the broad generic invention of Berliner, covered by his United States patent; and further held that the latter patent was not limited by any lapse of the Canadian patent occurring prior to the expiration of the original term of such Canadian patent. He granted a preliminary injunction.

"Appeal was taken from Judge Townsend's order to this court which, without writing any opinion, affirmed such order in open court. A certiorari to review this decision was issued by the Supreme Court and the decree was affirmed, the court holding that the duration of a United States patent is not limited by any lapsing or forfeiture of any portion of the term of a foreign patent for the same invention by means of the operation of a condition subsequent. In a suit brought against the Sonora Phonograph Co., a decree for injunction during the lifetime of the Berliner patent was entered December 15, 1910. An application was subsequently (February, 1911)

made to Judge Hough to limit said injunction so as not to extend beyond February 11, 1911, upon the ground that the full term of the Canadian patent expired on that day. He held that the identity of the two patents was already determined in prior litigations and modified the decree as prayed. (Victor Talking Machine Co. against Sonora Co.)

"The case at bar came on for hearing before Judge Hazel, much testimony having been taken as to the issuance of the two patents and bearing upon the construction thereof. Judge Hazel concurred in Judge Hough's opinion and entered a decree dismissing the bill March 1, 1911. It is from such decree that the pending appeal is taken; it is argued here that the only question in the case has been disposed of by the former decisions and that the decree of dismissal should be affirmed.

"We find no constraining decision. Judge Townsend at circuit had before him some affidavits and documents and the question was presented to him, whether or not the inventions were identical. He need not have answered it but he choose to do so, and made findings and expressed a conclusion thereon. When the same question subsequently comes before another judge at circuit on substantially the same evidence, it is to be expected that he will follow Judge Townsend's findings and conclusion. But if the evidence is materially different, so that he feels convinced that upon the new record Judge Townsend would have decided differently, we do not understand that he is so constrained.

"As to this court, when an order is 'affirmed on the opinion of the court below' it approves the reasoning, adopts the findings and concurs in the conclusions of the court below. When itself writing nothing, making no record of its findings as a court of appeals it merely announces 'order affirmed,' it is to be understood that for some reason it prefers not to adopt the opinion of the court below; either that it has reached the conclusion by a totally different process of reasoning, or that while, in the main approving the opinion, there is something in it which the appellate court does not wish to approve.

"In the case at bar all that this court has done has been to affirm Judge Townsend's conclusion that by reason of the non-payment of dues on the Suess Canadian patent the United States Berliner did not expire twelve years ago. And that decision on the record then presented, did not necessarily involve a finding as to the identity of the inventions claimed in the two patents. The syllogism of Judge Townsend was:

"Major premise: When an invention protected by a United States patent has also been protected by a Canadian patent, and before the expiration of its normal term the Canadian patent lapses because of non-payment of dues, the United States patent will expire at the same time.

"Minor premise: The invention protected by the Berliner United States patent was also protected by the Suess Canadian patent.

"This court and the Supreme Court both held that the major premise was unsound and therefore inquired no further. The question whether or not the two patents cover the same invention has been argued by both sides at great length. It is much simplified if we bear in mind the object of the statute, which was to provide that when an inventor had secured a monopoly in a foreign country by taking out a patent therein, in addition to the monopoly he had secured here, and the monopoly abroad terminated by expiration of the patent there, the people of this country should also be free to make and sell the patented invention. It is apparent that the real question to be considered is not what information is given to the world by specifications, but what is the invention which the claims protect and of which they secure the monopoly. In other words, what is the correct construction of the claims of the two patents, the language in which they are expressed not being identical?

"Claims 5 and 35 of the Berliner United States patent have been repeatedly construed by the courts in this country and found to cover a broad, basic invention. The three claims of the Suess Canadian patent have not been construed by the courts of that country, so we do not know authoritatively what invention it was which those claims secured to the patentee in Canada. But the Suess application expressly states that his invention has reference only to improvements in the reproducing apparatus adopted for use in the method of recording and reproducing sounds heretofore invented and published by Emil Berliner.

"Subsequently to its issue the Canadian patent office granted a patent to Berliner himself undoubtedly covering his broad invention and containing the very claims 5 and 35 of his United States patent. In view of these circumstances we have no doubt that, if at any time during its lifetime the Suess patent had come before the Canadian courts to be construed, it would have been found not to protect the broad invention of Berliner, but only the specific and detailed form of improvement which Suess contributed to the art. This being so, it is immaterial whether or not in the specifications of the Canadian patent there is contained sufficient information to indicate what the broad invention was. We are satisfied that the inventions covered by the claims of the two patents are not identical, and that the life of the Berliner United States patent is not dependent on the term of the Suess Canadian patent.

"The decree is reversed with costs and cause remanded with instructions to decree in conformity with the views expressed in this opinion."

May 31 following General Manager Geissler, of the Victor Co., issued the following notification to Victor dealers, as appended:

"The Victor Co. is pleased to announce that it has just secured another important victory by the decision of the United States Circuit Court of Appeals, of New York, filed May 26, 1911, reversing the decision of the court below, and sustaining the Victor Co.'s contention that its Berliner patent, No. 534,543, did not expire, as averred by the defendants, with a certain prior Suess Canadian patent. Our counsel, Horace Pettit, has advised us that the court has held, as contended on our behalf, that the said Suess Canadian patent was for another invention, and that the Berliner patent, No. 534,543, so often adjudicated by the Federal courts as valid and infringed, is entitled to its full term of seventeen years, and does not expire until the expiration of that term, February 19, 1912.

"It will be noted that we have again made good our assertions that this Berliner patent would doubtless be held by the United States Circuit Court of Appeals to be entitled to the full seventeen-year term, as set forth in some of our communications to the trade, among others, our circular letter of April 12, 1911. It has never been our practice to make assertions without having substantial reasons for them. We believed, in this case, that the facts were such that the Court of Appeals should sustain our contention as a just and equitable one, and in this we have not been wrong.

"It is hardly necessary for us to again notify the trade and public generally that we will promptly and diligently proceed against all infringers of this Berliner patent, No. 534,543, and particularly those who may have again started to infringe, under the contention that the patent may have expired. We believe that certain concerns are obviously in contempt of court by their infringing acts, and against these the necessary proceedings will be promptly instituted."

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., June 10, 1911.

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:

MAY 14.

Barranquilla, 5 pkgs., \$255; Berlin, 20 pkgs., \$1,400; Calcutta, 3 pkgs., \$500; Callao, 10 pkgs., \$791; Cucuta, 2 pkgs., \$120; Havana, 3 pkgs., \$193; London, 4 pkgs., \$600; 99 pkgs., \$3,241; Para, 11 pkgs., \$528; Rio de Janeiro, 62 pkgs., \$6,193; 510 pkgs., \$22,189; 4 pkgs., \$318; Stockholm, 25 pkgs., \$765; Sydney, 19 pkgs., \$757; Teneriffe, 12 pkgs., \$482; Vera Cruz, 74 pkgs., \$3,295; Vienna, 19 pkgs., \$230.

MAY 21.

Barranquilla, 10 pkgs., \$100; Beira, 2 pkgs., \$580; Berlin, 90 pkgs., \$2,956; Bolivar, 4 pkgs., \$158; Buenos Ayres, 278 pkgs., \$23,995; Callao, 8 pkgs., \$848; 7 pkgs., \$301; Cape Town, 65 pkgs., \$1,706; Guayaquil, 4 pkgs., \$135; 2 pkgs., \$170; Havana, 3 pkgs., \$167; Havre, 101 pkgs., \$2,213; Iquitos, 2 pkgs., \$153; Kobe, 1,208 pkgs., \$1,676; London, 158 pkgs., \$4,226; 4 pkgs., \$550; Port Madryn, 3 pkgs., \$256; Puerto Mexico, 6 pkgs., \$179; St. Johns, 3 pkgs., \$420; Sydney, 65 pkgs., \$1,759; Vera Cruz, 229 pkgs., \$7,057.

MAY 28.

Batavia, 7 pkgs., \$158; Callao, 3 pkgs., \$224; Colon, 5 pkgs., \$146; Havana, 4 pkgs., \$942; Havre, 17 pkgs., \$330; Iquique, 12 pkgs., \$349; Kingston, 5 pkgs., \$271; La Guira, 5 pkgs., \$261; London, 125 pkgs., \$3,700; 6 pkgs., \$260; Melbourne, 285 pkgs., \$7,543; Para, 43 pkgs., \$1,875; Rio de Janeiro, 15 pkgs., \$578; Vera Cruz, 52 pkgs., \$1,902; Vienna, 2 pkgs., \$125.

JUNE 5.

Berlin, 104 pkgs., \$3,547; Buenos Ayres, 127 pkgs., \$5,819; Callao, 2 pkgs., \$175; 5 pkgs., \$232; Cartagena, 9 pkgs., \$641; Chemulpo, 4 pkgs., \$121; Guantanamo, 3 pkgs., \$110; Guayaquil, 6 pkgs., \$419; Havana, 5 pkgs., \$866; Havre, 15 pkgs., \$630; Hong Kong, 1 pkg., \$151; Kingston, 6 pkgs., \$414; London, 89 pkgs., \$1,684; Manila, 7 pkgs., \$583; Para, 24 pkgs., \$1,634; Rio de Janeiro, 112 pkgs., \$5,804; Santiago, 11 pkgs., \$258; Singapore, 3 pkgs., \$125; Yokohama, 13 pkgs., \$781.

It takes sand to make sandpaper what it is, and it takes sand to do most anything worth while.

The Talking Machine Trade in New England

"NEW ART" DIAPHRAGM INTERESTS

Dealers Throughout the Country—Something Worthy of Investigation and Consideration.

(Special to The Talking Machine World.)

Springfield, Mass., June 7, 1911.

Quite a number of dealers are taking interest in the "New Art" diaphragm, which is made in both aluminum and fiber and retails for one dollar with a big profit to the dealer. This is the invention of W. W. Young, of The Talking Machine Co., 218 Worthington street, this city, and was described at length in the last issue of The World.

In another part of this issue will be found a coupon, which with a business card, is good for a sample diaphragm and prices. So it is apparent that a dealer is well paid for the slight work in sending that in, as in addition to getting an article worth one dollar he will be put in touch with a live specialty seller.

MILLIONS OF NEEDLES.

Regarding the Big Output of the Bagshaw Factory—Some Interesting Details—Business Active with Wardell—Other Items.

(Special to The Talking Machine World.)

Lowell, Mass., June 7, 1911.

"63,020,300 needles in 10 days" is the schedule of the output of the talking machine needle plant of W. H. Bagshaw, of this city, according to their advertisement in another section of The World. Their comments on this are worth reading, as the achievement certainly establishes a high-water mark for talking machine needle production. Analysis shows that this figures 6,302,030 needles a day, which on an eight-hour basis, makes their output nearly a million an hour, or to be exact, 787,754 needles. Getting down to an even finer basis, it means 13,129 talking machine needles a minute or 217 needles a second.

Thus every time the watch ticks 217 talking machine needles are produced; every time the minute hand jumps around 13,129 needles are made; every time the hour hand moves up five pegs, 787,754 needles lay ready, while each night over 6,000,000 needles are ready for shipment. With 63,020,300

needles manufactured in 10 days, and considering 30 working days to the year, it means the production of 18,906,090,000, or nearly nineteen thousand million needles annually, which, according to the saying, "is going some."

It is needless to add that business with the house of Bagshaw is brisk.

Thomas Wardell, or "Tom," as everyone calls him, the Edison jobber, attests a seasonable business, particularly on the retail end. He says that the manufacturing industries of this city are working on but a five-day schedule, although they are full-handed. This does not make the city any too prosperous, but it is not affecting the talking machine industry to any great extent.

Pursuant to a general agreement among music stores, they close at 12.30 Thursdays till September. This permits their being open Saturday afternoons and evenings, at the same time allowing for a brief respite from business during the week. Among those who are doing this are M. Steinert & Sons Co., Ring Piano Co., and Louis Grunewald, Jr.

TAKE ON COLUMBIA LINE.

A Prominent Furniture House of Nashua to Handle the Columbia Exclusively.

(Special to The Talking Machine World.)

Nashua, N. H., June 6, 1911.

The L. Carlton Furniture Co. have taken the exclusive Columbia graphophone and records representation and are outlining a vigorous campaign for business.

SUFFER ENTIRE LOSS BY FIRE.

(Special to The Talking Machine World.)

New Bedford, Mass., June 1, 1911.

Richard Zerbone, talking machine dealer of this city, recently celebrated his third fire within a short time, this time being a full loss. The first two blazes only made a partial loss. Insurance officials viewed the last fire with suspicion and settlement was held up, but the matter is understood as now being settled. However, this lacks confirmation.

NEW HAVEN NEWS GLEANINGS.

How the Lineoid Recording Horn Helps to Develop a Dealer's Record Sales—Columbia Recitals Attract Large and Fashionable Audiences—Advantage Taken of the Visit of a Recording Artist—Other Gleanings.

(Special to The Talking Machine World.)

New Haven, Conn., June 7, 1911.

In their boosting of the Linenoid recording horn, the Pardee-Ellenberger Co. are putting great stress upon the fact that the sale of this horn will develop a dealer's record business tremendously. Owing to the features of the Linenoid and its peculiar construction, it gives fine carrying qualities and a powerful volume, which naturally makes record making easy. Many talking machine owners are unaware of the pleasure in hearing their own voices and a proper educational campaign on the part of dealers will arouse a big interest in this work. W. O. Pardee, president and treasurer, is very enthusiastic over the probabilities of the Linenoid Horn, and the sale of it is growing tremendously. Literature and prices will be gladly sent by him to any dealer writing to him.

Under the able management of H. M. Blakeborough, manager of the Columbia Phonograph Co., a fine series of recitals is being given to the public. They are grand opera treats and are given by the Regent, De Luxe, Mignon, Elite and Favorite Columbia Grafonolas.

When Guido Deiro, the accordeon artist, recently performed here for several weeks, Mr. Blakeborough made up a fine window display of his instrument, photographs and records, as well as serenading in a Columbia the audiences as they entered and departed from the theater. The result was that he sold numbers of Deiro's records. Mr. Blakeborough gives a valuable tip to dealers when he advocates their following the theaters and when an artist appears who has made records, to make a window display and take the "cake when it is passed around."

AN INTERESTING TESTIMONIAL.

(Special to The Talking Machine World.)

Richford, Vt., June 2, 1911.

The World man saw an interesting testimonial written by F. W. Mitchell, of this city, to the Columbia Phonograph Co.'s Boston headquarters, and the second paragraph entitles Mr. Mitchell to a humorist's medal. Here is the letter: "The new Grafonola Favorite came to-day and it is a beauty. It is a pleasure to handle Columbia goods, as I have yet to find a customer that is not satisfied. If St. Peter could only get Columbia Grafonolas I believe he would discard the harps."

AN OPTIMISTIC BURLINGTONIAN.

(Special to The Talking Machine World.)

Burlington, Vt., June 8, 1911.

W. A. Moulton, head of the American Phonograph Co., distributors of Edison and Victor machines, records and supplies, is most optimistic, saying "Business is good. Our grit is better than ever." This company is one of the most energetic distributors of goods in this eastern section and are doing a whole lot of work in the promotion of business here.

A PART OF THE ORGANIZATION.

An employe who receives human treatment from his employer feels himself a vital part of the organization in which he is working. He takes a deeper and more personal interest in it. Consequently, he not only becomes part of the organization, but the business becomes part of him, so that no matter if it is in business hours or out of business hours, he feels himself a part of the business and thus gives it a standing with all men.

Is Your Edison Service Right?

A chat on RIGHT SERVICE

We don't mean if you are "satisfied," but is it RIGHT?

RIGHT SERVICE means promptness and completeness; one without the other is but a half-service.

In fact, your service cannot be prompt unless complete. We consider these service divisions integral, and wouldn't think of soliciting the business of New England dealers unless we are at all times ready to render RIGHT SERVICE.

Everything in stock at all times from small parts to Amberolas; a most complete Edison Emporium.

A "test order" recommends our RIGHT SERVICE. Will you send it?

**BOSTON CYCLE
& SUNDRY CO.**

**48 Hanover Street
BOSTON, MASS.
J. M. LINSOTT, Mgr.**

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., June 1, 1911.

With the advent of the month of brides comes a little let-off of talking machine business. This does not mean that anything of a startling nature has occurred other than an expected let-up. The volume of both wholesale and retail business is in excess of last year for the similar period, which is significant in itself. Everyone is cheerful and optimistic, and the indicator points to "big business" as soon as the warm days are over.

Vacations are now in order, and the boys are drawing lots for the choice weeks. Absence occasions a little delay, broadly speaking, in general routine work, but it is more than made up when they return fresh for a good fall battle. Each one works in the other's place, so no new employees are required. Perhaps the most versatile talking machine man is E. F. Taft, general manager of the Eastern Talking Machine Co. During the summer Mr. Taft can be seen signing checks one minute; banging a typewriter the next; making a retail sale; drawing off invoices; booking a wholesale order, et al., and if necessary, there isn't a position in the store that he cannot fill. This isn't supposed to be an "Eastern item," so we'll have to stop on Mr. Taft's repertoire of accomplishments and take them up a page at a time ere long.

An Experiment in the Record Line.

Every time I think of George K. Cheney, the mechanical expert and talking machine man now

enough for Mr. Cheney, and consequently the United States again got him.

For the past year Mr. Cheney has been located in Boston with the Boston Talking Machine Co., as mechanical expert and inventor. His mind is full of ideas anent talking machines and their manufacture, but the Patent Office can tell more about these than we. It is the first time Mr. Cheney has resided in Boston, and the City of Culture agrees with him all right, for in Atlantic—a suburb—he has a fine home and lots of ocean to fish in. By the way, that's George's favorite pastime—fishing—and he says he catches a lot of them. Perhaps he uses diaphragms for bait and talks to them, but this won't be questioned. Socially he is a high degree Mason and a Shriner. With practically all his future before him, Mr. Cheney will undoubtedly make many interesting and noteworthy accomplishments in the talking machine field.

Taft to Milwaukee Convention.

E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, is planning to attend the Jobbers' convention at Milwaukee. Mrs. Taft will probably accompany him. "I shall play baseball on the Eastern Jobbers' team; second base position preferred," added Mr. Taft, smilingly.

The Eastern Talking Machine Associates are planning a rousing time on June 17, a holiday here, when the entire body will jaunt to Providence, and at a seashore resort play games, enjoy a fish dinner and have an all-round good time. The E. T. M. Associates are some hustlers on the fun stuff.

The Value of Prompt Service.

There's quite a chat on "Right Service" as applied to the Edison business of the Boston Cycle & Sundry Co. Charles R. Cooper, manager of this department, is a firm believer in aiding the dealer in every right way and makes it his special object to see that every branch of this business is ready at a short notice to furnish everything that an Edison dealer would need in the promotion of his business. Quoting a paragraph from Mr. Cooper's copy, it is no wonder that their business is continually growing. Here is his statement: In fact, your service cannot be prompt unless complete. We

consider these service divisions integral, and wouldn't think of soliciting the business of New England dealers unless we are at all times ready to render Right Service."

A recent visitor to these quarters was F. K. Dolbeer, general manager of Thos A. Edison, Inc.

A Quaker City Visitor.

E. Bauer, sales agent of the Keen-O-Phone Co., makers of "New Idea" talking machines, Philadelphia, Pa., was here recently with two models of these machines.

Holmes' Compositions.

E. B. Holmes, manager of the talking machine department of Jordan, Marsh Co., has composed two musical numbers which will shortly appear on Columbia records.

Boyle Bros. Take on Columbia Line.

Boyle Bros., which is reputed as one of the largest instalment houses in New England, have taken the Columbia representation and will soon have a fine display of goods. This company are big advertisers and it is their intention to get after this market in an aggressive manner.

Arthur C. Erisman, manager of the Boston offices of the Columbia Phonograph Co., has just returned from the New York headquarters. Mr. Erisman reports that the past month has been decidedly successful in both wholesale and retail volume.

Much Esteemed Traveler.

A member of the wholesale traveling fraternity who is warmly esteemed by his trade is J. F. Luscomb, the Columbia traveler in western Massachusetts and Vermont. Mr. Luscomb having been a musical instrument dealer himself at one time, knows both phases of the industry and he makes a special point to assist dealers in their retail promotion.

Working Under a Heavy Schedule.

John M. Dean's big talking machine needle factory at Putnam, Conn., is working under a heavy schedule. The demand for "Puritone" needles, furnished both with and without the dealer's name, is strong. Samples and prices of this brand, or any of their many styles, furnished gratis.

Alas! He Is Gone.

Several items have appeared herein regarding the management of their talking machine depart-



GEO. K. CHENEY.

connected with the Boston Talking Machine Co., whose photograph appears herewith, I cannot help thinking of the man playing poker, holding a royal straight flush in his hand, with aces by his feet, kings in his pocket and queens behind his ears. Perhaps one wonders what this has to do with Mr. Cheney, since he doesn't play poker (?), but let me ask, has he plenty of cards to play with? In other words, Mr. Cheney's knowledge of the ins and outs of the talking machine game fits him to occupy one of the foregoing positions, as many of his friends will probably agree.

Before entering the talking machine arena back in 1897 with the National Gramophone Co., Mr. Cheney was an expert machinist and creator of machinery. A year later Mr. Cheney started the making of records, being one of the first to make the lateral cut disc records with the present process of engraving on wax. He then went with the Universal Talking Machine Co., which was followed with a connection with the Victor Talking Machine Co. With the latter company he was stationed at China making records, but eight months of talking a harlequin of English, Chinese and Portuguese, mixed ad lib. (called Pigeon-English), was

Some More Boosts for "NO-SCRATCH" NEEDLES

INCORPORATED 1894 TREASURER EDWARD LOVERING, BOSTON. CAPITAL \$1,000,000

Massachusetts Cotton Mills.

OPERATE ALSO THE MASSACHUSETTS MILLS IN GEORGIA LINDALE, GA. INCORPORATED 1894 CAPITAL \$2,000,000 AGENT W. S. SOUTHWORTH, Lowell, May 1, 1911.

Mr. W. H. Bagshaw,
City.

Dear Sir:

I have tested the needles sent with yours of April 25th on Victor and Columbia records, and am much pleased with them. I should like to get some of the loud, as well as more of the medium, if you will advise where they can be had.

Truly yours
W. S. Southworth

"I like your NO-SCRATCH Needles very much indeed."
WALTER S. BALDWIN,
Laconia, N. H.

"Thanks for calling my attention to NO-SCRATCH Needles to use on Victor machines. I have tried them and find them the most satisfactory needle to use."
F. A. TUTTLE,
Lowell, Mass.

"Your NO-SCRATCH Needles, which I have tested on the Victor talking machine with song and band records, are found very preferable to all other needles."
LEWIS GOOSSENS,
Lowell, Mass.

Jobbers: Write for our proposition on "NO-SCRATCH" Needles, with samples.

W. H. BAGSHAW, Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles.

Established 1870

Columbia *quality* has been such an important subject to talk about that maybe we have not reminded you often enough of the Columbia *profit-margin*. Are you good at figures?



Columbia Phonograph Co., Genl., Tribune Building, New York

ment. So many managers have been there that a card catalog could be made of them, but in the April World the writer announced that the store had a change of heart; were waking up and had decided to keep a good man permanently. We promised in the May World to publish this manager's name this month, but alas, he has gone. When you consider that this is one of Boston's largest department stores, and regarded as an up-to-date spot, there is all the more fun watching the parade. Why not try the floor sweeper, the engineer, or give the office boy a stab at it?

TRADE NOTES FROM ST. LOUIS.

Summer Business Discussed—Anxiously Awaiting New Victrola IX—Regarding Price Cutting—L. A. Cummins with Victor Co.—Business in Arkansas and Kansas—Silverstone's Unique Record—St. Louis Schools and Talking Machines—Talking Machines for Ice Cream Parlors.

(Special to the Talking Machine World.)

St. Louis, Mo., June 9, 1911.

There is an old-time belief in St. Louis that business must touch bottom each summer, and Manager E. B. Walthall, of the Columbia Phonograph Co., says that a good many talking machine men hold that there is no use trying to do business in summer. That may account for the spotted reports as to the condition of the local talking machine trade at present. At the Columbia store it

is said that the wholesale business has lagged a little, but that the local trade has held up excellently. Manager Levy, of the Aeolian Co.'s wholesale department, talked in glowing terms of the wholesale business, and Mark Silverstone, at the Edison store, said that the machine business had slackened a bit, but that the record business was excellent. Mr. Walthall says: "In this shop we redouble our efforts for the summer months, and we admit no dull seasons except August." However, all hands report a good business for May. That money stringency is not the cause of any dulness of trade is evidenced by Mr. Walthall's statement that cash receipts are running ahead of business done, which shows that payments are coming up promptly.

G. D. Smith, of the railroad department of the Dictaphone Co., came to St. Louis May 15 and remained several days, working on the Cotton Belt, Frisco and Wabash deals.

The slow delivery of the Victrola IX, is causing some embarrassment locally. The Victor wholesalers say that the local retailers have been talking the machine strongly and have a good many prospects for it. It was expected that enough machines would be here by the first of this month to have tried out this trade and to have results, but such is not the case, and out-of-town retailers especially are demanding their machines from the jobbers.

C. Kauffmann, traveler for the Columbia Phonograph Co., left, May 15, for an extended trip

through central Illinois. Later reports from him were of successful business.

E. W. Poe, Columbia dealer at Senath, Mo., was in St. Louis on a several days' business trip late in May.

Price cutting by small dealers continues to be a topic among local retailers, and they believe that there is a prospect of bringing some of them to time, as they are tracing some of the deals to business men who they believe will declare themselves when the question is put squarely before them. One thing some are inclined to censure the jobbers for is the selling of machines at wholesale prices to any business house that orders one when there is no disposition on the part of the firm to resell it or to cover the sale as a buyout, the purchaser making no pretense other than that he wants the machine for home use. The idea is that a manufacturing and jobbing chemist will conclude that he wants a machine at home and he will find out what style he wants and order from the jobber and get the price. This, the retailers claim, is unfair to them.

Two stories are told of recent experiences with customers baited by price cutters. The first was waited upon by a young woman, a novice in selling. When she told the customer the price of the machine he replied:

"I can do better than that."

"But any dealer who sells below that price is violating his contract," the young woman answered.

"I know that. He admitted as much, but the money looks good to me," the customer stated.

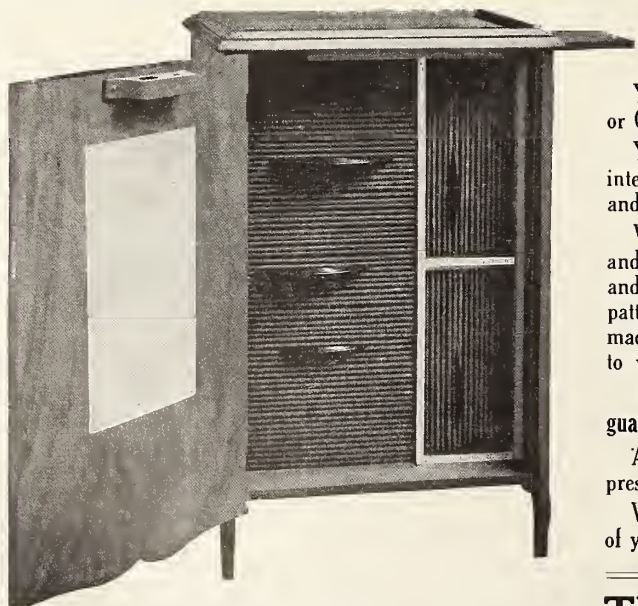
"Well, do you think that a dealer who will break his contract with the manufacturer would hesitate to sell you an overhauled or worn machine for a new one? If I was going to buy of him I would want to know pretty well what sort of an instrument it was," was the answer of the novice clerk. She made the sale.

Another story is of a man who entered a local store and was waited upon by the manager. The salesman soon discovered that his man was not interested particularly in the demonstration of the machine and was making comparative inquiry of prices. So he went after the supposed customer, rough shod.

"I would like to know your business here. Do you want to buy a machine or why did you come? What terms have been offered you by some other dealer? If you are merely using our store for an information bureau I think you are playing unfairly."

This brought the man, a banker, to time. He explained that a friend was buying a machine and had been offered one at a less price than the one owned by the banker had cost. The banker had understood that "one price" prevailed and was investigating. He told the whole story, and then it was found that he was on the house mailing record list. He was convinced as to the reason for the cut prices, but no results have as yet come from his promise to talk it over with his friend and point out the unfairness of buying an expensive machine from a dealer who carried nothing as costly as he wanted in stock and who might possibly be selling a repolished second-hand instrument.

Our Latest Cabinet is for the Victrola IX



No. 455. D INTERIOR
Height, 34 inches. Width, 22½ inches. Depth,
18½ inches. For Victrola IX

You can have it either in Mahogany or Oak, any Victor finish.

You can have it with any one of 5 interiors with capacities up to 228-10 and 12-inch Disc Records.

With Cabinets for Victrolas IX, X and XI, and Victors I, II, III, IV, V and VI, besides several low priced patterns not made for any particular machine, there will be no doubt as to where your orders will be placed.

Udell finish and workmanship is guaranteed. Is the other fellow's?

A splendid Catalog, hot from the press, should be in your hands now.

Write for yours and give us the name of your Jobber.

The Udell Works
INDIANAPOLIS, IND.

Homer Reid, chief accountant of the Columbia Phonograph Co. at Bridgeport, Conn., accompanied by his wife and son, stopped in St. Louis, May 29, on their way to Oklahoma City, having been called there by the sudden death of Mr. Reid's mother. Mr. Reid spent one day at the local store.

T. H. Macdonald, head of the Columbia Phonograph Co.'s laboratory at Bridgeport, Conn., was the guest of E. B. Walthall, the local manager, June 1, on his way East, after a two months' stay in California and the West on an extended vacation.

At the Columbia store the records of Miss Leila Hughes, the St. Louis girl who is starring with the "Spring Maid," in New York, and who sings exclusively for that company, are being pushed with special signs.

Mark Silverstone, of the Silverstone Talking Machine Co., local jobber for Thomas A. Edison, Inc., is anticipating some lively times at the Milwaukee convention, which he will attend. The point upon which Mr. Silverstone looks for the interest to develop is in the sounding of jobbers on how they will stand when the Edison Co. put their disc machine upon the market.

L. A. Cummins, who recently resigned as a salesman for the wholesale department of the Aeolian Co.'s talking machine department and the next day bought himself an automobile, has engaged with the Victor Co. to cover this field and will have his headquarters here and is planning extensive auto trips to visit his trade.

Manager Levy, of the Aeolian Co.'s talking machine department, has returned recently from a trade trip to Arkansas and Kansas, and is quite enthusiastic over the business prospects in that territory. "Everywhere I stopped," he said, "they are talking about good crops and fine prospects for fall, and I did a nice business on the trip and expect great results from the prospects. That country down there has been neglected by St. Louis and there is an excellent chance. All other lines of merchandise get excellent trade there, and we are going to have our share of the talking machine business. And don't think for a moment that Arkansas is not a good field or that it is a place to unload horn machines, for it's Victrolas down there. The Victor agent in Helena is selling a surprising lot of fine machines, more than any town of the size I know. The wealth of that country is new and the people are willing to enjoy it, and they know how. Kansas, of course, is an older field, but in both States you have to give them the goods."

Will Brenner, of the Koerber-Brenner Music Co., and Manager Levy, of the Aeolian wholesale talking machine department, will attend the National Talking Machine Jobbers' convention in Milwaukee, June 15.

Mark Silverstone, of the Silverstone Talking Machine Co., made a unique record the other day when a couple from Collinsville, Ill., came to his store and bought an Edison machine. He suggested that they make a record of their own voices to take home with them and they expressed a willingness, but were bashful. While they were wondering what to say they neglected their two-year-old child and it fell off a chair and, of course, began crying. Mr. Silverstone at once started the machine going and obtained a full two-minute record of the baby's cries, with the mother and father's voices intermingled as they attempted to quiet it. The child was not seriously hurt, and when the parents heard the record they were so pleased that they returned in a few days with their four-months-old twins and sought a similar record for them. But the twins were so busy enjoying the wonders of the shop and the mother was unwilling to push them off a chair, so the crying record was a failure.

St. Louis schools, it seems, have made very little use of the talking machines, and Mark Silverstone says that this is due to a failure on the part of the factories to lend any efforts in this line. "A demonstration of the use of machines in educational work," he said, "is necessarily expensive, and resulting sales are made largely at wholesale prices, and that leaves so little margin for the jobber that he cannot afford to undertake the campaign among the principals and others that would be necessary to begin the work. The sale would be of value chiefly as an advertisement, and if a retail dealer, who would have a better chance at profit if he should make a sale, would undertake it he would find himself very likely left out in the cold, because the board could go into the open market for records and machines. There are no exclusive agents, such as enables a piano dealer to go to the front for his particular make. In my opinion the manufacturers should take up this burden and create the market that would result from the introduction of talking machines into the schools. This is now being done in the East, but no steps have been taken here."

Local dealers are just at present cultivating the ice cream parlor field. The hornless machine is popular with these resorts and the Columbia Co. have placed a number of their favorite models.

A. Colegrove, Edison dealer at Taylorville, who has been quite ill for several months with diabetes, is reported in better health.

Dr. Walter S. Courtney, of St. Paul, has sued the Columbia Phonograph Co. in the local courts for \$20,000 damages. Dr. Courtney says in his petition that on January 29, 1911, an agent of the Columbia Co. caused his arrest in St. Paul, charging him with having obtained from Charles Stein a Grafo-nola Mignon under false pretense, and that after

several continuances the case was dropped. The papers were served on E. B. Walthall, local manager for the company, who states that he knows nothing of the suit except the information contained in the papers and that he has passed it on to the attorney for the company.

TALKING MACHINE AS AID.

A Suggestion That Employers Use Music to Lighten the Load of the Many.

An editorial in the New York Evening Journal suggests that employers should realize what a reasonable amount of good music would do for factory girls in the course of a day's work. In this article one or two instances are named showing how the work of girls has been improved when this experiment was tried by a Southern employer.

The Journal says the result and the amount of work done was remarkable and there was an improved mental and physical condition among the girls. If workers packing cigars, making paper boxes, or engaged in any dull work could have a little simple, inexpensive, good music at their noon hour, and more music toward the end of the afternoon, it would be excellent for them and excellent for the employers.

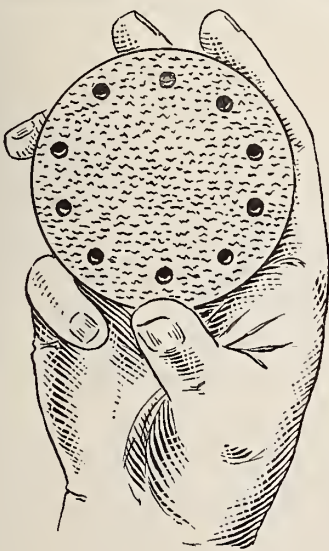
Ages ago the fighting rulers of men learned the power of music. Every general can tell you that he can march his fighting soldiers twice as far with music as he could without music.

When the men are tired and their feet begin shuffling along wearily, the noise of the band drives away the fatigue and quickens the pace.

Powerful men have always been interested in their human fighting machines. And long ago they found out that to get good fighters you must "make the job attractive." You must give music, medals, uniforms, pensions, titles, epaulets.

Let the employer provide a first-class machine to reproduce the finest voices and the best music for the girls under his control, as they spend the noon hour. And then give some more music later in the afternoon, when work begins to drag and the hours seem long.

The International Phonograph Co. (Joseph R. Mayer, proprietor) have removed to larger quarters at 196 East Houston street, from 180 of the same street, New York. The opening week was from May 22 to 29. Mr. Mayer received congratulatory letters from the Universal Talking Machine Mfg. Co., Philadelphia, Pa.; Thomas A. Edison, Inc., Orange, N. J.; Columbia Phonograph Co., General, New York; Max Landay, of Landay Bros., New York; R. F. Bolton, manager of the Columbia Phonograph Co.'s New York wholesale distributing agency, and others.



THIS IS THE
NEW ART DIAPHRAGM!

Made in both aluminum and fibre. Fits all talking machines, graphophones and phonographs.

Makes clear and pure musical tones, allowing shading of volume from soft to loud on the Edison Speakers Models O and R. A most wonderful invention and destined to be a rapid specialty seller with every dealer. Retail at \$1.

Send us this coupon to-day. It means dollars to you.

THE TALKING MACHINE CO.

218 Worthington Street, Springfield, Mass.

Clip This Coupon and Mail To-day.
Please send sample and particulars
Name
Address

BUSINESS COSTS AND EXPENSES.

Some Important and Valuable "Pointers" for Business Men Which Are Well Worth Considering and Applying to the Conduct of Business.

The National Association of Credit Men recently formulated the following simple but comprehensive rules for business accounting:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.
2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.
3. Charge, in addition to what you pay for hired help, an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on your regular payroll.
4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.
5. Charge depreciation on buildings, tools, fixtures or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expense, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and 'phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show the per cent. which it has cost you to do business.


13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

EDISON POLISH RECORDS.

The following list of Polish Amberol records by Wincenty S. Czerwinski, a singer and entertainer of high repute, with orchestra accompaniment, has been announced by Thomas A. Edison, Inc., Orange, N. J., for shipment to the trade on or about July 1: 10700, Hejze ino fioleku lesny (F. Szopski), Krakowiak (Kamienski); 10701, Kolo mego ogradecka; 10702, Piosnka ludowa (Slaski); 10703, Usnij ze mi, Usnij (Szopski); 10704, Dumka (Kratzera); 10705, Krakowiaczek (Aloniuszki); 10706, Piesn Wojenna (Moniuszki); 10707, Arya Janusza z "Halka" (Moniuszki); 10708, Dwie Zorze (Moniuszki). The selections have been recorded with unusual care and will undoubtedly enjoy an extensive sale in certain sections of the country.

The Columbia Co. have recently had grouped and painted in the most brilliant manner, in oils, their entire staff of operatic artists in costume. The painting contains seventeen figures, and its size is about three feet by two feet. It will be reproduced in fac-simile and printed on heavy special paper of the same size as the canvass. The original is said to have cost \$300, while the expense for an edition of the reproduction will probably reach \$1,000.

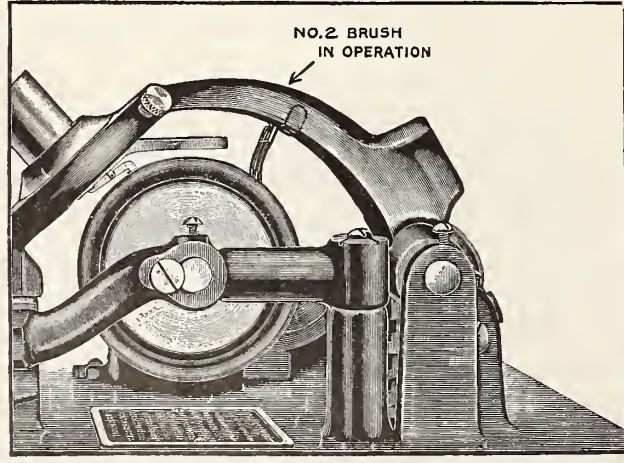
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|---|--|--|
| <p>FOR EDISON PHONOGRAPHS List Price 15c each</p> | <p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p> | <p>FOR VICTOR Talking Machines List Price 25c each</p> |
|---|--|--|

ANNOUNCEMENT

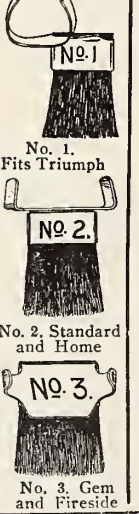
To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name *Cleanrite* change has been made in the brushes, and, for a "PLACE" stamp and labels until our present stock on hand is exhausted.

New printed matter is ready but NO time, they will be supplied with the stock on hand is exhausted.



NO. 2 BRUSH
IN OPERATION



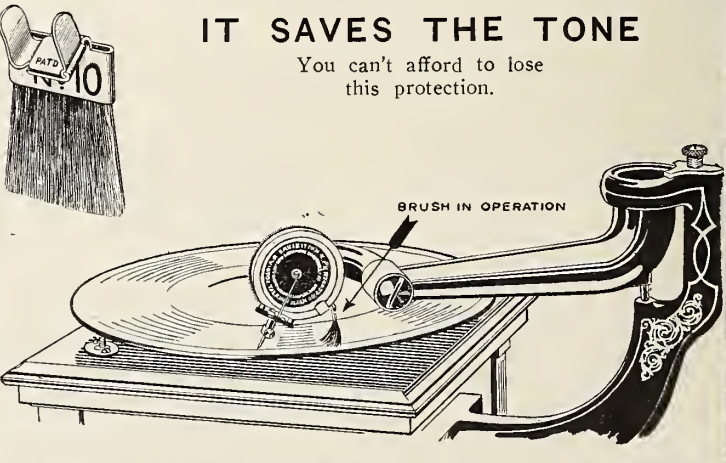
No. 1
Fits Triumph

No. 2
Standard and Home

No. 3
Gem and Fireside

IT SAVES THE TONE

You can't afford to lose this protection.



BRUSH IN OPERATION

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.

Write Now

MANUFACTURED BY
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN
President

97 CHAMBERS STREET, NEW YORK

"The White Blackman"

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Review of Trade Conditions—The Coronation of King George Furnishes Record Manufacturers with Splendid Opportunities for Adding to the General Rejoicings by the Issuance of Records of a Patriotic Nature—Ament the Absorption of the Twin Record by the British Zonophone Co.—Trade in the Provinces—J. E. Hough Co., Ltd., Invade West End—Gramophone Co. Issue Details of Sales Proposition for the Summer—Edison Attachment Proposition Meets with Support of Trade—National Phonograph Co. as Well as Other Leading Concerns in Evidence with Novelties—The News of the Month.

(Special to The Talking Machine World.)

London, E. C., June 5, 1911.

A fair amount of money is still being spent upon advertising in the general press by the leading manufacturers, and to that alone the bulk of trade now being done may be largely ascribed. And possibly owing to the large number of distributors of talking machine goods, certain other non-advertising manufacturers are not doing so badly. But for all that, in the wholesale and retail field business conditions are not so stable as they should be. Sales are by no means short of the average for the time of year, but in almost every town legitimate and fair trading is hampered by price-cutting delinquents who do not hesitate to offer even current record issues below the market price. Traders of standing would seem to be putting up a good front against this drawback, and it is a strong tribute to their persistency of effort, and their high principle that they refuse to grasp the hand of temptation—which is ever present—and cut below the standard price.

The coronation of King George has furnished the record manufacturers with a splendid opportunity to contribute to the general rejoicings by the issue of innumerable airs of a patriotic nature, in addition to much other music appropriate to the occasion. In this respect the manufacturers have vied with each other in the production of big lists, and as will be noted elsewhere in this section, their efforts in that direction call for great praise, although the multiplication of titles must be somewhat confusing to the poor dealer who has to stock several different records of "God Save the King," "God Bless the Prince of Wales," "Rule Britannia" and all the rest of it.

The absorption of the Twin Record by the British Zonophone Co., who, as announced in our last issue, will in future make only double-sided discs, has occasioned great interest in trade circles here. No less than half a million of the new records have already been delivered to factors and dealers, this huge total being partly accounted for by exchanges. The factors called for something like 300,000 records, the whole of which were practically dispatched simultaneously—truly a record these times. I gather that the amalgamation has occasioned general satisfaction in the trade, who recognized that although the Zonophone single-sided disc was good value, with the introduction all round of 2s. 6d. double records a change sooner or later was inevitable. There is now only one single-sided record on this market, and that is the Gramophone, which can fairly claim to appeal to a better class public, thus rendering any change quite unnecessary.

Outlook in the Provinces.

In the Provinces business maintains an uneventful course, conditions generally being somewhat dull. In the talking machine field summer sales prospects appear to be unhampered by any disturbing factors, except in Wales, where things are in a somewhat unsettled state owing to strikes and other troubles in the coal mining industry. Throughout the provinces dealers would seem alive to the big trade possibilities centered in machines of the hornless type, and these are being featured everywhere as the staple summer trading line. At

the Royal Ulster show, and at other Belfast ceremonials, one of the chief attractions has been the rendering of suitable music by the Auxetophone kindly loaned by Thos. Edens Osborne. At almost every concert, exhibition, or shows of any kind in Belfast, there you may expect to find Mr. Osborne's Auxitophone discoursing sweet music to an appreciative audience.

West End Quarters for J. E. Hough, Ltd.

J. E. Hough, Ltd., inform me that they propose to secure premises at Cranbourne street, which is situated in the heart of the West End of London. Their intention is to utilize it as a central depot and showrooms with offices for the company's musical director. It should prove a successful undertaking, and we extend our hearty congratulations to J. E. Hough, Ltd., upon their departure.

The Columbia "Superbe" Needle.

To introduce the new Columbia "Superbe" needle, a special box of 200 is offered by the company free of charge to talking machine users in England. The "Superbe" is a full-tone needle selling at a moderate price.

Plan for Stimulating Dealers' Trade.

The Gramophone Co. have now issued details of their first summer scheme, which consists of a complete and practical sales proposition for stimulating their agents' trade. Three specially worded follow-up letters have been drafted, and these the company offer to supply in any quantity with the dealer's name and address printed thereon, entirely free of charge. "Take It on Your Holiday" is the title of a most effectively produced booklet, with which the letters are to be accompanied. At the same time as this literature is being sent out by the dealers, the company will be advertising continuously in the public press, and in order to back up the scheme, dealers are asked to exhibit a brilliantly executed poster not only in their windows but on busses, and boardings, etc. The subject dealt with is confined exclusively to hornless machines, and their suitability as a big summer line. Splendid sales are assured if dealers will only follow out the scheme in its entirety, for it is one of the best propositions ever devised in their favor. Few concerns so generously support their distributors as the Gramophone Co., and it is but reasonable to expect hearty co-operation by all.

Russell Hunting Record Co. Affairs.

According to the summary of accounts in the matter of the Russell Hunting Record Co., Ltd., recently issued, the liquidator has a balance in hand of £1,479 10s. 6d. The total costs and charges are itemized at £1,101 6s. 4d.

A "Zonophone" Puzzle Plate.

Something quite unique in records has been issued by the British Zonophone Co. It is a double disc having three tunes on each side, not in the one-after-the-other order, but so interspersed that one has to leave it to the needle to decide which shall be played. Seemingly, each tune is recorded at about thirty, thus leaving ample room to sandwich one in with the other. It is a splendid idea, but being somewhat expensive, we understand the company do not intend to make it a regular feature of their monthly issues. Desiring some further information upon the subject, we were told that the recorder, being a reticent man, refuses to divulge any particulars whatever. Still, he deserves credit for a novel achievement, for any departure from the ordinary is welcome.

Pathe's Coronation Titles.

The Pathé supplement for June containing the coronation titles is quite a work of art, being printed in red and blue on white art paper, and we should advise everybody to obtain a copy of it. This supplement contains 10 special titles all suitable for the coronation festivities. There is one special descriptive record of "The Coronation," also "Coronation Bells," introducing chimes, which are most appropriate for the occasion. Four of the other titles are: "When Our Good King George

Is Crowned." "The Islander," "Hail King George," and "Two Keels for One."

Not to Accept Conductorship.

Sir Henry J. Wood, conductor of the famous Queen's Hall Orchestra, has decided not to accept the conductorship of the Philharmonie Orchestra of New York, despite the tempting bait from a pecuniary point of view.

Timely List of Patriotic Titles.

A magnificent selection of patriotic titles in keeping with coronation time, appears in the June list of Edison-Bell records. In the near future J. E. Hough, Ltd., will issue some special records by Mme. Jomelli, prima donna of the Metropolitan Opera House, New York, whose beautiful voice will be heard to great advantage on V. F. records. Years ago Mme. Jomelli made some cylinder records for the company, and partly by reason of this old association she has chosen to renew acquaintanceship with the great talking machine public through the medium of Edison-Bell records.

Not Talking Machines!

Answering a question in Parliament recently, Mr. John Burns said that he had no knowledge of carcasses of Chinese frozen pork being smuggled into the country in "musical instruments."

New Companies.

Empire Record Co., Ltd.; capital, £1,500. Office: 100 Cowley road, Oxford.

English Record Co., Ltd.; capital £100,000. Subscriptions from the general public were invited. It is this firm, by the way, who trade on the basis of giving a disc machine free of charge in consideration of a contract to purchase 52 records on the weekly payment plan.

The Klingsor Coronation List.

One of the most comprehensive lists of titles appropriate to the occasion is that issued this month by the Klingsor Works, Tabernacle street, London. The selections are all of proved merit, much in favor with the public, and in the matter of recording, the vocal records are characterized by clear enunciation and good volume, and the instrumental by that brilliancy of execution which is at once pleasing and satisfying to listen to. Of the 40-odd titles the following call for special mention: "Selection of Popular Songs," "Popular Selection of Harry Lauder's Songs," "The Life of a Soldier" (parts I and II), "Coronation Bells," with chimes, and "The Bells of Auld Lang Syne," with chimes, all excellently rendered by the Band of H. M. Irish Guards; "Coronation Day" and "The Mormons, or Now Is Your Time, Girls," two good songs by Charles Bignell; "Standard Bread" and "Wallah, Wallah, Wallaperoo," by Alf. Willis; "Is That a Fact?" and "Roaming in the Gloaming" (H. Lauder), both well sung by Sandy McGregor; "P. C. Green" and "All Clear Out of the Park," by Jack Charman; "God Save the King" and "God Bless the Prince of Wales," duets feelingly rendered by Miss Jessie Broughton and Harry Thornton; "The Hockey" and "The Jerry Builder," by Will Evans; "There's a Land" and "Land of Hope and Glory," by Miss Jessie Broughton (contralto), and "I Wonder if You Miss Me Sometimes" and "Beautiful Garden of Roses," by Ray James. In addition there are six special tyne-side issues by Eric Foster, and "Beautiful Garden of Roses" and "In the Shadows," played by the Band of H. M. Irish Guards.

Liszt's Second Hungarian Rhapsody on Record.

The issue by the Columbia Co. of Liszt's Second Hungarian Rhapsody complete on a 12-inch Columbia-Rena record is at once a triumph for the double-sided record and for the manufacturers. The playing was entrusted to the famous Prince's Grand Concert Band, best remembered, no doubt, by its fine records of "Carmen" and the "William Tell" overture on Columbia-Rena.

The Name Is "Parlophon."

Messrs. O. Ruhl, Ltd., English agents for the

FROM OUR LONDON HEADQUARTERS—(Continued.)

Lindstrom disc machines, draw my attention to the fact that in our last issue a mistake appears in connection with the name applied to their series of machines. It was given as "Partolophon," whereas the correct appellation is "Parlophon." We are happy to make this correction known to our readers, who, we trust, will make due note thereof when placing their orders.

A Fine List of Current Issues.

Another fine list of current issues is to hand from J. E. Hough, Ltd., comprising Edison-Bell and Velvet Face records of exceptional merit. The selections are as follows: V. F.—"Der Geist des Woiwoden, Overture" (Grossman), Parts I. and II. by Band of King Edward's Horse; "Raymond, Overture," Parts I. and II. by Band of King Edward's Horse; "Tom Bowling" and "My Pretty Jane," Miss Ruby Helder; "The Butterflies' Waltz," "Les Papillons," and "Loin du Bal," by Renard Clarionette Quartette; "The Sweep's Intermezzo" and "The Spirit of the Glen" (banjo solo), by Olly Oakley. E. B.—"Rolling Down to Rio" (E. German), and "Heva, Heva, Ho!" (Slater), by Robert Carr; "Queen of the Burlesque" and "Torchlight Parade" (banjo solos), Olly Oakley; "The Passing of the Guard," King's Colonials, and "The Procession March," Royal Military Guards; "Humorous Hebrew Stories," Parts I. and II. by Mark Manners; "Do What You Can for Ninence," Bertram Banks, and "Shirts," Will Dean; "Black Cat Capers" (two-step), and "La Menastore" (waltz), by Court Orchestra.

New Gramophone Records Delight.

Three especially fine new records by Mme. Melba were recently issued by the Gramophone Co., who also may claim to have published the first record of the famous waltz from the "Count of Luxemburg," the initial performance of which was given May 20 before His Majesty the King at Daly's Theater. It is a 12-inch record, played by Gottlieb's famous orchestra.

Special Coronation Records.

The Columbia Co. announce the special issue of

a series of coronation records on Columbia-Rena. The supplement is at once a strong and comprehensive one, embracing practically every selection likely to be heard in every part of the British Empire during the coronation month.

Here, for instance, is the "National Anthem," played by the Regimental Band of H. M. Scots Guards and rendered vocally by Mr. John Armstrong, a pot-pourri of patriotic airs, including the national melodies of England, Ireland, Scotland and Wales, and a separate disc devoted to the Canadian national anthem march and airs of the Dominion. There is Brinley Richard's invocation, "God Bless the Prince of Wales," and the "Old Hundredth," together with Sir Arthur Sullivan's devotional song of praise, "O King of Kings," which he specially wrote for the Diamond Jubilee celebrations of Queen Victoria, and now used generally as a coronation hymn.

Robert Howe contributes the old English song originally written by Jeremy Saville for the coronation of Charles I., to wit, "Here's a Health Unto His Majesty," with Stephen Adam's "Veterans' Song," in which the sentiment is modernized by the reference to "fighting for his dear old father."

Surely no list could be without its comic element, so the redoubtable Billy Williams has been drawn upon to supply sundry remarks concerning the coronation, with which he intersperses his song, "Go Where the Crowd Goes."

Finally, we are treated to a unique descriptive record of two characteristic coronation incidents. Both cleverly arranged and most realistically performed in a setting of military music and rich comedy, they portray, respectively, the scene in the streets with the crowds as the royal procession passes, with the nation a-greeting to its King, and on the other side, the coronation celebrations in barracks, with Tommy drinking the King's health—a dramatic moment, by the way—and enjoying himself generally with songs and music appropriate to the event.

Records Appropriate to Coronation.

The special coronation record of "God Save the King," made by Mme. Clara Butt for the Gramophone Co., is in all respects a "Royal" record, for it was rendered for the first time by the Auxetogramophone at the Grand Empire Concert, May 12, which signalized the opening of the Festival of Empire at the Crystal Palace. Stimulated by the presence of Their Majesties the King and Queen, the mighty audience gave vent to their enthusiasm and loyalty by heartily joining in the last verse on the record, which, by the way, was accompanied throughout by the massed Bands of the Brigade of Guards. In addition to this splendid record, the Gramophone Co. have issued as their June supplement a series of excellent musical selections and songs appropriate to the occasion. In the following will be found examples of music connected with the past coronations and with the one toward which all thoughts are now turning. It is offered as a contribution to the festivities now approaching, that it may bear its part in the general rejoicing and hope which ushers in the reign of Their Majesties King George and Queen Mary. Here is the list: "Coronation March" (Sir Alex MacKenzie); "Coronation Bells" (Partridge); "Land of Hope and Glory" (cornet solo played by Sergt. Hawkins) (Elgar); "God Save the King" (Ball); "God Bless the Prince of Wales" (Richards), and "Rule Britannia" (Arne), by the Band of H. M. Coldstream Guards; "Crown the King," coronation ode (Elgar), and "British National Airs," by the Imperial Bandmen; "Land of Hope and Glory" (Elgar), Mme. Clara Butt; "The National Anthem" (solo by Thorpe Bates); "O God Who in the Days of Old" (Sir Walter Parratt); "Almighty Father" (Sir Geo. C. Martin); "O King of Kings" (Sir Geo. Elvey); "The King, O Lord" (Sir F. Bridge); "Crowned in Glory" (F. Arscott), and "English People, Lift Your Voices" (Sir John Stainer), by Mixed Church Choir; "Pelissiana" (Part I.) (Peliosier), and "Pelissiana" (Part II.) (Peliosier), by the Imperial Bandmen; "The

29 x 14½ x 15.



"CONSUL"

\$10 net.

Mahogany Finish. Good Motor. 10-inch Turn-Table.

34 x 16 x 15.



"RAJAH"

Solid Oak. \$18 net. D/Spring Motor. 12-inch Turn-Table.

"PEROPHONE" CABINET MACHINES

TAPER
TONE-ARMSTAPER
TONE-ARMS

A REVOLUTION IN CONCEALED-HORN MACHINES

Perfect
WorkmanshipHandsome &
Striking DesignsGrand
Reproduction

WHICH

When *Closed* bear no resemblance to a "Talker"

AND

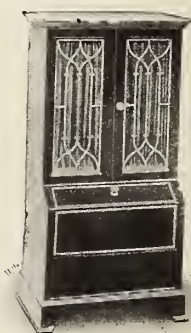
When *Open* show a wood horn constructed on scientific and extremely graceful lines

For Indents of 8 Machines—
Free Packing and F. O. B. London

LOCKWOODS, 43 CITY RD., LONDON

Sole Shipping Agents—CULLUM & BEST, 91 FINSBURY PAVEMENT, LONDON, E. C.

31 x 16 x 15.



"TOREADOR"

\$20 net. Mahogany. D/Spring Motor. 12-inch Turn-Table.

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"MATADOR"

\$16 net. Mahogany Finish. D/Spring Motor. 12-inch Turn-Table.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Holy Temple" (Gounod), John Harrison; "Tell Her I Love Her So" (P. de Faye), John Harrison; "Gems from Dorothy" (Parts I. and II.) (Cellier), the Light Opera Company, and "Rossignol" (Julliers) (piccolo), Eli Hudson.

Edison Attachment Proposition.

Discussing their attachment proposition, the National Phonograph Co. say: "Well, it is doing just what we said it would do, and it has been in effect only one month. We are perfectly justified in saying 'I told you so.' for it has stirred up things all along the line as no other proposition in the phonograph business has done since the Amberol record was put on the market.

"We were hardly prepared for it, although we had taken the precaution of preparing a big reserve stock of the special records and attachments, but we needed almost the entire stock we had to take care of the orders that came in response to our letter. There's no danger of famine, however; we are turning out the outfits in sufficient quantities to take care of any and all orders.

"It is simply splendid the way our factors and dealers are going after the unused machines. Among the mass of sample circulating literature on the proposition received by us from the trade are a number of forms that were printed and ready for mailing the day after the letter was received! That's what we call 'quick action.' It's safe to say, too, that it is being advertised better than any feature of the business has for years. The trade was quick to see the advantages and attractiveness of the proposition, and the public will rise to the tempting bait offered in gratifying fashion.

"This proposition is going to make a big difference in the record business of every wide-awake dealer during the summer months—just when he needs it most, too. The dealer whose newspaper advertising and printed matter penetrate the homes and bring the neglected machines out of the cobwebs of disuse into activity will reap its reward in the steady stream of profits that will accrue from the sales of records to the new customers.

"We want to warn dealers against relaxing their efforts after they dispose of the attachments they were carrying in stock at the time the proposition was launched. We don't think many will, for the demand for the outfit will convince them of the expediency of exhausting every possible means of discovering un-Amberolized machines and of being in a position to equip them; but there are always some dealers who believe in a 'playing safe' policy, and it is to such that the warning is addressed.

"We want to warn them also of the expediency of immediately stocking up on Amberol records so as to take care of the demand for them which the outfits will bring. This is a matter that should be looked after at once."

Of Interest to Canadian Dealers.

An important omission from the details of their coronation list of records is reported by the Columbia Co. It was intended to give the names of the selections represented in the medley of Canadian airs (No. 1040), and we are therefore asked to repair the omission. The Canadian airs referred to are "A St. Malo beau port de mer," "A la claire fontaine," "Un Canadian errant," "Lev ton pied," and "Quand Marianne s'en va-t-au moulin," all as well known in the Dominion as our own patriotic songs.

Edison Records for July.

The advance list for July, 1911, of the new Edison Amberol records—12319, selections from "The Quaker Girl" (Lionel Monckton), National Military Band; 12320, "Roamin' in the Gloamin'" (Lauder), Harry Lauder; 12321, "The Flight of Ages" (Weatherley and Bevan), Ernest Pike; 12322, "Let's Have a Song Upon the Phonograph" (Williams and Godfrey), Billy Williams; 12323, "All Clear Out of the Park" (Perceval Knight), Miss Florrie Forde; 12324, "Follow the Tram-lines" (Macdonald and Solman), Jack Charman; 12325, "Off to Philadelphia" (Battison Haynes), Peter Dawson; 12326, "I Rang My Little Bell and Ran Away" (David and Mayo), Arthur Osmond; 12327, "Let's Have Free Trade Among

the Girls" (Castling and Glover-Kind), Stanley Kirkby; 12328, "Songs of Long Ago" (specially arranged), National Military Band; 709, "Tis But a Little Faded Flower" (J. R. Thomas), Anthony and Harrison; 710, "Wait Till the Clouds Roll By" (H. J. Fulmer), Will Oakland and chorus; 712, "Darling Nellie Gray" (B. R. Hanby), Metropolitan Quartet; 714, overture, "Des Dragons de Villars" (A. Maillart), Garde Republicaine Band; 719, "Baby Rose" (G. Christie), Billy Murray and chorus; 724, "The Prettiest Little Song of All" (Belasco), bells solo, Charles Daab; 726, "Down in the Old Meadow Lane" (E. Van Alstyne), Frank X. Doyle; 729, "Naughty Marietta"—selection (Victor Herbert), Victor Herbert's Orchestra; 730, "The Harp That Once Thro' Tara's Halls" (Moore), Irving Gillette and chorus; 732, "Dear Heart" (Tito Mattei), Venetian Instrumental Trio. Edison Standard Records—14064, "God Bless the Prince of Wales" (specially arranged), National Military Band; 14065, "By the Moon's Pale Light" (James and Tate), Stanley Kirkby; 14066, "Oh! the Indians in the Strand" (Murphy and Lipton), Miss Florrie Forde; 14067, "Mother Put a Card in the Window" (Harrington, Collins and Rogers), Jack Charman; 14068, "Clogs and Shawl Parody" (Weston and Barnes), Billy Williams; 10501, "Meet Me To-night in Dreamland,"—medley-waltz, New York Military Band; 10502, "Any Little Girl That's a Nice Little Girl, Is the Right Little Girl for Me" (F. Fischer), Miss Ada Jones and chorus; 10505, "Come Josephine, in My Flying Machine" (F. Fischer), Miss Ada Jones and Billy Murray and chorus.

The New Speed Indicators.

The Gramophone Co., Ltd., have sent a notice to the trade to the effect that after June 6 their models, Nos. III, IV, and V, will be supplied with a new form of speed indicator without an increase of the retail price. When sold separately, however, new indicators will be 7s. 6d. retail, and wholesale 5s. Where dealers desire to fit their stock of these types of gramophones, which are at present without indicators, they will be supplied at

ROYAL APPRECIATION
of
"HIS MASTER'S VOICE"
THE GENUINE
GRAMOPHONE



To H. M. the KING OF ITALY



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA



To H. H. the KHEDIVE OF EGYPT



HIS MASTER'S VOICE



To T. M. the KING and QUEEN OF SPAIN



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD,
LONDON

- FRANCE . . Cie. Francaise du Gramophone, 15 Rue Bieue, Paris
- GERMANY . Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
- ITALY . . . Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
- EGYPT . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
- SCANDINAVIA Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen Appelbergsgatan 52, Stockholm

- RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow Fontanka 58, Petersburg
- Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
- SPAIN . . . Cie. Francaise du Gramophone, 56 Balmes, Barceloua
- INDIA . . . The Gramophone Co., Ltd., 139 Belleaghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued.)

the special price of 2s. 6s, provided the dealers return the existing regulator. It is, of course, understood that these indicators are sold at this price for this purpose only, and the offer is limited. A new indicator can be fitted to any instrument without much trouble, and the fullest particulars are supplied in this connection.

PEROPHONE PUBLICITY.

The World Is in Receipt of a Very Complete Publication Containing Views and Descriptive Matter of the Various Perophone Talking Machines Put Forth by Lockwood's of London—Claims Made for These Machines.

At hand is a very interesting brochure illustrating the Perophone cabinet talking machine.

The work is very handsomely prepared, showing the cabinet Perophone in a variety of woods. It is gotten up in an attractive manner, thus giving readers a very interesting idea of the Perophone. These machines are put forth by Lockwoods, 43 City Road, London.

We are advised in a recent communication received from the conductors of that enterprise that these cabinets are giving excellent satisfaction.

They inform us that they have been successful with the wood horn, stating: "With reference, however, to the interior, we consider the wood horn—which is undoubtedly the last word in sound and amplification—very much superior to any other form of interior mechanism of a complicated nature, and we look upon the Perophone cabinets as being not only very much superior to all other types of cabinet machines, but we are able to prove, with our immense resources, that these cabinets can be purchased at a price very much less than is usually charged for machines of this kind."

Up-to-date to-day will be out-of-date to-morrow unless you have an open mind and keep up with the procession.

PROGRESS OF NEW COPYRIGHT BILL.

Its Development and Effect on Trade the Chief Topic of Discussion—British Record Manufacturers Making a Strenuous Fight in Defense of the Industry—Representative Committee Waits on Prominent Members of Parliament and Present Convincing Arguments.

(Special to The Talking Machine World.)

London, Eng., June 8, 1911.

The Copyright bill is still the chief topic of discussion in talking machine trade circles, where opinion is unanimous regarding the absolute necessity of revision of those clauses affecting this industry. The questions are those of retrospective payment and compulsory license. Now, if the former is insisted upon it will gravely handicap if not cripple the majority of record manufacturers, for they are in a small way of business and need all their surplus cash to maintain their place in the strenuous battle of competition, and apart from this they may fairly claim the protection and consideration of a government under whose legislative cloak the great talking machine industry has grown up unhampered by restrictions and in the full freedom of the law. Record makers are perfectly prepared to recognize reasonable royalty claims on the part of music publishers, but if only for the reason that had this bill been in force years ago records would never have been sold at the present prices, it is only just and equitable that under this special circumstance, and in so far as we are concerned, this entirely new copyright legislation be of a non-retroactive nature. It may be likened unto the imposition of new taxes affecting any other industry. Such taxes are never retrospective; then why should these copyright claims which are analogous to a new tax upon this industry be so? It is without a precedent in the history of recent times, and there appears to be no justification whatever for British publishers in suggesting a departure from the recent legislature of other signatories to the Berne convention, upon which the English copyright bill is based.

Compulsory License a Necessity.

There is no two opinions in regard to this question. We leave out of consideration those publishers—if there are any—who do not seek to popularize their music by means of mechanical records, but of those that do, and they are in a great majority, we ask for equal treatment to all record manufacturers. It is obvious that without compulsory license all the gems worth recording would be secured by just three or four of the wealthy companies, to the exclusion of the many others unable to compete financially. The publisher very naturally would sell to the highest bidder. What, then, of the small record companies? They could not possibly exist upon the leavings, and so—disaster. It is difficult to appreciate the publishers' attitude in this matter, because it is reasonably clear that the establishment by law of compulsory license with a fixed royalty upon every record sold would certainly prove of greater benefit financially than one payment outright. Even though one of the wealthy companies secure the monopoly of any particular musical composition, their sales would scarcely approach the combined sales of all the other record concerns, hence one argument why this copyright legislation should operate to the benefit of all record manufacturers alike.

What the Trade Is Doing.

In their strenuous fight for justice the British record manufacturers are handling the question in a very effective manner. At the instance of Messrs. J. E. Hough, Louis Sterling, S. P. Turner and others, the chief record manufacturers were again called together for further discussion of the copyright bill. They met at the Talking Machine News office, and Mr. Hough was voted to the



GENUINE
EDISON BELL
GRAMOPHONE RECORDS

THE BEST IN THE WORLD ARE

THE NEW **VF** VELVET FACE

Double side—Reproduction perfect—No sandy scratch or rough sound

THE ONLY **ALL MUSIC** RECORDS

Choirs—Operatic Selections—Special Singers—Orchestras—Bands—Raconteurs, etc.

The Double Side **BELL DISC** is the Best $\frac{2}{6}$ Record Produced

These are smooth, fine cut, 10½ in. diam. and a big list

Also the only British manufacturers of

PHONOGRAPHS and GRAMOPHONES

All Types of Talking Machines and Records

Send for **FULL LISTS and Catalogues**

Agents for CANADA, AUSTRALIA, NEW ZEALAND, INDIA, SOUTH AFRICA, Etc.

WIESS & BITTELLER, 70 and 71 Chiswell Street, LONDON, E. C.

Factory: J. E. HOUGH, Ltd., EDISON BELL WORKS, GLENCALL RD., LONDON, S. E.

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London,"

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd., LONDON, ENG.

chair. After referring to the hardship which would accrue if the bill passed without amendment, he said: "I look upon the phonogram as being absolutely unique. It is not a reproduction of the author's work, but a reproduction of another person's translation or execution of that work. No man could read a phonogram, and that was the strong point." Mr. Sterling said at least twelve members of the committee had interested themselves in the matter, and had put down various amendments in their favor. One dealt with the question of a fixed royalty on the basis of 2½ per cent. If, said Mr. Sterling, one of the committee thought that 2½ per cent. was too little, and that the copyright owner was entitled to more—say 5 per cent.—that would be a recognition of the fact that they would treat everybody on a percentage basis, and that was what they wanted. If it was too high, it would mean that the public would have to pay the tax. Although 2½ per cent. seemed small, still about 8,000,000 records were sold last year at an average price of 2s. 6d., which made a total of £1,000,000, representing at the rate of 2½ per cent. £25,000 additional income for the publishers. Mr. Miller, of the Gramophone Co., said he would favor the establishment of that rate. The meeting unanimously approved of an amendment standing in the name of a member of the Parliamentary committee supporting compulsory license upon a royalty calculated at the rate of 2½ per cent. of the retail price of records.

J. E. Hough's Activity.

Through the medium of Dr. Macnamara, M.P. for the district in which the Edison-Bell works are situated, Mr. Hough has submitted to the ministers in charge of the bill some very powerful and sincere arguments in favor of compulsory license and fixed royalty terms of 2½ per cent. To James Van Allen Shields, of the Columbia Co., great credit is also due for the energetic interest he has displayed in this copyright matter since its inception. His admirable memorandum setting forth the whole facts of the case and its serious aspect has been sent to each member of the Grand Committee, and to other M. P.'s, and it may be assumed to have made a good impression since the talking machine party interests in official circles is increasing its supporters all the time.

M. P.'s Receive Deputation.

A deputation consisting of J. E. Hough, D. Robertson (Gramophone Co.), and Louis Sterling (Columbia Co.), recently waited upon the Liberal members of Parliament for the London divisions, and representations were made to them by Mr. Hough pointing out the evils which would fall upon this industry as a whole if the copyright bill as at present framed passed into law. He was informed that while the members generally were in favor of the views submitted, only two of them were members of the Parliamentary committee which now has the bill under consideration. These two members—George Radford and Mr. Carr-Gorman—agreed, however, to receive another deputation in order that the whole question might be gone into more intimately than was possible at that time. This interview is to be granted some time before the objected-to clauses of the bill reach consideration. The deputation will also wait upon the

Association of London Conservative members at the House of Commons.

Why a Fixed Percentage Royalty Is Necessary.

In response to a request from the Grand Committee, Mr. Hough has submitted to Sidney Buxton (president of the Board of Trade), who has charge of the bill, his reasons why 2½ per cent. on the retail value of phonograms of all kinds is fair and equitable to all concerned. Mr. Hough's arguments are as follows:

1. It is a surplus income to authors and copyright owners derived from work which is not their own and which will be carried on without labor, supervision, trouble or expense of any kind to them.

2. The prices at which records are issued to the general public are such that will not admit of a higher tax without its being reflected in the retail prices; 2½ per cent. might by mutual sacrifice between manufacturers, factors and dealers be so spread as not to entail any increase on retail prices.

3. The impost even of 2½ per cent. would bear very hardly upon most of those engaged in the production of phonograms and their distribution. The competition is so keen that the general trade leaves no margin to provide for such external contingencies.

4. Two and one-half per cent. would realize a tremendous amount of money if it were being collected from all manufacturers of phonograms.

A Favorable Result.

Interviewed upon the subject, Mr. Hough stated that he was disinclined to enter upon discussion as to the likely results of his representations, but was glad to say that he believed they had made some impression upon the ministers in charge of the bill, who now seemed to realize the justice of their arguments for the establishment of compulsory licenses and fixed royalty terms.

There is still work to be done. Apart from all the foregoing, leading talking machine manufacturers are redoubling their efforts in many other directions, for, although Mr. Buxton himself may introduce the required amendments, it is fully realized that the opposition might possibly be strong enough to outvote them. Nothing must therefore be left to chance. A strong reserve force is being marshaled, so that if when the bill leaves the Grand Committee there still remains any of the clauses objected to, M. P.'s will be in possession of sufficient arguments to put up strong opposition on our behalf.

Mixed Notes Upon Copyright.

"The danger of the whole thing," says Mr. Hough, "is the creation of monopolies and trusts by exclusive individual contracts and coalitions between English and foreign phonogram manufacturers and English and foreign copyright owners."

A phonogram is only the captured sound wave vibrations of another person's interpretation, which no man can or ever will be able to read or understand without the aid of a specific instrument, and thus phonograms are not issues of the author's absolute property. A record is useless without an instrument wherewith to play it.

Strong reasons from a dealer's point of view why the bill in its present form should not go into effect

have been drafted and sent to over 25,000 dealers who are requested to sign the statement and forward it to the president of the Board of Trade.

And finally, there is just a possibility that the copyright bill may be held up this session, owing to the government's determination to carry through their State insurance and other important legislation.

OSBORNE CHATS OF THE PAST.

The Belfast Talking Machine Man Speaks of the Early Days of the Industry in the North of Ireland—Has Won a Strong Position with the Edison in the Emerald Isle.

Thomas Edens Osborne, who has long handled the Edison phonograph in Belfast, and who has done much to develop the talking machine trade throughout the North of Ireland, was recently cornered by a newspaper man and made some interesting remarks about the early days of the industry. He said: "My first connection with the phonograph dates from September, 1893, in New York, on my returns from the World's Fair of Chicago, when Artemus Ward, the managing director of Messrs. Enoch Morgan, the great Sapolio manufacturers, accompanied me to the Edison Company's New York depot. Here I dictated some recitations to the Edison phonograph, and for the first time heard my own voice reproduced, with the result that I became so enamoured with the instrument that I purchased one on the spot (it was at that time over £60), which was accordingly shipped to Belfast. When I arrived at Liverpool, per the S. S. "Majestic," I gathered from the Belfast papers that I had acted wrongly by importing a phonograph from the United States, and I was compelled to return the instru-

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.




One String Fiddle

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

ment to New York by a London firm, which at that time enjoyed the exclusive rights for Edison products. Another London firm established a branch here in Belfast for the sale of genuine Edison phonograph records, but the instrument at that time was in a very crude state, and was not evolved into its present perfected condition. In fact, it was then more of a curio than the marvellous entertainer into which it has since developed.

"The Belfast branch was not the complete commercial success which its founders had anticipated. These circumstances, however, did not rob me of my fascination for the phonograph, for I was convinced that the instrument possessed potentialities which would at some time materialize. I purchased the branch referred to, also the stock of instruments, etc., with the hands in charge as my employes. The successful introduction of the instrument into the North of Ireland resulted from hard up-hill work coupled with judicious advertising, and I am glad to say that the sale of genuine Edison machines and records has been a steadily increasing quantity ever since. The output has been indeed quite phenomenal since the 'wizard of America,' Thomas Alva Edison, invented and placed on the market the Amberol, or four-minute records."

He added further: "I believe no confidence is being divulged in saying the National Phonograph Co. are shortly introducing on the market almost as startling an innovation as when Edison first showed his talking machine to a wondering world, whilst in another direction an equally interesting departure is about to be made."

When selling goods, be congenial and pleasant, but at the same time dignified. Every position is supposed to carry a certain amount of dignity. Impress your customer so he may feel that both he and you have a part in the vast business and that he is not doing business with a school boy.

FOUNDATION OF LEADERSHIP.

Salient Methods That Have Placed Men in the Forefront—Knowing a Subject Thoroughly and Possessing Confidence Two Big Factors.

Success always commands attention. The leaders in any line of trade are like the city set upon a hill—they cannot be hid. And the study of the factors that militated toward their supremacy has always been a favorite with smaller merchants who have not yet reached the top.

In seeking to find reasons for the high place won by the leaders, it is well not merely to pick out their salient peculiarities, but to search for the broader basis for their progress. Many attribute the upward strides of the successful merchants to some salient methods that have been adopted, but it is an error to suppose that these distinguishing features are wholly instrumental in accomplishing the results which have made the concerns in question famous.

For instance, one may cite the achievements that always, or nearly always, follow the newspaper advertising of certain stores, in comparison with the greater expenditure and larger use of space by other establishments—with meager results. In such matters the firm that accomplishes the big things has taken pains to be absolutely consistent. It does not conduct its business by spurts, giving liberal treatment to customers and really wonderful bargains at one time, and later on trying to recoup itself for the loss thus incurred by exorbitant charges in other directions. Ads, store and merchandise are made dependable at all times. More than this; there is an invincible determination to satisfy customers—to give them their due—and even a little more—at all hazards. Be it never so hard to fulfil, a promise, once made, must be kept, even though the keeping of it entails an immediate loss.

Then, too, we hear of stores that "run themselves," in which the organization has become so

perfect that close supervision on the part of the principals is no longer essential. This is another fallacy. No matter how smoothly and easily the business seems to be conducted, vigilance is constantly exercised and constantly needed. The store exists in an atmosphere that is strictly business, and every minute of every employer's time is applied to the advantage of the establishment. There are no "loose ends."

Another point in which some big concerns differ from others is the relations between their heads and their employes, both "officers" and "privates." Almost anybody in the trade could name off-hand two highly successful merchants who have never been seen by their subordinates. But the adoption of this policy does not explain these merchants' success.

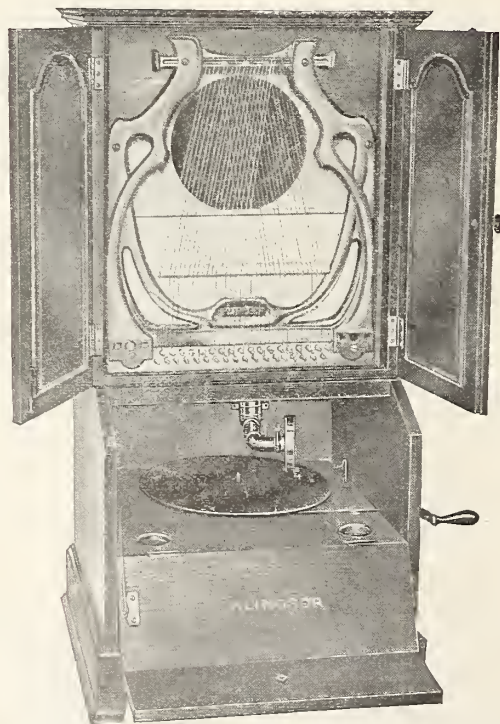
Such a practice only means that these successful men are confining their own activity to those branches of the business which they are able to handle with marked ability, and they are, therefore, able to use their own energies where they will do most good. And besides making their own abilities tell they avoid any friction that might impair the work of otherwise efficient assistants.

Here again, however, the method referred to is only one factor of the broad general policy adopted. Nor is it wise to credit that particular factor—or any other—with greater effectiveness than it actually possesses.

In studying the psychology of success the superficial features should not be accentuated. The deeper foundation must be got at before the real reason for leadership is disclosed.

Many feel that they could succeed if they only felt well all the time. Let them take down the "will-saws" and rip off the breakfast hour, trim down the luncheon and divide the dinner. Key-hole out the drinks and smokes, inlay a bit of exercise and health suggestion, and before they know it they will have the success cabinet all furnished for their life-room.

This Is A Genuine Klingsor



KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*.

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none.

KLINGSOR WORKS, 22-24 TABERNACLE ST.
LONDON, E. C., ENGLAND
CABLES: DEFIATORY, LONDON

INSPIRING CO-OPERATION.

Suggestions of Thinking Clerks Well Worth Encouragement on Part of Employer.

Inspiring the confidence and co-operation of clerks is accomplished by various methods. A country merchant not far from Chicago calls a meeting of his clerks every time he has some special sale. At this meeting he tells the clerks what he expects to advertise, how sales could be increased, and what dead and shelf-worn stock should be disposed of during this sale. To increase the interest of his clerks at these meetings he has a standing offer of one dollar for every new idea that will make advertising more effective, increase sales or bring new customers.

"New ideas are something I am always looking for," says the merchant. "One of my clerks told me he thought it profitable to have several thousand posters printed of a page advertisement and distributed throughout the surrounding territory. That suggestion put money in my pocket.

"Another clerk told me to place a special bargain table in the center of the store and display the best bargains advertised. These are the things that made me a successful merchant."

THE NEW ECHO ALBUMS.

The following is taken from a recent circular sent the trade by the Echo Album Co., 926 Cherry street, Philadelphia, Pa.: "In the recent issues of The Talking Machine World, there is illustrated and described the new improved Echo Record Album. The original Echo Album was introduced several years ago by the inventor, Louis Jay Gerson, then manager of the Musical Echo Co., since dissolved, now with the Wanamaker stores. The original album had 12 pockets for holding single-face records only. The improved 1911 Echo Record Album has 16 pages or pockets holding either single or double-face records. Each pocket is numbered to correspond with an index on the inside cover. The new Echo albums will exactly fit the spaces in the Victor Victrolas, styles XVI. and XX. Echo Albums will also fit in disc record cabinets on removal of the slatted racks.

MOVING AND ENLARGING.

The Regina Co., manufacturers of music boxes, vacuum cleaners and other specialties for the trade, have removed into their new premises in the Marbridge Building, Broadway and 34th street, from Union Square, New York. Owing to delays in making alterations the company were unable to make the change until June 1.

LOEFFLER ENLARGES STORE.

Fred G. Loeffler, Union Hill, N. J., has enlarged his store by leasing an adjoining building, and is just finishing what is described as one of the finest Victor parlors in the State. The Victor dog is depicted in leaded glass incorporated in the display window—a striking sign—and the interior is handsomely finished, furnished and decorated.

THE PHOTOGRAPHONE.

There is a device of Swedish invention called the photographone, by means of which, it is said, sound waves can be registered on sensitized plates, a European paper says that the negative is developed in the usual way, and the sound "curves" are then transferred to ebony plates, from which the sound is reproduced as by the talking machine. The photographone records can be reproduced *ad infinitum*, and if the original music or song should not be strong enough to fill a large concert hall, the sound can be increased as desired. On account of the immense volume of its sound

it is predicted that the photographone will replace fog sirens in lighthouses. Then, instead of the inarticulate howl that the sirens send out in the night, the photographonic horn will call out the name of the lighthouse for miles over the ocean.

SMILE AND HUSTLE.

Smile, and the world smiles with you,
"Knock," and you go it alone:
For the cheerful grin
Will let you in
Where the "kicker" is never known.

Growl, and the way looks dreary;
Laugh, and the path is bright;
For a welcome smile
Brings sunshine, while
A frown shuts out the light.

Sigh, and you "rake in" nothing,
Work, and the prize is won;
For the nerry man
With backbone can
By nothing be outdone.

Hustle! and fortune awaits you,
Shirk! and defeat is sure;
For there's no chance
Of deliverance
For the chap who can't endure.

Sing, and the world's harmonious,
Grumble, and things go wrong,
And all the time
You are out of rhyme
With the busy, bustling throng.

Kick, and there's trouble brewing,
Whistle, and life is gay,
And the world's in tune
Like a day in June,
And the clouds all melt away.

ELIMINATING TARDINESS.

Premiums for Clerks Showing 100 Per Cent. Record for Promptness and the Result.

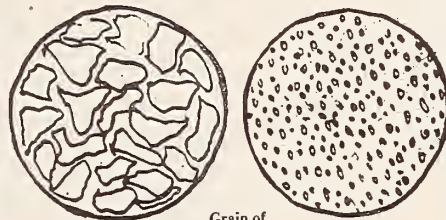
The clerk for a long time had been coming in late, especially mornings or after holidays. It became so chronic that the proprietor had to go out and take a walk to devise some means to bring the store efficiency up to his standard. He decided to offer a premium of \$1.00 a month to each clerk who could show a 100 per cent. record of promptness. On the other hand, there was put into force a system of fines. Five cents for the first ten minutes late, 5 cents for the second ten minutes, etc., and this amount was to be deducted from the clerk's salary. The accumulated fines were divided among the clerks who had a 100 per cent. record for the month. The clerk who gets to the store on time not only has to do his own work, but also that of the clerk who is late, and his reward should come from the tardy clerk. The concern does not profit financially from the system of fines in any way. Thus far the method has proven excellent.

STORE ENTIRELY RENOVATED.

The establishment of A. G. Kunde, the enterprising jobber and retailer, who now owns the Columbia store at 516 Grand avenue, Milwaukee, Wis., is replete with a handsome new front, one of the most attractive to be found on Grand avenue. Mr. Kunde says that his Grafonola business has increased 25 per cent. He recently sold a Grafonola Regent to "The Sweet Shop," one of the high-class confectionery establishments of Milwaukee.

Caution doesn't count unless you know when to toss it aside and plunge.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

More Record Sales

As Well as From



Some Suggestions That Are
of the New

COLU

Double-Disc

Your first copies of the new Catalog of Columbia Double-Disc Records should be in your hands very soon after you read this announcement.

The size of the book is indicated by the illustrations—one showing the cover, and the other the schedule of arrangement, which is Page 4.

This message concerns not so much the book itself as the significance of its arrangement. If this catalog does not soon add 25 per cent. or more to your record sales, it will be because you have not stocked the records.

It is easy to believe that record buyers concentrate their attention on the **newest** numbers because they are **new**; but that is only **partly** true. The fact is, the make-up of the supplements is such as to **tempt** the reader to hear the selections listed. And, **as far as possible**, we have carried out this same **selling** idea in this catalog—we have tried to tempt the casual reader to buy what would otherwise escape his attention, rather than merely giving him facility in finding what he **knows** he wants. For instance, put yourself in the place of the man who usually buys 10-inch records, on general principles; throughout the alphabetical section the 10-inch records and the 12-inch records are arranged regardless of size and price, but **every record is plainly designated as to size and price**. So this man, in going through

the alphabetical list, will be constantly attracted by various 12-inch selections that look good to him, instead of deliberately searching out the 10-inch selections on account of the 12-inch selections being all grouped together in a separate part of the book which he will never open if he is left to his own choice.

Of course, there are limits of weight and bulk beyond which it would be wasteful and ineffective for us to go,

Columbia Phonograph Company,

DEALERS WANTED: EXCLUSIVE SELLING RIGHTS

Creators of the Talking-Machine Industry. Pioneers and Leaders in the Talking-Machine Art.

From Regular Stock

The Supplements

timely Because of the Issue
Catalog of

COLUMBIA

Records

in preparing a general catalog. And we believe we have carried out our theories of record selling without either leaving undone anything that is vital, or going into detail too far for practical merchandising purposes.

The Numerical Catalog for dealers' use, which will follow this catalog immediately, will supply the one other thing needful in making the increase in sales from catalogs.

Meantime, after studying the arrangement of the catalog, be sure to read pages 2 and 3. The tendency towards the higher grades of music is unmistakable throughout the country—and is peculiarly evident in this great musical industry. What a mistake it would be for a dealer to allow his customers to overlook such records as the "Schubert Symphony in B Minor" (A-5267) listed in our Blue Label Series, everywhere commented upon as the greatest orchestra record ever issued, and which at \$1.25 list is out-selling many records of a similar class at \$1.00; the "William Tell" Overture series (A-5236) (A-5237); the everlastingly popular "Herd Girl's Dream" (A-587); our wonderful record of "Idilio" (A-5140); the famous "Tales of Hoffman," Barcarolle (A-5116) and the even more attractive vocal record of the same selection (A-5274); the great military march, "Pomp and Circumstance" (A-5233), one of the most remarkable band records in the world; the old ballads "Twickenham Ferry," by Reed Miller (A-5276), and "Ever of Thee," by Margaret Keyes (A-5244); the two-part band record of Liszt's 2nd Hungarian Rhapsody (A-5230)—these being but a very few of the records in the main body of the new catalog which the dealer can keep moving with practically no effort. By keeping in touch with his stock he can constantly find additional numbers which his customers have only to know about in order to buy.

Gen'l, Tribune Bldg., New York

WHERE WE ARE NOT ACTIVELY REPRESENTED.

holders of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.



ARRANGEMENT

Alphabetical List—Pages 5 to 96.
Grand Opera and Concert Selections,
Including Index, Pages 97 to 136.
Complete Classified List—Begins on
Page 138.

Index of Classifications, Page 137.

Index of Records, arranged under names
of Artists, Begins on Page 161.

Sizes and Prices of all records in the
Alphabetical List are plainly indicated
opposite the titles of the selections.

Grand Opera and Concert Selections are
arranged under the names of the artists—
and sizes and prices appear under the
headings.

NEW RECORDS EVERY MONTH

Additions are constantly being made to
this catalog covering current popular suc-
cesses in both vocal and instrumental music,
and including favorite ballads, sacred and
modern concert songs, and classical and
Grand Opera selections.

Our dealer will gladly put your name on
his mailing list to receive the monthly
supplement listing and reviewing all new
Columbia Records.

Send your request to COLUMBIA
PHONOGRAPH COMPANY, GEN'L,
TRIBUNE BUILDING, NEW YORK, if your
dealer cannot supply you.



COLUMBIA GOODS IN THE FAR EAST.

Further Proof of the Influence and Popularity of the Talking Machine Throughout the Orient—The Latest to Take Up the Columbia Line Is Sech Abdullah, an Arab of Power and High Standing in His Community.

One of the first contracts ever made by any company for the manufacture of records and other special product for the Far East was made by the San Francisco office of the Columbia Phonograph Co. many years ago in connection with the well-known house of Tenshodo, the Imperial jewelry house of Japan. Other similar Columbia contracts have followed in rapid succession all over the East, including a million dollar deal in China, and large contracts in Manila, India and elsewhere. Several important contracts have recently been closed, and the latest addition to the list of Columbia distributors is Sech Abdullah bin Saleh bin Moetlik.

Sech Abdullah is an Arab of power and high standing in his community, being the recognized chief, or official head of the community, and so recognized by his government. He is a man of large means and many interests, and does a widespread business throughout the islands of the Indian Archipelago, in native lines. He is a "Hadji," or one who has made the sacred pilgrimage to Mecca, and, as such, wields great influence among native men of business in his section of the world, who are largely of this high caste. In addition to being one of the largest native operators in "piece goods" and a number of kindred lines, he is an extensive dealer in precious stones, and is generally recognized as one of the shrewdest and most capable business men in his class, which is noted for its men of capacity in that line. He bears a most enviable reputation for fair dealing and big heartedness, and is a most public-spirited patron of all enterprises calculated to contribute to the success and well-being of his people.



SECH ABDULLAH BIN SALEH BIN MOETLIK.

The contract with Sech Abdullah involves the manufacture of a large list of native Malay, Indian and Arab records of wide scope, and many thousands of dollars' worth of machines and other Columbia product, and calls for the fitting out of a special record-making expedition which will cover fields never before penetrated. In this case, as in that of the recently completed list of Hong Kong



PLAYING THE GRAPHOPHONE ON THE KALI RIVER.

and Manila native records, no effort or expense is to be spared in securing the very best native talent and the finest list of selections yet made, and as in the case of the lists mentioned, orders of record size are assured in advance.

NO TRUTH IN SUCH REPORTS.

Relative to the report that the recording and manufacture of cylinder phonographs would be discontinued, on June 1, Thomas A. Edison, Inc., issued the following: "Our attention has been called to rumors circulated among the trade, emanating from sources evidently unfriendly to us, that it is our intention to discontinue manufacturing cylinder phonographs and records. It appears almost unnecessary to advise that such a statement is false and without foundation, but in view of the fact that some of the trade have been disturbed by these rumors, we deem it only fair to them to say that we have not the slightest intention of discontinuing the manufacture of cylinder phonographs and records, but on the contrary expect to make further improvements and developments in that line and to exploit its sale with undiminished aggressiveness. With these assurances we feel certain that loyal Edison dealers will not relax their efforts in continuing to make the line both successful and profitable."

The requirements for successful salesmanship—and the successful clerk must be a salesman—are: Perfect knowledge of his wares, of his prospective customer and the way to impress him favorably.

A real knowledge of goods shown by a salesman goes a long ways in convincing a customer.

VICTROLA WEEK AT WANAMAKER'S.

Important Series of Victor Concerts Started This Week.

At Wanamaker's, New York, yesterday (14th), was instituted a series of concerts, under the direct supervision of Louis Jay Gerson, manager of the department, to properly introduce the new Victrolas, or rather, the art which they represent. The entire auditorium was given over to the greatest display of these instruments ever arranged anywhere. The Victor Talking Machine Co. cooperated in these splendid demonstrations. The recitals were under the direct management of Ernest Johns, of London, Eng., a Victor expert, who made clear the fine possibilities of the Red Seal and ordinary Victor records when properly manipulated. Besides, Mr. Johns delivered short lectures on various operas, illustrating his talks with reproductions of Victor records. The audiences were large, and their appreciations of the wonderful musical qualities of the Victor records, enhanced, as they were, by the illuminating remarks of Mr. Johns, were greatly enjoyed.

TELEPHONE COURTESY.

How the Cordial Personal Touch May Be Given to Telephone Conversations.

In connection with the store telephone there is a matter of policy that is rather important. This policy embraces all features of the 'phone's use from that of receiving orders to that of lending it for a few minutes to a visitor. In some stores you are not allowed to use the telephone at all and that is better than to allow its use with a grudging assent. In some stores they do not seem to want any telephone orders, if one is to judge by the treatment one gets over the wire.

"Hello, is this Brown's?"

"Yes, what d' y' want?"

No courtesy in the words and none in the intonation. A verbal snap-off of the inquirer's head. If possible the telephone should be answered by someone who has a reasonably pleasant, speaking voice and a civil manner. There should be just a little more courtesy over the telephone than there is right over the counter, just as one must use more care transacting business by letter. Many things which may be said directly, face to face, cannot be said in the same way, or perhaps at all, by telephone or in a letter. Telephone orders may be made an important part of one's business if tried for and treated right. Or that part of the business may be carried to failure, weighed down by carelessness.

Just as we go to press we learn that Edwin S. Votey, of the Acolian Co., has secured a patent on a combination player-piano and talking machine whereby both instruments can be operated in synchronism by the pneumatic motor. More detailed comment on this important invention will appear next month.

SPECIAL JULY OFFER

Free Delivery to All Victor

DEALERS

of One Velvet Tone Needle Balance for the Demonstrating Machine.

IT SAVES RECORDS!



Patented June 28, 1910

THE OFFER!

On receipt of order, accompanied by remittance of \$1.25, a Sample Gold or Nickel Velvet Tone Needle Balance, to fit any Victor or Victrola, will be mailed to any Talking Machine Dealer in the United States or Canada. (Delivery charges prepaid. It Retail for \$2.00.

FREE TRIAL TO ALL.

In all cases money will be cheerfully refunded, after 30 days' trial—if not wanted.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

AT LAST!

Condon-Autostop

The only real automatic stop for all disc machines. Simple and fool proof.

WM. A. CONDON
E. T. CONDON, Jr., Inventor
(Owners and Proprietors)

The CONDON-AUTOSTOP consists of a plate with an adjustable rod fitted over the record disc, which, in conjunction with a thin plate permanently fastened to the reproducer and mostly concealed by the rubber thereon, automatically disengages the needle and instantly stops the playing of the piece and motor.

"A Necessity Though An Accessory"

Neat, Handy and Effective.

A simple contrivance proving the greatest convenience in playing the talking machine.

Absolutely harmless, faultless and positive.

Trade fully protected. Patent, Copyright and Trade-mark protected. Foreign Patents pending.

For prices and particulars address

WM. A. CONDON
25 Broad Street, New York, N. Y.

"IT STOPS RIGHT THERE"

"HOW TO PUT VICTORS IN THE PUBLIC SCHOOLS"

This Was the Title of a Lecture Delivered by Mrs. Frances Elliott Clark at the Waldorf-Astoria, New York, on the Evening of June 8th Before a Large Number of Victor Distributors and Dealers—Interesting Introductory Remarks by Louis F. Geissler, Who Explained the Plans of the Educational Department—Attendants Entertained at Dainty Collation Later.

With the prescience that has characterized every step of the Victor Talking Machine Co., Camden, N. J., as has been no doubt noticed by readers of *The World*, they are now reaching out for new fields to conquer for their world-famous product. Music in the schools has been a subject which has been brought to their attention by professors and leading professional teachers, who have recognized the value and importance of the Victor talking machine as an invaluable aid. The trade has been informed, from time to time, of what the Victor Co. have done, especially in the engagement of Mrs. Frances Elliott Clark, formerly Supervisor of Music in the public schools of Milwaukee, Wis., as director of their "Public School Educational Department." Mrs. Clark, as is already known, has since devoted her entire time to developing the department, and as a result progress has been made that has been particularly gratifying.

It appears that the Victor Co. were satisfied a vigorous campaign should be initiated at once, with New York as the first city to be won over. With this end in view it was arranged to have Mrs. Clark address the Victor distributors and dealers of the metropolitan district during the evening of June 8, in the Myrtle Room of the Waldorf-Astoria, on "How to Put Victors in the Public Schools." At least 150 were in the audience when Louis F. Geissler, general manager of the Victor Co., arose to introduce the speaker and make a short address himself apropos to the occasion. The observations of Mr. Geissler were to the point, as he dealt almost wholly with the practical or business side of the question.

General Manager Geissler said that some time ago the directors of the Victor Co. had a "dream" to the effect that they believed the Victor was a great educational factor in a musical sense, from what they knew personally, had heard talked of, and been brought to their attention by correspondence and through their sales department. They were therefore convinced it would prove a benefit to pupils of the school in their study of music, and be of great assistance to the teachers. "Mind you," Mr. Geissler remarked, "this was only a dream, and in connection therewith I was also a dreamer; but we have an idea now that it may become a reality, and in measures to be adopted and methods to be followed leading up to this result we must have the loyal and hearty co-operation of our distributors and dealers, else it may be a failure."

The speaker then went on to explain what had already been done and accomplished. "In the first place," Mr. Geissler said, "we had to find someone competent to take charge and manage the department. We looked the country over, consulted with a number of the best known educators and teachers, and finally found our 'man' in Mrs. Clark. It is needless for me to speak of Mrs. Clark's high standing in the educational world, especially the great esteem in which she is held in Milwaukee, where she has accomplished wonders in connection with the Victor as a demonstrating force in the public schools of that city. She has become an enthusiast on the subject, and I have no doubt she

will communicate some of her enthusiasm to you before the evening is over."

The Victor Co., Mr. Geissler went on to say, had already sent out to music teachers connected with the schools, professors and heads of educational institutions over 42,000 circular letters, the responses from which were astonishing. That is to say, not only had many of the writers indorsed the project, but not a few had written three and four pages, giving reasons and details why the Victor is an educational factor in the schools, and pledged their support to further their introduction in their respective localities. "There are, I believe, about (how many schools of all kinds, music rooms, conservatories in the country, Mrs. Clark?)—I was going to say 96,000 at a guess, but Mrs. Clark says there are 575,000! Now, that is wonderful, and I may add, also, that our work is cut out for us.

"Our catalog already contains many selections already suitable for school purposes, but at Mrs. Clark's suggestion we shall add many more of a special kind to suit various grades, and others of the best in other directions that will furnish a complete and adequate course. I may also say that a number of cities besides Milwaukee have taken hold of the matter, for instance, Los Angeles, Baltimore, Washington and Detroit, etc. One city has now placed 105 Victor V's in its schools, another 50, others 25, and so on, experimentally, and the results have been so gratifying that it is only a question of a very short time before every class in their respective systems will be equipped. In fact, I have every reason to believe the Victor will become a part of every school curriculum.

"As I said before," observed Mr. Geissler in conclusion, "we must have the co-operation of our distributors and dealers to make this a success. We are spending a million dollars a year in advertising, and this amount will not be lessened, rather increased. Every dealer should become interested, see the teachers, reach the local boards of education, give demonstrations in their stores at which it should be made a point to have these people present, all of which will lead up to new sales of machines and records and increased business. It is a magnificent field for missionary work and practical results. The Victor Co. will bring the business to your doors and you must do the rest. I have now the pleasure of introducing Mrs. Clark."

After the applause that greeted Mr. Geissler's timely and clarifying remarks had subsided, Mrs. Clark, a lady of pleasing presence, in a clear, well-modulated voice, prefaced her set speech by saying it had been felt by educators the country over that there was something lacking in the present methods of teaching and in creating a love and appreciation of music in the public schools. The schools everywhere had been committed to the subject of manual training for some years, almost to the exclusion of any other educational question. That had now run its course, and recently the study of music had been receiving more attention, so much so, indeed, that ways and means for improving this very important branch of the educational or formative

period had been discussed everywhere. The methods in universal use, Mrs. Clark said, were deemed inadequate, they were not elastic, nor were the pupils responsive. Then the Victor was discovered, and this solved the problem.

Mrs. Clark then read from manuscript quite a lengthy address, reviewing the history and development of music from the earliest ages, interspersing comments from time to time germane to the subject of modern culture and expansion as applied to the school curriculum. At its close she again spoke extemporaneously and to the point on the topic of the Victor in the schools. Mrs. Clark instanced her own experience as supervisor of music in Milwaukee, where she employed the Victor tentatively in one class, and the results were so satisfactory she rapidly introduced the talking machine records in other classes, so that at the present time every public school, with a few exceptions, in that city are equipped with Victor machines and a suitable stock of records.

In speaking of her own experience, Mrs. Clark said: "When I first tried the Victor in the schools of Milwaukee I was astonished how quickly the children became interested. Then they told their parents, then I arranged special programs for the entertainment of the parents specially Friday afternoons and often in the evenings. I played music of their native country—for you know we have a great foreign population in Milwaukee—songs they had not heard since leaving there often, as children themselves. I watched these people closely and I could see they were stirred deeply by what they heard, and in many instances their faces were wet with tears. Their delight was unbounded, and they took pains to tell me what pleasure they had derived from the records.

"I charged a small price of admission, and very often enough was realized to make the first payment on a machine or some new records were bought. With the parents as very fine allies I had no difficulty in placing Victors in other classes and grades, as I have mentioned before. This only makes clear that if this matter is only gone about in the right way no great difficulty will be encountered in introducing Victors everywhere into the schools. Perhaps the time may come when the school boards and boards of education in the big cities will make special appropriations for this purpose, but not yet. The preliminary introduction must be arranged on another basis, and here is where the dealer should take hold and bring into play his best energies to impress upon the minds of teachers and principals locally the importance of having the Victor in their school rooms as an invaluable aid in the study of music. I am now an enthusiast on the subject, for I am firmly of the opinion that the Victor is the biggest thing that has come into school work of the age. The Victor catalog has a range of the best music ever written, rich with every possibility, and in this sense invaluable from a teaching standpoint."

Besides sending out the 42,000 letters by the Victor Talking Machine Co., Mrs. Clark said that in September there would be another lot go out. Special literature had been prepared under Mr. Brown's valuable supervision, some of which the speaker described in detail, and other things of this kind intended for the information of school authorities, teachers, etc., would be prepared. "To be sure, Mrs. Clark observed, "just now is the close of the school year, and teachers and principals are busy with commencement exercises and so forth; but nevertheless it would be an excellent

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without
any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for
recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4



We have doubled our production at Bridgeport so often that we feel justified in reminding you that we are still behind our orders, particularly on the Columbia \$50 Grafonola "Favorite," and that you will be wise to make your Fall plans pretty early in the Summer.



Columbia Phonograph Co., Genl., Tribune Building, New York

time to sow the seed, get them interested in hearing the Victor by inviting them to your business places and conducting the private entertainment in your own way. That is, you suggest hearing certain records, to be followed by others demonstrating certain range of voices, or some folk songs, or operatic selections, or the vocal perfection of certain artists—Melba, Caruso, Scotti, McCormack, Evan Williams, and numerous others in the Victor catalog—and I take it you all know your catalog, or should."

"Teachers are not all away," continued Mrs. Clark. "A number of them can always be found, investigating new methods, searching after special improvements to be introduced in the next school year. I know, for I have been a teacher myself too many years not to know that teachers as a body are the most loyal, enthusiastic workers in their profession of any people in the world. A great many love and know music, and right here is where you want to make your appeal. I know one principal of a school who will not engage a teacher of certain grades unless they have a teaching knowledge of music. It is these who may be easily counted to become advocates of the Victor, and will find some way of introducing its use in their classes with or without an appropriation from school authorities."

Mrs. Clark referred to her experience in Baltimore, where a movement is already under way to have the Victor placed in the schools; likewise in Washington and Philadelphia. In the latter city she had attended the sessions of the National Federation of Music, of which she is a member, and had spoken of the Victor in connection with the schools. Afterward a lady, prominent socially and very wealthy, had come to her and said she would use her influence as well as that of engaging the assistance of many friends to have the board of education indorse the proposition and make an appropriation to carry it out. When it was made clear that at present it would be a waste of labor, the lady said she would bring it to the attention of the Civic Club of Philadelphia, the members of which are among the best-known business and professional men, and have them provide funds so that every school should have a Victor. This plan is now under way.

In concluding, Mrs. Clark said it was deemed the best procedure would be to have the city of New York indorse the Victor in the schools first. She said if the indorsement of this city could be secured it would go a great way to influence the entire country. The value of New York's approval was inestimable, and therefore a campaign with this end in view would be inaugurated and every means adopted to bring it to a successful issue. In about three weeks Mrs. Clark will go to San Francisco to attend the largest educational associated body in the world. This was the National Educational Association, which had a membership of 7,000. At that time plans for exploiting the Victor had been perfected with special literature, musical programs, etc. A complete and an elegant display of Victors would be made in the parlors of the hotels, and expert demonstrators would be in attendance. Mrs. Clark, as a final word, said: "It is my business to appear before the school

bodies and address them on 'Putting the Victor in the Public Schools'—I will present the arguments, but the selling of the equipment must necessarily rest in the hands of the dealers, where it properly belongs."

Mr. Geissler followed Mrs. Clark with a few observations suggested by her address, on the business side, and several dealers, notably Charles F. Southard, advertising manager of A. D. Matthews & Sons, and E. S. Van Arsdale, manager of the talking machine department of Goetz & Co., pianos, etc., Brooklyn, N. Y.; C. B. Lawson, of Lawson & Co., piano manufacturers and dealers, New York, and R. A. Forbes, with Landay Bros., of the same city, who rose to remark they had sold a Victrola to C. A. Maxwell, superintendent of schools of New York city, and also nearly a thousand dollars worth of records, and other well-known principals and teachers here. Mrs. Clark readily replied to all questions fully and adequately, and she was warmly congratulated by a great many of those present for her illuminating address.

A dainty collation was served after the speaking, with an abundance of a punch without a headache, lemonade and cigars. Among those present were the following:

Representing the Victor Co.—Louis F. Geissler, H. C. Brown, manager of the advertising department; Oliver Jones, manager of the credit department, who seemed a popular personage in the assemblage as he moved about; W. B. Fulgham and C. Hammond. Henry W. Pinner, manager of the Victor department, and his clever assistant, Ruby Spaulding, Aeolian Co., New York; Louis Jay Gerson, manager of Wanamaker's department, New York and Philadelphia, who stayed over purposely to hear Mrs. Clark's address, and Helen L. Slade; V. W. Moody, W. S. Moffatt and C. J. O'Donoghue, with the New York Talking Machine Co., New York; George G. Blackman, of the Blackman Talking Machine Co., New York; N. Goldfinger, with Siegel-Cooper Co., New York; Chas. Bruno, of C. Bruno & Son, Inc., New York; Frank Scribner, New York and Jersey City; E. A. S. Barkelew, manager of the Pearsall Co., New York; John G. Bremner, of the Bremner Co., New York and Cranford, N. J.; E. S. Oliver, Newark, N. J.; Fred G. Loeffler, Union Hill, N. J.; W. J. E. Cocker, Elizabeth, N. J.; M. Buchner, Newark (N. J.) Talking Machine Co.; C. Robbins, with the Simpson-Crawford Co., New York; Chester I. Abelowitz and Charles J. Collins, with Frederick Loeser & Co., Brooklyn, N. Y.; J. J. Cavanaugh, Brooklyn, N. Y.; B. Switky, New York; R. H. Morris, American Talking Machine Co.; L. Kaiser, of the S. B. Davega Co., New York; Jos. Sonfield, with C. Bruno & Son, New York, and many others.

The following day—June 9—Mrs. Clark delivered an address, by invitation of Dr. Rix, superintendent of music in the New York public schools, at the Teachers' Training School, before the students, New York superintendents and assistant supervisors and many principals, at 3 o'clock in the afternoon. A large and very appreciative audience listened attentively to her speech on the study of music in the schools as exemplified, simplified and made enjoyable and intelligible by the Victor.

CALLERS AT THE EDISON PLANT.

During the past month among the visitors at the factory of Thomas A. Edison, Inc., Orange, N. J., were the following: W. E. Henry, of Covina, Cal.; Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., Cincinnati, O.; E. H. Uhl, manager of the R. Wurlitzer Co., Chicago; E. H. McFall, National Automatic Fire Alarm Co., New Orleans, La.; Louis Buehn and E. E. Buehn, of Louis Buehn & Bro., of Philadelphia, Pa.; Newton Bacharach, of N. Snellenberg & Co., Philadelphia, Pa.; D. N. Shultz, of Shultz Bros., Omaha, Neb.; E. F. Ball, of Ball-Fintze Co., Newark, O.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; L. E. McGreal and Miss Gertrude Gannon, of Milwaukee, Wis.; W. H. Nesbitt, of Fletcher Bros., Victoria, B. C., Can.; J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa.; L. C. Wiswell, of Lyon & Healy, Chicago, Ill.; H. L. Terry, Sayville, Long Island, N. Y.

"VELVET TONE" NEEDLE BALANCE.

The "Velvet Tone" needle balance, made by A. D. Macauley, Columbia, Pa., is claimed to solve the question of wear on records. As an instance, it is said the harder a tool is pushed against a revolving grindstone the greater the wear of both. This is said to be what exactly occurs when needles are "weighted down by the heavy sound box," to use Mr. Macauley's expression. Now then, he says, the "Velvet Tone" needle counterbalances this weight and permits the needle to "float," so to speak, in the grooves of the revolving record, reducing the friction to a minimum, and little wear will be on the needle. Further, it is claimed that "foreign" noises can be eliminated by using the "Velvet Tone" needle balance.

After postponing his departure abroad on May 25, being detained by special business, Paul H. Cromelin, managing director of Thomas A. Edison, Inc., Orange, N. J., for Great Britain and Ireland, sailed June 10, with his family, on the "Minneapolis," of the Atlantic Transport line. As will be remembered, Mr. Cromelin will make his headquarters in London, where he is well acquainted. Frank L. Dyer, president of the corporation, who originally intended sailing with Mr. Cromelin, has deferred his trip until later.

Frank E. Madison, of the legal department of Thomas A. Edison, Inc., Orange, N. J., attended the last and concluding series of international polo games on the grounds of the Meadow Brook Club, Long Island, N. Y., June 9, with a party of personal friends. As is known, the American team won the cup with a substantial score, and therefore Mr. Madison was a mascot.

Ellis Hansen, who has charge of the window display department of the Victor Talking Machine Co., has been receiving the sympathy of a host of friends on the death of his son, a bright young boy of 12 years, who was accidentally drowned about three weeks ago while swimming in the creek not far from his home in Camden, N. J.

TIMELY TALKS ON TIMELY TOPICS

Perhaps it is not generally known, but renting talking machines, like pianos or typewriters, is developing into quite a business. As yet not so much is heard of it, but dealers who have entered that field report results are very satisfactory. Some of the best-known firms in the country are exploiting machines along these lines, notably C. J. Heppe & Son, Philadelphia, Pa., freely and liberally advertise this offer, and other concerns are pushing this branch of the business on the "still hunt" plan. At first blush the method appeared to be in contravention of the standard agreement between the manufacturer and the dealer, but one of the best-known general managers, when the question was put up to him by *The World* the other day, promptly replied: "There is not anything in our contract to prevent the renting of machines. It is perfectly legitimate, and, for example, Heppe, of Philadelphia, advertises this plan extensively in the daily papers. There is enough in the contract as it stands without injecting any more restrictions." Possibly this is not a bad idea to broaden summer trade and ultimately create prospects.

This matter was being discussed by a group of dealers at a recent gathering, when none of them seemed to favor the proposition. One experienced man, who has been in the business many years, said: "That scheme does not strike me as real, good business. The chances of injuring a machine, in my opinion, are too great, and the loss exceeds the profit, because the machine becomes second-hand. Although I must admit that if a stock—limited, of course—is accumulated, possibly it would work out all right, and be a feeder for the sale of records. I have no objection to loaning a machine, providing records are bought, otherwise not." Another shrewd dealer, who had been listening, remarked: "I can beat that. If a church, or a social gathering, or a club, are figuring on a little entertainment with a talking machine, I gladly furnish everything free and have a bright young fellow play the records, answer questions, and be all around agreeable; and let me tell you I have sold many a machine in just that way. It pays every time, and you bring the line to the attention of people who perhaps have heard of its wonders as a means of entertainment and diversion, but have never had the opportunity of having it placed before them without, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward about going into a store and asking to have a lot of records run off unless they possess a machine and go in to select records. At these semi-public gatherings they feel at liberty to ask questions, get interested, and the first thing you know they walk in your place some day and place a nice order."

Carrying out this summer business thought a little further, it is remarkable what a difference there is between lines followed by different dealers, as revealed in their local newspaper advertising, to arouse curiosity, primarily, or carry home conviction. Beyond the bare announcement that they carry a full line of everything, etc., etc., not much is added. The appended, from a recent advertisement of the Aeolian Co., is appealing, to say the least, and furnishes food for reflection: "Summer time is Victor time. Afloat or ashore, camped in the fragrant woods or lazying through a hot evening in town, the welcome music of the Victor fits in perfectly with summer's relaxed mood. Victor music is the happy music of summer time, informality and convenience. You can carry a Victor anywhere—put it anywhere—play anything. Bits from your favorite operas, familiar melodies of your youth, or song hits of the theatrical season just past are yours with a Victor to make the buoyant spirit of vacation time complete." The "ad" carries a picture of a Victrola with an alluring summer scene of the family and guests attentive listeners to the music. There is originality

and snap in this kind of advertising, besides it reflects culture and refinement.

Reference to the Aeolian Co. is a reminder of what Henry W. Pinner, manager of their talking machine department, remarked to the writer at the close of Mrs. Clark's address in the Waldorf-Astoria, New York, June 8. He said: "This is a great field the Victor is entering upon in connection with the schools. You remember the Aeolian Co. carried on the same educational work years ago, when Carroll Brent Chilton, now in Europe, visited the colleges and leading institutions of learning throughout the country, delivering lectures upon and demonstrating the Pianola. His missionary efforts were very effective and successful, for it opened up new channels for sales. Probably this might have come about eventually in the ordinary course of business, but Mr. Chilton's energetic efforts expedited interest in the Pianola as possibly nothing else could have done, and he also most emphatically made clear that there was only one Pianola manufactured, and that it was the exclusive product of the Aeolian Co. Of course, there is a considerable difference in the price of a Pianola and a Victor, and therefore the sales will be on a much larger scale, naturally. I believe the Victor Co. are on the right track in this school campaign, and it will develop a large business for the trade at large." When Mrs. Clark was in New York she made her headquarters at Aeolian Hall, where she had every facility for receiving visitors and looking after the preparation of her addresses.

While the trade knew that Thomas A. Edison took an active part in the management—at least by advice and suggestion, if nothing more—of the various manufacturing enterprises centered in Orange, N. J., he has never appeared as an officer. Since the formation of Thomas A. Edison, Inc., however, which includes, in corporate form, the production of Edison phonographs and records. Edison primary batteries, Edison kinetoscopes and moving picture films and Edison business phonographs, he has taken the place of chairman of the board of directors, a post he is eminently fitted to fill. Mr. Edison, besides being a world-famous inventor and investigator, is also a sound business man, a rather rare combination.

At the annual convention of the National Association of Piano Dealers in Chicago last week, among other valuable papers read was one by O. K. Houck, of the O. K. Houck Piano Co., Memphis and Nashville, Tenn., on the one-price question. This is an old topic in piano circles, but Mr. Houck, after detailing his company's experience in the "before and after" stage, so to speak; that is to say, selling pianos at any price that could be had, and placing an absolutely fixed price on every instrument, according to grade, quoted the practice followed by talking machine manufacturers in maintaining their selling figure. To be sure, Mr. Houck explained that the Columbia, Edison and Victor and other machines were protected under their patent rights; but this in no wise weakened his argument, because he made it clear that this practice met with the universal approval of this line of business. Prices could not be cut, and when this fact was realized, and not fearing any demoralizing competition of the kind, the dealer's success depended upon his individual energy and enterprise. Piano merchants who handle talking machines have no trouble in seeing the point of the application and how successful it has been in preserving their business from irregular and dangerous encroachments.

A distributor carrying on an extensive trade said that with the growing popularity of the so-called cabinet concealed horn or hornless machine, the horn machine would eventually cease to be much of a factor in the trade. He said sales of horn machines had fallen away, his dealers ordering the cabinets, whenever they could be had, in

preference. With the introduction of the latter at lower prices this tendency was becoming more marked. While this may be true, in a sense, still there will always be a market, and a good one, for the machines with the outside horn. It takes all kinds of people to make up the world, and as the philosopher remarked, it is wiser to take men as you find them and not as you want them.

The Dictograph was the apparatus used by Wm. J. Burns, the famous detective, to catch the alleged grafters of the Ohio Legislature. Somehow this device became confused with the Dictaphone, and it received the credit for the remarkable services rendered. The Dictaphone is for taking dictations and transcribing correspondence—excellent in every way, to be sure—but the Dictograph is an application of the telephone and is spoken of as the most sensitive instrument made to convey sound. For example, one can give a message clearly and distinctly to any one located out of the room without using the transmitter, or a conversation or a meeting can be listened to in another room without being present and also take part in the conversation. The speaker does not speak into anything, does not hold anything in his hand or to his ear, but speaks in an ordinary tone of voice within any distance, from three to fifteen feet away from the Dictograph, the sound concentrating receiving instrument being as sensitive to sound as the human ear. For the transmission of sound the Dictograph, while it has no bearing on this trade, is a wonderful discovery in acoustics. The Columbia Co. have had no end of fun out of this error, as the Dictaphone was exploited, in connection with Detective Burns's efficient work, from one end of the country to the other in the newspapers.

The question of "Music at Meals" is discussed in a rather facetious fashion by G. S. Robertson in a current magazine. He offers some suggestions worth noting, inasmuch as the talking machine is nowadays augmenting if not rapidly superseding the small orchestra in the restaurants and dining rooms of hotels. Mr. Robertson says: "Conductors of restaurant bands, of which the talking machine is now quite and if not the important feature, should be careful to make their selections as abstract as possible. Sea music should be rigidly excluded—there are so many persons who cannot eat a comfortable meal on board ship. Military music does not help the digestion, I think. Sacred music may be safely tried, because the listener is in the same position as the church-goer—he cannot decently escape or protest. Vocal music has the disadvantage of being too specific. It is embarrassing to be treated to Tosti's "Goodby" when you are only just commencing your hors d'œuvre. And, besides, vocal music labors under the disadvantage, for dining purposes, that the ordinary person, for some inscrutable reason, feels bound to stop talking and listen to. Instrumental music, on the other hand, invariably encourages conversation, and loud conversation, too, because you have to overcome the resistance of the orchestra; and active talk, they tell us, is especially good for the digestion. It will be found impossible to sit mum when a restaurant band is in full work, particularly when it is playing the overture to "Raymond." That piece is a favorite with theater orchestras, too, no doubt, for the same reason—you are obliged to discuss the play, otherwise you would have to listen to the music. Suppe's "Leichte Cavallerie" overture, the intermezzo from "Cavalleria Rusticana," the 'Lost Chord' on the cornet, and several other pieces, which it would be tedious to mention, inevitably produce a similar effect."

When Paul H. Cromelin sailed for Europe June 10 many of his business and personal friends were at the pier to see him off and wish him all sorts of good fortune, as he deserves. Among them were Frank Dorian, of the Columbia Phonograph Co., and C. W. Woodrup, assistant secretary of the same company; Miss Lynda Heller, his former private secretary, and a group of the heads of departments from Thomas A. Edison, Inc., Orange, N. J., besides a large number of old-time personal friends.

CONVENTION OF TALKING MACHINE JOBBERS

Which Takes Place in Milwaukee, Wis., July 10, 11, 12, 13, 1911, Promises to Be the Most Successful in the History of the National Association—Program Printed Below Tells of Something Doing Every Day—Aside from Business There Will Be a Ball Game, a Banquet Followed by Dancing—The Industries That Have Made Milwaukee Famous Will Be Visited—Committees Appointed to Look After Proceedings Daily—President Whitsit's Letter.

Perry B. Whitsit, president of the National Association of Talking Machine Jobbers, has sent out the following letter to members:

"The fifth annual convention of the National Association of Talking Machine Jobbers is scheduled for July 10, 11, 12, 13, 1911, at Milwaukee, Wis. Our secretary and press committee have been busy for the past two months getting out attractive and convincing literature, endeavoring to bring together the largest body of talking machine jobbers that have ever attended a like convention. It is my desire that their efforts be rewarded, and when the first meeting is called, I confidently expect to look upon the largest and most representative body of jobbers that have ever attended our conventions.

"There will be many matters of much importance to take at this year's meeting. Each succeeding year since the formation of the association there have been big problems to solve at the annual meeting, but never since the association has existed have conditions been such, where as many jobbers were vitally interested, as this year. This fact alone should bring every jobber whose investment is a large one. Our entertainment committee report that nothing has been left undone that would add to the pleasure of a single member during his sojourn in Milwaukee. Our banquet promises to be the best that those who have attended other banquets certainly will not want to miss this one. Another feature which should do its share toward making the convention the banner one from point of attendance is the fact that for the first time the association has selected a Western city for its meeting place.

"The central location of Milwaukee I consider ideal. It is much more convenient for our far Western members than the extreme East has been.

"For jobbers over the Central States it is one night's run, and the Eastern boys have been longing for a trip to the West, having gotten tired of the regular routine of Atlantic City.

"As president of the association I urge every member to arrange his affairs now, so as to be able to spend the 10th, 11th, 12th and 13 of July in Milwaukee and help make this year's convention the biggest and best of all."

Convention Program July 10.

9.30 a. m.—Getting acquainted—lobby of Pfister Hotel.

11.00 a. m.—Address of welcome by Hon. Mayor Siedel in Red Room of the Pfister Hotel.

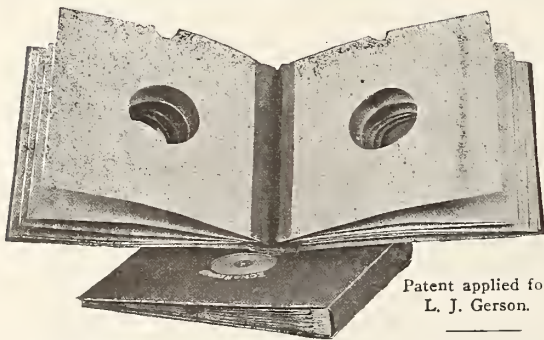
12.30 p. m.—Luncheon.

2.00 p. m.—Meeting of association.

\$1.20—SPECIAL OFFER—\$1.20

For Limited Time Only.

To Victor Dealers Only!



Patent applied for
L. J. Gerson.

A Sample Ten Inch Echo Record Album—Latest 1911 Model, holding 16 Double-Face Records—will be mailed to any Talking Machine Dealer in United States (Carriage charges prepaid), on receipt of remittance with order. (Send Postal Money Order, Bank Draft or Certified Check.) Regular orders sent by Express collect or freight. Write for New Catalog and Trade Quotations.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

6.00 p. m.—Leave Pfister Hotel for Schlitz's Palm Garden, where Dutch lunch will be served.

8.00 p. m.—Davisson's Theater, which is directly across the street from the Palm Garden.

Committee in charge of the day's entertainment, A. A. Trostler, chairman; H. H. Blish, Ross P. Curtice.

Second Day, Tuesday, July 11.

10.00 a. m.—Leave hotel for Pabst Brewery, where a cold lunch and "other things" will be served.

12.30 p. m.—Luncheon.

1.30 p. m.—Members will leave Pfister Hotel for Pere Marquette Docks. Boat will leave at 2.00 p. m. and return at 5 p. m. Lunch will be served on board boat. Association meeting will also be held on board.

6.00 p. m.—Dinner.

8.00 p. m.—Members will leave Pfister Hotel for Dreamland Park.

11.00 p. m.—Open session at Schlitz's Palm Garden.

Committee in charge of the day's entertainment, Max Strasburg, chairman; Fred H. Putnam, Geo. D. Maiera.

Third Day, Wednesday, July 12.

9.30 a. m.—Leave hotel for the American Association ball park. Game will be called promptly at 10.00 a. m. Umpires, E. H. Philips, of the Thos. A. Edison, Inc., and H. C. Brown, of the Victor Talking Machine Co. Don't miss it.

12.30 p. m.—Luncheon.

2 p. m.—Meeting of the association.

5.00 p. m.—Members will leave Pfister Hotel in automobiles for Donges Grove.

6.30 p. m.—Chicken and waffle dinner at Donges Grove.

8.30 p. m.—Members will leave Grove in automobiles for a short ride.

10.00 p. m.—Open session at Schlitz's Palm Garden.

Committee in charge of the day's entertainment, Max Landay, chairman; J. N. Blackman, R. H. Morris.

Fourth Day, Thursday, July 13.

10.00 a. m.—Members leave Pfister Hotel for McKinley Beach. Bathing.

12.30 p. m.—Luncheon.

2.00 p. m.—Open meeting of the association.

4 p. m.—Members will leave Pfister Hotel for sight-seeing expedition about the city.

7.00 p. m.—Banquet—Fern Room Pfister Hotel.

10.30 p. m.—Grand ball—Red Room, Pfister Hotel.

Committee in charge of the day's entertainment, Geo. L. Mickel, chairman; Frank Davisson, Wm. H. Reynolds.

Special arrangements have been made for members desiring to spend the day in Milwaukee or Chicago.

Special guides have been appointed for parties wishing to visit Chinatown and other points of interest.

Special automobiles will be placed at the disposal of the ladies during the entire five days.

Other Committees Appointed.

Chairman McGreal, of the Arrangement Committee, has appointed the following committees to take charge of each day's convention doings:

General Reception Committee—B. J. Pierce, L. C. Wiswell, H. A. Weyman, J. N. Backman, J. C. Roush. This committee also will act as Reception Committee for the ball following the banquet.

Special committee for entertaining the ladies—L. J. Gerson, of Jno. Wanamaker, New York.

Mr. McGreal has also appointed a committee from the Milwaukee dealers who will act in conjunction with the different committees of the association, helping them wherever possible. Geo. Eichholz is chairman of this dealers' committee.

Practically everything is in readiness for the convention. The business sessions will no doubt be keen and of much interest to all concerned. It is the desire and hope of President Whitsit, as well as his fellow officers, that a large attendance be had.

VICTOR WINDOW DISPLAY FOR JULY 4.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 12, 1911.

The Fourth of July Window Display, No. 24, of the Victor Talking Machine Co., Camden, N. J., is now ready for the trade. It is elaborate and effective to the last degree, and the display in its entirety is very attractive and fully suggests the patriotism of the day. The large figures in the background are reproductions of the painting, "The Spirit of '76." The figures are executed in brilliant colors and hand painted.

The arch with center shield, immediately above these figures, is a beautiful conception of the firing line of the British and Colonial forces in one of the great battles of that wonderful conflict for freedom, the arch being supported by two columns of flags and patriotic records. Two eagles—emblem of freedom and strength—hand painted in colors true to life, measuring 28 inches from tip to tip of wings and holding price cards in their bills, are perched on the horns of the two Victors in front of the center piece. The signs on either side, draped with American flags, suggest the part the Victor plays in this glorious celebration.

FINAL MEETING OF CREDITORS.

Joseph Mellors, referee in bankruptcy, 528 Walnut street, Philadelphia, Pa., has notified the creditors of the Hawthorne & Sheble Mfg. Co., bankrupts, of that city, that the final meeting of the creditors will be held Friday, June 23, at 10 o'clock a. m., to consider and pass upon the petition of the trustee for leave to sell certain remaining assets at private sale, to consider and pass upon the trustee's account, to distribute the balance therein shown, to declare a dividend and close the estate, and to transact such other business as may properly come before the meeting.

E. R. SUES TAKES CHARGE.

E. R. Sues has become manager of the talking machine department of the Eilers Music House in Tacoma, Wash. He formerly traveled for the Victor Co. direct for several years, also for the Talking Machine Co., Chicago, under Mr. Geissler, and was also manager of the Victor department of the Wulschner-Stewart Music Co., of Indianapolis, and the Bissell-Cowan Piano Co., Chicago. Mr. Sues intends to make extensive improvements in the department of which he has just taken charge, and is featuring very strongly Victrolas, Amberolas and Grafonolas. He reports improving business in his locality.

Going right after the hard jobs makes it look a whole lot easier, and after the hard things are taken care of, all the other things look small and easy.

Yes, "Progressive retailing" means giving the customer what he wants and giving it to him quickly!

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

IS CREDIT TOO CHEAP?

Here's a Credit Man Who Says It Is and He Tells Why in a Convincing Way—Terms Not Lived Up to—Why Enable a Poor Paying Customer to Compete with a Good Paying Merchant?—Some Timely Comments.

There is no department of the talking machine business that needs greater attention, or is receiving closer consideration from progressive members of the trade, than that devoted to credits. A healthy business, or a healthy industry for that matter, can only exist where credits receive intelligent attention. In this way the industrious, honest man is given a fair opportunity of conducting business without coming into competition with a man doing business on the capital of somebody else.

The subject is one of wide interest, and there is much in the following reflections of A. D. Thomas, of Youngstown, O., one of the wide-awake members of the National Association of Credit Men, who thus philosophizes:

"1. Perhaps it is natural greed for more than our share of the business that makes it so easy for the unworthy to get large past due balances on our ledgers. The fact that we have unwarranted ledger balances is patent to all of us. While this condition confronts us, we overlook the greater truth that if we were less generous, we would still, in the aggregate, sell as many goods as we do now. If we properly heed the signs on the business guideboards we would avoid many of the ruts and breakdowns that take so much of our time and energy to repair.

"2. A slow-paying customer is a bad asset and makes very unfair competition for your good customers in his vicinity. He hurts both ways. The fact that some of our competitors may be selling some half shaky merchant prompts us in taking chances of getting our money before the insolvent merchant gets into the adjustment bureau or the bankruptcy court.

"3. None of us is much slicker than the rest of

us. Each of us has had his own little successful raid on the depleted assets of debtors, but in the aggregate we are all losers. The great army of bill jumpers have, in fact, been 'putting one over on us with marked regularity.'

"4. The fault is entirely our own and is easily traced to two conditions, viz., credit is too cheap and personal pets too many. With a great deal of pride you printed on your billheads your terms, after you figured out with a great deal of care just what those terms should be, and just like the butcher who closes his eyes and loses his conscience and weighs his hand with every piece of meat he sells, you turn your backs on your sound business calculations and violate the laws you are forced to adopt for your own guidance and protection. Because we fail to follow that chart of safety we are entitled to feel ashamed of our weak-kneed attitude in not living up to the attitude we know to be right.

"5. The merchant with capital, collateral, character, capacity, and especially with competition, will gladly hail the day when distributors and wholesalers will develop sufficient backbone and business stamina to enforce the terms that prudence says forms the basis of all legitimate and successful business transactions.

"6. It is manifestly unfair to the merchant who pays his bills to have in his vicinity competition of the slow-pay order.

"7. Why do we enable a poor merchant to compete with a good-paying customer? The second-rater competes with a good, prompt-paying customer on the jobber's capital, or, in other words, the good-paying customer through easy credits indirectly supports his unworthy competitor.

"8. The credit department and collecting force is the easy medium through which this system so easily works. And right here—don't overlook that a credit department is of no earthly use unless the collection department is on the job every minute. The very best, most accurate, never-failing barometer is your own ledger account with the man who owes you too much. Do you run every order

through your ledger or do you take a chance? If the balance is past due do you have the backbone to have at least an understanding with the debtors?

"9. What did you do with the orders preceding the loss on your largest failure last year? You took a gambling chance and lost. History repeats itself. Gambling always ends disastrously and so does a bad account."

"CLEANRITE" RECORD BRUSH.

This, Hereafter, Will Be the Title of the Record Brush, Known as the "Place."

An important announcement appears elsewhere in the advertisement of the Blackman Talking Machine Co. this month. Their line of record brushes which were formerly called the "Place" will hereafter be known as the "Cleanrite" record brush, which name has been trade-marked. No change will be made in the brushes, and for a time they will be supplied with the "Place" stamp and labels until the present stock in hand is exhausted. The business demand for the Blackman specialties broadly considered, is excellent, and a spirit of optimism prevails regarding the business outlook for summer and fall.

Early in the month the Columbia Phonograph Co., General, notified their dealers that they had ready for immediate sale another one of the hits entitled "By the Saskatchewan," from "The Pink Lady." This selection is sung by Andrea Sarto, with chorus of women's voices. Mr. Sarto is a baritone of extraordinary ability and in this record he has certainly done himself a great deal of credit. This record, A1024, is listed on the August supplement at 75 cents and contains on the other side, "The Widow Wood," by the Columbia Quartet, which is also a most pleasing selection.

The company have also remade the following 10-inch selections: No. 19326, "The Palms"; No. 19355, "The Holy City"; No. 19356, "Ben Bolt"; all tenor solos by Henry Burr, with orchestra accompaniment.

**New Idea Cabinets
FOR
Victrolas IX, X and XI**



IX A
Capacity 200 10 or 12-inch records



IX B
Capacity 100 10 or 12-inch records



X
Capacity 140 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

**LAWRENCE McGREAL
MILWAUKEE, WIS.**

Columbia Indestructible Cylinder Records quickly secure an *unbreakable* hold on the owners of cylinder machines, and keep their interest from *wearing out*. The average cylinder buyer sees their advantages inside of *2 minutes* and in *4 minutes* you have his record-money.



Columbia Phonograph Co., Genl., Tribune Building, New York.

DEFINING THE WORD SUCCESS.

Thousands of Dollars Have Been Offered for the Best Definition and Thousands of Persons Have Tried Their Hands and Brains to Answer It—A Lincoln Woman, However, Has Nearly Hit It Right.

From time immemorial people have been trying to define the word success—what does the word mean and what is the thing itself? Magazines and newspapers have offered prizes for the best definition and thousands of persons have tried their hand and brain in the effort to adequately describe it. A Lincoln (Neb.) woman has recently won a prize of \$250 for having entered what was considered the best definition in a contest held by a Boston firm. Her answer was as follows:

"He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, wether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others, and given the best he had; whose life is an inspiration; whose memory a benediction."

What a comprehensive definition that is. There

For Sale.

Exclusive Talking Machine Department For Sale.—Edison and Victor goods; in town of 40,000 inhabitants in New Jersey; doing good business; low rent; will sell at invoice. Address "P. P.," care Talking Machine World, 1 Madison Ave., New York City.

To Mr. Talking Machine Dealer.

2,000 Edison Standard Records.
1,000 Edison Amberol Records.
12 New Late Machines.
6 Record Cabinets.
3 Record Wall Cases for Records, also trays.

These will be sold at a bargain. For full particulars, address SMITH MUSIC STORE, 212 4th St., Parkersburg, W. Va.

Opportunity to Buy.

Talking Machine Department For Sale.—Invoice about \$4,000 of Victor and Edison Goods in good town of about 30,000 inhabitants in California. Rent reasonable. Easy terms. Address "735," care Talking Machine World, 1 Madison Ave., New York City.

Talking Machine Man.

Thoroughly familiar with Victor and Edison goods. I. C. S. Language Phonographs. Edison and Columbia dictation machines. Small Musical Instruments. Good correspondent and advertiser. Speaks German, Spanish and French. Thirty years old. Married. Wants executive position on salary and commission or profit-sharing. Address "EXECUTIVE," care Talking Machine World, 1 Madison Ave., New York City.

For Sale.

My services as Manager of your Talking Machine Department; am 25 years of age, ambitious, energetic and am familiar with many new ideas for getting business; have 9 years' experience in the business. Can arrange for personal interview for those interested, who will attend the convention in Milwaukee. I will be there. Will work for salary or commission. Address "549," care Talking Machine World, 1 Madison Ave., New York City.

is no limitation put upon human effort here. And, what is better still, to accomplish all or even a part of what is suggested in this definition were worth the supreme effort of any man. There is no laudation here of material things, save and alone as they may contribute to man's spiritual improvement or to his ability to promote the happiness of others. The accumulation of money, the control of vast interests, political power, intellectual attainment, are not even hinted at. None of these, in the mind of the Lincoln woman, constitutes success. One may have any or all of these and still be poor in spirit, lacking all that makes life worth the living. But to live well, to bubble over with joy, to enter into the pleasures and pains of others, sharing of each in that spirit of helpfulness that makes all men kin, to love true and deep and long, this is success, for it constitutes all there is in human life after all.

In this strenuous age of endeavor we are apt to put limitation upon our effort. We are taught from our infancy up to specialize. Some of us come into manhood's estate with the impression that money spells success, influence, happiness predominating in our minds. To get money, therefore, we sacrifice all else. Others of us seem bent on worldly pleasures alone, spending money, time, energy, for these, only to discover in the end that all is vanity and vexation of spirit. And in this constant striving after money or pleasure we eventually reach the point where nothing short of excess gratifies. Like the man who drinks steadily the habit grows on us until nothing short of intoxication satisfies. We do not hear the humming of the bees, the singing of the birds, or note the beauty of the bursting bud. Seeking only for the gratification of self we miss the source of greatest pleasure, unselfish contribution to the joy of others. It would be well for us all if we could take the definition of success, furnished by the Lincoln woman, as our own, arriving as nearly as possible of its full meaning.

OPENS ON BROADWAY.

I. Zion, who started on the East Side, New York, a few years ago, has gradually progressed so that recently he has opened a store of proportions at 2300 Broadway. In the three years he has been in business Mr. Zion has made a mark for himself that is gratifying to the Victor distributors, for the Victor is the only line he handles.

Merwin E. Lyle, of the executive force of the Columbia Co., is now in charge of the duties formerly looked after by Paul H. Cromelin. That is to say, he is giving his attention to copyrights and other cognate matters.

Victor H. Emerson, manager of the recording laboratory of the Columbia Phonograph Co., General, who has been on the Pacific coast since the middle of May, will be in New York next week.

Advertising vitalizes business by giving the thoughts of your customers new directions. It halts the vagrant fancies of the inert, and starts their imagination until they are alert to the good points of your merchandise and prices.

"PRONOUNCING DICTIONARY"

Issued by the Columbia Phonograph Co. for the Use of Jobbers, Dealers and Salesmen—A Copyrighted Work Which Will Prove Exceedingly Useful and Instructive.

A "Pronouncing Dictionary" has been issued by the Columbia Phonograph Co., General, New York, for the education and use of salesmen, jobbers and dealers, and which has been copyrighted. It is not every one who can readily and correctly pronounce the names of the operatic artists or the titles of the operas and specific selections therefrom. This is the purpose of this little dictionary, which contains twenty-four pages and cover.

In the preface the following pertinent remarks appear: "There is a big difference between the customers who buy the regular run of catalog selections and the customers who want nothing but classical music. The latter are well posted on what has been produced in grand opera and the quality of the voices of the different singers. It is a good thing to remember that those customers are all from cultured homes and high-grade music has been part of their education. Therefore don't make mistakes in the pronunciation of the names of artists. That's a break every time."

The company have as an aid to dealers and salesmen compiled this glossary, presenting a phonetic spelling of the names of artists, composers, operas and selections, as closely as possible approximating the sounds of the foreign words to an intelligible English pronunciation. They are arranged in alphabetical order, and with the selections also appears the catalog number of the Columbia record.

It is one of the most practical publications ever issued by the Columbia Co. and for its purpose is invaluable.

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Strong Gain in All Departments of Industry—Some Interesting Figures.

(Special to the Talking Machine World.)
Washington, D. C., June 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of April (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 April, 1911, amounted to \$231,160, as compared with \$183,258 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,516,579.

Begin no business until you have the necessary capital at your disposal for establishing the enterprise on a substantial basis. Wait and save until you have enough money for a successful start.

THE OUTLOOK IN MILWAUKEE.

Trade Situation Analyzed—Collections Are Excellent—Wisconsin Talking Machine Co. Take Victor Jobbing Agency—McGreal to Push the Edison Line—Preparations Completed for Jobbers' Convention—New Idea Cabinet Co. Enlarge Operations—Amberola Entertains Merchants on Annual Trip—Open Air Victor Concert—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1911.

While the local retail talking machine business is a little slow at the present time, the prospects for a brisk summer trade are especially bright. The extremely hot weather which Wisconsin experienced in May last year, more than a month sooner than usual, tended to bring about the usual hot weather slump much earlier. Preparations are now under way for the opening of the summer resort season, a period which always means a big increase in business for the Wisconsin talking machine dealer. Wisconsin and surrounding territory is sprinkled with alluring lakes and people all over the Middle West flock here for their summer outings just as soon as the public schools close for the year. Milwaukeeans are now placing some fine orders for machines, records and supplies, while the prospects for future business in this particular field were never brighter than at the present time.

Indications are that the jobbing business is not quite as brisk as it has been during the past two months. Dealers all over the State have been ordering fairly well for some weeks and now are generally well stocked up in anticipation of a good summer trade. The new machines on the market in the various lines have done much to add new life to the jobbing business, as dealers have been anxious to keep their stocks strictly up-to-date.

One of the brightest features of the situation at the present time is the fact that collections are entirely satisfactory. The gradual but healthy improvement that has been taking place in industrial circles of the State, combined with the unusually bright crop outlook, seems to have worked wonders in loosening money in all lines. The recent Supreme court decisions have done much to create confidence in the larger lines of business and investment, and the result has been beneficial all along the line. Milwaukee, particularly, is feeling the results of this optimistic feeling. This city is distinctly a center for the manufacture of heavy machinery for the use of the great industrial concerns all over the world, and increased activity in this field has resulted in the placing of big machinery orders long held up. The Allis-Chalmers Co. this week secured an order for pumping machinery involving more than \$300,000.

A deal of more than ordinary interest in Wisconsin talking machine circles has just been consummated by Lawrence McGreal, well-known talking machine jobber of Milwaukee, who has disposed of his jobbing interests in the Victor line to the Wisconsin Talking Machine Co., a newly-incorporated concern, and will now devote his entire attention to the Edison line. The Wisconsin Talking Machine Co. has been incorporated by Miss Gertrude Gannon, sister-in-law of Lawrence McGreal, the present owner of the McGreal retail store, and Fred Watson, of Dixon, Ill. Quarters have been leased in the McGreal building, 174-176 Third street, where the entire third floor has been secured for office and wareroom purposes. Harry Fitzpatrick, one of the Victor Talking Machine Co.'s best-known travelers, will be in active charge of the new company, assisted by Miss Gannon, who will divide her attentions between the jobbing business and her retail store. Joseph F. Gannon, a brother of Miss Gannon, who has been in charge of the new retail talking machine department recently opened by the William A. Kaun Music Co., will be in active charge of Miss Gannon's retail store.

Lawrence McGreal, who is now occupying the entire fourth floor of his building, is enthusiastic over the success which he is meeting with in the Edison line.

"Our disposing of our interests in the Victor line for the purpose of confining our entire atten-

tions to the Edison output is in line with the movement about the country for jobbers to become affiliated with only one line," said Mr. McGreal. "Wisconsin has always been a strong Edison State and a large percentage of our business has been done in this line. In view of this and considering the fact that the new Edison disc machine will soon be placed on the market, we feel that we were justified in selecting the Edison line."

E. F. O'Neill, of the Victor Talking Machine Co., was in Milwaukee recently on business relative to the change of Victor jobbers.

Indications are that the fifth annual convention of the National Association of Talking Machine Jobbers, which will be held in Milwaukee July 10, 11, 12 and 13, will be one of the most successful in the history of the association. Local jobbers feel that topics of more than ordinary interest are scheduled for discussion, while they are to leave no stone unturned in making the social side of the gathering one long to be remembered by the visitors. J. C. Roush, of the Standard Talking Machine Co., of Pittsburg, secretary of the jobbers' association, who was in Milwaukee recently completing plans for the gathering, says that Milwaukee is an ideal location for the convention, being convenient for both the East and the West, and he is confident that the attendance will be unusually large.

Miss Gertrude Gannon, Milwaukee's new talking machine jobber, has returned from a business trip to Iowa City, Ia.

"Demand for the hornless machines is steadily increasing," said J. H. Becker, Jr., manager of the talking machine department, 306-308 West Water street. "The Victor hornless machine, style IX, will create a new demand in the talking machine business among the moderate classes. Although we have not had the Victrola No. IX in stock, I have succeeded in selling a half-dozen of these machines from a pamphlet issued by the Victor Co. I am confident that horn machines will be things of the past within a very few years.

"The Victor Talking Machine Co. in sending around their expert repairmen to give instructions are doing something that every dealer ought to appreciate. The average dealer always finds that he has something to learn that will prove valuable to both himself and customer."

The New Idea Cabinet Co. have started operations in their recently acquired plant at 3306-3308 North avenue, where facilities are such that at least 150 more cabinets per week can be turned out than in the former Fourth street establishment. New equipment throughout has been installed. William Schmidt, formerly traveling representative of Lawrence McGreal, will now confine his entire attention to the manufacture of the "New Idea" cabinet, an invention which he perfected. Mr. Schmidt reports some very fine orders from about Wisconsin and the West in general. The company are now giving special attention to two new styles of cabinets intended for use with the new Victrola IX. One has a capacity of 160 records and the other a capacity of 100 records.

One of the main features in the way of entertainment enjoyed by the 132 members of the Merchants and Manufacturers' Association who took this year's annual trip was offered by Lawrence McGreal and an Edison Amberola machine. Mr. McGreal took a big supply of records and a "New Idea" cabinet and he naturally proved to be one of the most popular members on the excursion. This year's junket was made through northern Illinois, southern, western and northern Wisconsin and northern Minnesota, and proved an excellent advertising feature for Mr. McGreal and his line. The well-known jobber makes the trip each year and always makes a fine array of sales as a direct result of the advertising.

Probably one of the first open-air talking machine concerts held in Milwaukee this season was given by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. Mr. Becker entertained a party of friends at his home, 46½ Thirtieth street, some time ago, and during the course of the evening placed his Victrola on the front porch. A crowd of more than 200 people gathered in no time and Mr. Becker says that it was one of the best Victrola advertisements which he

has handled this season. It excited much interest.

Among the recent visitors at the store of the Hoeffler Mfg. Co. were: Roy J. Keith, of the Talking Machine Co., Chicago; W. Gibbs, of the Wur-litzer Co., Chicago; Mr. Schwenker, of the Victor Talking Machine Co., and E. F. O'Neill, of the Victor Talking Machine Co.

Anton J. Stiller, Jr., well-known talking machine dealer of Green Bay, Wis., accompanied by his bride, spent a few days in Milwaukee recently while on his wedding trip.

W. F. Notbohm, Edison and Victor dealer of Oconomowoc, and Walter J. Augustine, of Fond du Lac, were among the Wisconsin dealers who were recent Milwaukee visitors.

The rather unique experiment of a druggist carrying a talking machine line is being carried out by F. M. Charlesworth, a prominent druggist of Kaukauna, Wis., a former president of the Wisconsin Pharmaceutical Association. Mr. Charlesworth is so confident that he will meet with suc-

SONORA Automatic Stop



**Another Important Sonora
Feature, also Available for
all other Disc Machines.**

**The Only Positive Automatic
Stop in Existence.**

(Patents applied for throughout the world.)



List Price \$5

This attachment may be set to act directly after the tune is finished—a positive necessity after its advantage is once realized. Among other things, it will count the grooves on the record for you, which is essential.

Anyone can adjust it, and it may be attached to ANY disc Talking Machine.

Every Talking Machine of value will have an Automatic Stop the moment we can get its owner to realize the merit of the attachment.

Sonora has done more toward the Mechanical development of the disc Talking Machine than all the other companies combined.

The strength and merit of Sonora's inventions do not consist in their being described in legal lore incomprehensible to the layman, but their value is at once apparent.

Our capacity for manufacturing this attachment will be limited at the beginning, and those desirous of placing their orders should not fail to do so without delay, as they will be filled in the rotation received.

For further particulars, write to

Sonora Phonograph Co.

(Sole Mfrs. and Patentees)

78 Reade Street, New York

In the whole trade *there is no substitute* for the Columbia Grafonola "Regent" (\$200) except the new "Regent Junior" (\$150). And they both now have the whole mechanism in a drawer instead of under a lid.



Columbia Phonograph Co., Genl., Tribune Building, New York

cess in his new venture that he has torn out his soda fountain, generally regarded as indispensable to the modern pharmacy, and has installed his talking machine department in this corner. It would seem that jobbers might find at least one druggist in every town or city in Wisconsin who would be glad to install a talking machine line.

Probably for the first time in the United States the unique little post card records are being demonstrated in the talking machine department at Gimbel Bros.' Milwaukee store. The firm's toy buyer on a recent trip to Germany saw the cards being used on a disc machine in a little province in

Prussia, and immediately saw a chance to secure an unusual advertising scheme for the talking machine department of his store. He purchased a quantity of the cards and now these are being sent out complementarily by L. C. Parker, manager of the talking machine department.

Some excellent sales of Victor V machines to schools in and near Milwaukee are reported by L. C. Parker, manager of the talking machine department of Gimbel Bros. During the past two weeks Mr. Parker has installed these machines in the Fifth District, No. 1; Eighth District, No. 1, and Twenty-third District, No. 2.

New records will be made of many standard songs by voices that you will be glad to hear the children imitate. Records will be made of songs suitable for the kindergarten and primary grades.

A splendid list of marches for schools and various rhythms for calisthenics and gymnasium exercises, by full band or orchestra, will be found most useful for accompanying this work. It is hoped that records may be made for the folk-games and dances, for schools, social centers and public playgrounds.

Short and interesting stories of the operas will be prepared for telling or reading to the children while the records of operas are being played.

Short biographical sketches of the singers will be given, so that the children may come to know them as real persons. Some records will be made for teaching the correct reading of many little classic poems or prose selections found in our school readers.

Some standard school songs will be sung by trained boys, to show the ideal child tone.

The educational department will be conducted on the highest possible plane of professional standards. Nothing short of the best will be presented to the schools, and no effort spared to make this movement efficacious and epoch-marking in the history of school music in this country.

All earnest American musicians and educators look forward to the day when America shall have become the musical center of the world. This can come about only through the education of the masses, to know more music and to know more about music in the future than in the past.

The young, vigorous citizens who will mold our nation's policies in the next two or three decades are sitting to-day in our schoolrooms. What are we doing for their culture and refinement? Are we utilizing the sharp appeal to the aroused intellect that comes through the study of music, the definite appeal to the imagination, the emotions, the heart power, which is two-thirds of life? The "Victor" in the schools offers one very valuable key to these questions. Will you help the movement for a musical America?

NEW EDISON RECORDS BY LAUDER.

The new Lauder Amberol records recently announced by Thomas A. Edison, Inc., Orange, N. J., for sale beginning the early part of June include two of Harry's new songs in which he has made a tremendous hit "across the pond." They are "The Scotch Errand Boy" (Amberol No. 12,339), and "Just Like Bein' at Hame" (Amberol No. 12,342). In the first named, Lauder impersonates a Scotch youth in a manner pleasantly reminiscent of his famous "I'm the Safest o' the Family." The by-play between verses is unusually laughable. "Just Like Bein' at Hame" is a happy march song which demonstrates that Lauder has a remarkably fine voice which he can use with excellent effect when he wants to.

The other records in the list are: Nos. 12,320, "Roamin' in the Gloamin'"; 12,359, "Mr. John Mackie"; 12,562, "That's the Reason Noo I Wear a Kilt"; 12,372, "The Weddin' o' Sandy Macnab."

THE CULTURAL SIDE OF SCHOOL MUSIC WITH THE VICTOR

By Francis Elliott Clark.

The educational world has long understood the refining influence of music, its uses as a disciplinary and esthetic agency; but it has only been of recent years that its educational value has been well understood.

There is no other subject in the curriculum that touches the developing nature of the child in so many places as does music. Even after seventy years of successful trial and experiment, we are still using school music for less than half of its real value.

It is a well-known psychological fact that the eye-power of a child in infancy and early childhood is weak. He sees things large and inaccurately. We have learned not to be shocked, nor to punish the little one who exaggerates all he sees—whose bears and giants assume such wonderful proportions.

The muscles of the hand are also very weak, as well as the muscles of the body. Many children find it difficult to skip or dance, or do any definite action work, and we have learned to refrain from asking the child to do small detailed tasks. We now allow him to write large, to draw in long, indefinite lines, to fold and weave large models.

What of the ear at this period? In contra-distinction from the other faculties, the sense of hearing is very keen in early childhood. "Little pitchers have big ears," has in it more of truth than proverb.

In early years, nearly all information comes into the mind by way of the ear-gate. This stands wide open for all comers, good, bad or indifferent travelers from the sound world.

Nature has shown us with amazing clearness how to best begin our work in education, but we have not always understood her wireless message.

If music is ever to be a real force in human life it must be brought to the concrete possibility of being heard, loved and learned in childhood.

If we are ever to be musical and cultured, good music must be about our children as freely as air; must be used as language is used, universally and understandingly.

In America, land of magnificent distances, it is quite out of the question for our children, or grown-ups, either, to hear the great music of the

world sung and played by the master artists.

Our fathers, and most of us, waited until maturity for this enlightenment, and lost thereby much of the keenest pleasure in life, that subtle something that enriches the German art life by long familiarity with the really great in music.

A child should know the music of the world as he knows its history, its civilization, its dynasties and kingdoms, its poetry, art and literature.

Modern science has provided a way to make this possible.

The Victor, in its perfection, brings to our doors, to our school doors, this wealth of the accumulations of music of centuries. "We the heirs of all the ages" Tennyson sang, and it is true in music as in the other things that go to make our present-day living so wonderful and "Worth a cycle of Cathay."

The Victor Co. have established an educational department to foster and develop the use of music as a force in education.

It is our aim to furnish to the schools of the country the means for hearing the finest music, and to present material for teaching purposes, which will aid the grade teacher in teaching folk-songs, patriotic songs, art songs, etc., to her pupils, and will augment and embellish the work of live and wide-awake supervisors who move forward with the trend of the times.

We have been deluged in recent years with the cheap music of the nickel show, the musical comedy, the musical plays and so-called "operatic" extravaganzas. The children hear this catchy, trifling music that lasts but a day, everywhere, on the street, in theaters, and alas! in many homes, and, unless taught better things, imagine that such is real music.

To combat this pernicious influence, we must fight fire with fire, and make it possible for them to hear such quantities of the beautiful things in music, as to effectually crowd out the desire and taste for the bad, the poor or the merely inconsequent.

Catalogs will be classified as to composers and authors. Suggestive programs of songs of nations given and programs illustrating chronologically the history of song.

QUAKER CITY NEWS.

Trade During the Past Month Was Not Over-brisk—June Shows Improvement, However—Wanamaker's Talking Machine Department Fitted Up and Well Arranged—Columbia Co. an Exception to General Complaints—Weymann Establishes Many New Dealers.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1911.

The talking machine business in Philadelphia during the month of May was not up to the satisfactory results that credited to the previous four months of the year, and the dealers are somewhat disappointed. They naturally expect the business to drop off some during the summer months, but as the first four months showed such a striking advance over the same months of last year, when they came to figure out that the May of this year was not as good as the May of last year, it set them thinking as to the cause. No one seems to be able to assign any reason for this, other than that business generally is pretty bad at present. Then, another thing to be considered is that the dealers last year had certain propositions which they were using to stimulate trade, and during May of this year they really had nothing to talk about.

There is not much discouragement shown, for June has started in, with a show of considerable revival, and the talking machine men believe that this month is going to show considerably better returns than June of last year.

The Wanamaker talking machine department has finally been established in new quarters. This was promised almost a year ago, but was only able to be carried out in May, and the department is not yet entirely finished. There is every evidence now, however, to show the great extent to which the firm expects to engage in the business in the future. The department is located on the west side of the second floor of the store, just off from the piano department, and to show its vast proportions there are more than 6,000 square feet devoted to the department. The most striking feature is the magnificent Dutch room, with all the handsome carvings as taken from a German castle, which was first exhibited in this country at the St. Louis Exposition. This room is furnished as nearly as possible as it was in the original, and with an artistic arrangement of the various styles of talking machines it is truly a room of much interest, and has been attracting a great many visitors.

The department, as now arranged, has ample space for any amount of business. Manager Louis Jay Gerson has been very active in getting the Philadelphia department into shape as rapidly as possible, and as he now has an able assistant in W. C. Holzbauer, formerly with J. E. Ditson & Co. in this city, he expects easy sailing from this on.

Mr. Gerson, in speaking of the success of the Victor at the Wanamaker store, said: "Do you know that many of the sales made at the Wanamaker stores are to people who are sent to us by our regular customers? They come in and say I was at so-and-so's house last night and heard Caruso sing 'Vesti la Giubba,' or the 'Siciliana,' or some other number, and ask if you will please let them hear it again, and before many minutes have gone by another Victrola and a good lot of records are on the way to another home, and will in time send us more customers, and so on and so on in an almost endless chain. There is not another proposition like it in the world. Why, there is hardly a day goes by without our selling two or three customers who have come to us because they heard the Victor at a friend's house a day or two previous."

Miss Mary E. Vogt, the accomplished pianist of the Wanamaker store, is rendering the talking machine department splendid assistance at their weekly concerts by playing the accompaniments to the Victrola on the organ.

A number of jobbers throughout the country have visited the Wanamaker talking machine department within the past week. Among these were Lawrence McGreal, of Milwaukee, Wis., and Miss Gertrude Gannon.

The management of the Heppe talking machine department reports that business at their house in May was rather quiet. They have held their own, but have nothing about which to brag. Manager Elwell says it is pretty hard to say to what to attribute this condition. No one seems to give any logical reason. People are getting ready to go away to the seashore and are not indulging in luxuries. They have, however, been doing a lot of packing and shipping of talking machines to people who are going away.

Louis Buehn & Brother report that "business could be better." They have their Pittsburg house open and are doing a very satisfactory business there, with Edmund Buehn in charge. Mr. Buehn believes the new Victor \$50 machine, a sample of which he has received, will be a winner.

Recent out-of-town visitors were: Fred F. Cramer, of Allentown; George Keller, of William H. Keller & Son, Easton, Pa., and Charles Swartz, of W. P. Swartz, of York, Pa.

W. H. Doerr, manager of the talking machine department at the Weymann store, established five new dealers during May. They are awaiting anxiously for the new Victor No. 9s, and have already taken several orders for this instrument from the sample.

Manager Henderson, of the Columbia Phonograph Co., reports that the local business of his house has been very good during the month of May, and that the business through their out-of-town territory far exceeded their expectations. They had last week a very fine Dictaphone display in their show windows, and it attracted a great deal of attention, as well as considerable business. In fact, their Dictaphone business has been showing a very satisfactory advance. Mr. Henderson was in New York several days last week.

The Columbia people have just been installing a new system of lighting through their entire building, and they are commencing already to prepare for a big fall business. R. B. Cope has just started on a trip up the State. W. J. Robinson, who was formerly manager of the Monarch Typewriter Co. in Pittsburg, has become identified with the Columbia Dictaphone end of the business in this city. Otis C. Dorian, of the Columbia house, left on Saturday of last week for a two weeks' vacation, which he will spend at New Egypt, N. J.

MORE EDISON RECORDS FOR THE POPE.

His Holiness, Pope Pius X, is so pleased with the Edison Idelia phonograph presented to him recently by Chevalier Bocchi, managing director of Ashton & Mitchell's Royal Agency, of Old Bond street, London, on behalf of Mr. Edison and Thomas A. Edison, Inc., Orange, N. J., that he has ordered a further supply of records to be sent him forthwith. His Holiness, after listening to the selection of records which accompanied the outfit when presented, observed: "It is really quite marvelous; the tone is wonderful."

After hearing a record by Albert Spalding, he remarked: "There is no doubt, the violin is the finest instrument of all." The Pope speedily grasped the business possibilities of the self-recording feature of the Edison, commenting on the accuracy with which correspondence could be conducted with its aid.

A GREAT OPERATIC RECORD.

The Columbia Phonograph Co., General, New York, recently announced No. A5305, the great sextet from "Lucia," coupled on the reverse side with selections from the same opera played by Prince's band (12-inch double disc); also No. A5306, the great quartet from "Rigoletto" (12-inch double disc), coupled on the reverse side with selections from the same opera played by Prince's band. These records were recorded by the Columbia Italian Opera Co., and listed at \$1.25 each. This is the first time either of these selections has been offered at a price under \$4—and a more usual price is \$6—at which many thousands have gone into the hands of talking machine owners. These two records that for balance, brilliancy, accuracy and feeling, it is claimed, have hardly been equaled in the art of recording.

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

- 1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.
- 2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

NEW COMPLETE COLUMBIA CATALOG.

An Achievement in Catalog Making—A Selling Help for Columbia Dealers—A Buying Help for Their Customers.

Advance copies of the new complete catalog of Columbia double-disc records, listing all Columbia double-disc records issued up to June, 1911, are just off the press. This new Columbia catalog certainly sets a high standard. It is plainly gotten up to sell Columbia records, and that it is bound to do. But it is no less an aid to the record buyer, for every little detail that would in any way make his record buying easy has been carefully studied.

The catalog is a substantial book of 184 pages, with cover printed in colors. A 40-page section of tinted paper is used to differentiate the grand opera and concert selections from the regular series of 10 and 12-inch Columbia records. Of striking interest is the cover—it so aptly illustrates "all the music of all the world" that the Columbia makes possible. A first glance develops unconsciously into a fascinating study of the innumerable figures, the eye, following closely the outlined forms, experiencing surprises as every conceivable type of singer, from costumed grand opera artists and surpliced choristers to the negro minstrel and Uncle Josh, and every form of instrumental music from harp and banjo to orchestra and band is characteristically delineated in the seemingly endless procession symbolizing everything that is musical. Strong emphasis is also given to the fact that Columbia records are double-discs, by means of slitting the front cover in the shape of a semi-circle and showing on the inside of the cover "fit any machine" which correlate to the words "Music on both sides" appearing on the illustration of a disc record on the outside of the cover.

The contents and the arrangement are, after all, the features that get most attention, and likewise in this respect the Columbia catalog will commend itself to all. Two pages are used in briefly setting forth the remarkable range and variety of musical entertainment recorded on Columbia records, and then, following a page indicating the arrangement of contents, comes the main section of the catalog, occupying ninety pages. This section is arranged alphabetically under the titles of selections; thus each double-disc record is listed twice. The description of each selection is brief but complete; after the title is the name of the composer, wherever requisite, in parenthesis; then the name of the

I'm Looking For a Nice Young Fellow Who Is Looking For a Nice Young Girl. Ada Jones, soprano, and Brunswick Quartette. Orch. acc. Columbia Male Quartette. *Alamo Rag. (Wentz.)* Orchestra accompaniment. 10 in. 65c.

CLIPPING FROM ALPHABETICAL SECTION SHOWING EACH SELECTION.

| Double-Disc Numbers | Twelve-Inch: Double, \$3; Single, \$2. | Single-Disc Numbers |
|---------------------|---|---------------------|
| A5284 | LA TRAVIATA. (Verdi.) "Quel est donc ce trouble charmant." (Ahl fors e lui.) (What can be this feeling?) In French, with orchestra..... | 30695 |
| A5289 | LA TRAVIATA. (Verdi.) "Four jamais ta destinee." (Sempre libera.) (The round of pleasure I'll enjoy.) In French, with orchestra..... | 30696 |
| | LE JONGLEUR DE NOTRE DAME. (Massenet.) "Liberte!" (Oh, Liberty, my life and love!) In French, with orchestra..... | 30699 |
| | HERODIADE. (Massenet.) "Il est doux, il est bon" (Kind is he and good.) In French, with orchestra..... | 30701 |

CLIPPING FROM GRAND OPERA AND CONCERT SELECTIONS

| POPULAR SONGS Page 146 to 150 | |
|---|-----------------------------|
| Solos—Sentimental Page 145 to 146 | Solos—Negro Shouts Page 148 |
| Solos—Coon Songs Page 146 to 147 | Duets Page 149 to 150 |
| Solos—Comic Songs Page 147 to 148 | Trios Page 150 |
| Solos—Miscellaneous Page 148 | Quartettes Page 150 |
| Solos and duets with chorus. Page 150 | |
| STANDARD SONGS Page 151 to 153 | |
| Favorite Ballads and Familiar Melodies Page 151 | |

SECTION FROM INDEX OF CLASSIFICATIONS.

Comic Song Solos

| | | | |
|--|---|---|----|
| Abraham Lincoln Jones, Or The Christening. (A738)..... | 5 | I Love, I Love, I Love My Wife, But Oh You Kid. (A707)..... | 37 |
| Ain't It Funny What A Difference Just a Few Hours Make. (A5231)..... | 5 | I Love Macintosh, from "Our Miss Gibbs." (A5242)..... | 37 |
| Alice Where Art Thou Going? (With quartette chorus.) (A358)..... | 6 | I'm Afraid To Come Home In The Dark. (A423)..... | 38 |
| All In, Out and Down. (A5031)..... | 6 | I'm Going To Do What I Please. (A73)..... | 38 |
| The World Goes On. (A5231)..... | 7 | | |

SECTION FROM INDEX ARRANGED UNDER CLASSIFICATIONS.

| |
|---|
| Holt. (A694) Page 5; (A5241) Page 11; (A5264) Page 12; (A5287) Page 22; (A5188) (A5219) (A5234) Page 27; (A5170) Page 30; (A739) Page 33; (A783) Page 41; (A5175) Page 59; (A5088) Page 61; (A5142) (A5079) Page 62; (A800) (A8097) Page 76; (A365) Page 74; (A254) (A793) Page 79; |
|---|

SECTION FROM INDEX OF RECORDS ARRANGED UNDER NAMES OF ARTISTS.

artist and kind of voice or instrument played, and then the accompaniment. The number of the record appears in bold figures on the left-hand side of each couplet, and the size and price appear on the right. All keys and references are entirely done away with and the desired information obtained easily and quickly.

The forty tinted pages comprising the grand opera section follow immediately after the alphabetical list of the regular series of 10 and 12-inch records. In this section the records are listed under the names of the artists, accompanied by illustrations and descriptive matter; interspersed are signed testimonials from prominent artists

singing exclusively for the Columbia. An alphabetically arranged index under the classification of operas, selections and artists makes this section easy of reference and complete in itself.

Following the tinted grand opera section is a most comprehensive classified index to all the selections in the catalog. The main classifications that have been made are instrumental records, vocal records, talking records, whistling records, and grand opera selections. All of these, with the exception of the last two, are sub-divided into the various classes that are necessary to give adequate reference to the wide range of selections recorded. In addition to the classified index there is an index of records arranged under names of artists.

The complete yet simple method of indexing this new Columbia catalog makes any desired selection the one that can be referred to just when it is desired. The result is a catalog that is everything a record catalog should be. It is something more than a list of records, and the dealers for whom it has been issued are certain to realize its value in the selling of records. Of the remainder of the catalog some six pages are occupied with illustrations and descriptions of the lengthy list of popular artists making records for the Columbia Co. Two pages at the end illustrate a standard model Columbia graphophone and two models of the Columbia Grafonola.

HOT WEATHER CONDITIONS

Prevail in Talking Machine Circles in Baltimore—Rural Trade More Active Than in the City—What Leading Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., June 5, 1911.

Dealers in talking machines in the Monumental City have about concluded to settle down for a comfortable time during the remainder of the summer, after enjoying one of the most prosperous winter trades in a long while. This is not meant to convey the impression that the bottom has entirely dropped out of the local business, for this is not the case at all. It is quite true that there is no big rush of buyers, nor do the dealers expect anything of the sort until the fall, but a comparison of figures with those for the same time last year show that things are better from a sales standpoint. But it must be admitted that the dull period struck the dealers somewhat unexpectedly and earlier than they really looked for it. But this is explained because of the fact that after one of the longest winters that prevailed in Baltimore for many years, real summer weather set in right at the jump and before most of the business people could realize the proposition they were up against. This very warm weather has continued unceasingly, with the result that a great number of Baltimore people packed up their duds and hied themselves to the mountains or the seashore.

One thing the dealers are strong in asserting and that is they expect one of the best falls for the business that they have had for some time.

While things are going along evenly in the city most of the local dealers who have a good rural trade in Maryland, Virginia and other nearby States announce that the people in the country are proving good for the trade. Many orders are coming in from these sections.

Cohen & Hughes announce that for this time of the year they are having satisfactory results with the Victor, while the record business has been keeping up in nice shape.

Manager Roberts, of the local store of E. F. Droop & Sons Co., makes optimistic reports concerning the May and early June conditions of trade with the Victors and Edisons.

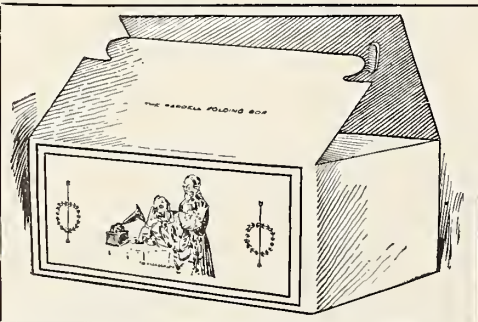
The first sample of the Columbia's latest, the Grafonola Regent Junior, has just been received at the local store of the Columbia Phonograph Co. It has been placed in a conspicuous place by Manager Laurie, with the result that it is attracting much attention. Many inquiries have been made concerning it and Mr. Laurie believes that it will prove a real winner.

Manager Albert Bowden, of Sanders & Stayman, makes the optimistic announcement that the prospects are rosy for a fine fall trade of Victors and Columbias.

IF the grocer packs his eggs in special crates, how much more necessary that you should have the

PARDELL FOLDING RECORD BOX

TO PACK, SHIP AND DELIVER
They are Neat.



YOUR PHONOGRAPH RECORDS
IN They are Business-like.

These boxes are so cheap that they add nothing to the cost of selling records. They preserve the records and please the customer. They save time and add to the dignity of your business. Made of attractively decorated cardboard. You need them.

| | | | |
|-------------------------|---|---|--------------------------|
| No. 3 holds 3 records | = | = | Price \$1.25 per hundred |
| No. 6 holds 6 records | = | = | Price \$1.75 per hundred |
| No. 12 holds 12 records | = | = | Price \$2.50 per hundred |

THE PARDEE-ELLENBERGER CO. NEW HAVEN CONNECTICUT

THE BLACKMAN CO. OUTING.

Employees Entertained at Coney Island by the Company in Handsome Manner—Distribution of Bonuses—Enjoyable Reunion.

On Saturday last the employees of the Blackman Talking Machine Co. were the guests of the company on their second annual outing to Coney Island, where they visited the various places of amusement, enjoyed an elaborate dinner and received a bonus consisting of such a percentage of the profits of the past year as their length of service and their work entitled them to.

The party went to the seaside resort by train shortly after noon and made their first stop at Steeplechase Park, where they spent the afternoon taking in the various amusements offered. They then went to the Hotel Jefferson, where special tables were reserved for them on the piazza, and were served with a full course dinner.

Following the dinner J. Newcomb Blackman, president of the company, arose and made a strong address in which he dwelt upon the necessity of harmony between employe and employer and between employes themselves, if the business was to be successful, and how everyone with work to do should do that work to the best of his ability regardless of what his neighbor was doing, and with his mind always set on a higher position. Mr. Blackman also made a plea for thriftiness, for the cultivation of the habit of saving by employes and for the more general understanding of the value of money, self-sacrifice at times making for comfort later on. He said, "next to the actual saving of money the next hardest thing is the ability to keep it away from the many alleged friends who offer ground-floor propositions with high interest." After his address, which made a strong impression on his hearers, Mr. Blackman proceeded to distribute the bonuses to the employes, many of whom received very substantial amounts.

The Blackman system of profit sharing is unique in that all that is asked of the employe in order to participate is that he or she be in the employ of the company for over a year, and it is not necessary that the employe have a financial interest in the business. The size of the bonus depends upon the amount and quality of the service rendered.

After the distribution of the bonuses the party repaired to Luna Park, where the rest of the plans for amusement were abandoned, owing to the breaking of a heavy rainstorm. Despite a severe drenching, the members of the party returned to their homes well pleased with the outing as a whole and deeply appreciative of the generosity of the Blackman Co. There were twenty-four in the party, including Mr. and Mrs. Blackman and Mr.

and Mrs. R. G. Caldwell, Mr. Caldwell being vice-president of the company.

RECEIVES PRELIMINARY INJUNCTION.

Regina Company Sends Restraining Notice to the Trade.

The Regina Co., Rahway, N. J., have sent the following circular to the trade under date of June 9:

"We beg to notify you that on May 27, 1911, a preliminary injunction was issued by the Circuit Court of the United States for the Northern District of Ohio, Eastern Division, in the suit of the Regina Co. against the Banner Machine Co., of Columbiana, O., restraining and enjoining the Banner Machine Co. from making and selling hand-operated vacuum cleaners like those put upon the market by the Banner Machine Co. in imitation of the hand-operated vacuum cleaners sold by the Regina Co. The court held that the hand-operated vacuum cleaner of the Banner Machine Co. was so similar in general appearance to the machine put out by our company as to constitute unfair competition and for that reason enjoined its further sale. The injunction was granted by Judge William L. Day upon a full hearing and consideration of the case.

"We bring this matter to the attention of the trade in order to inform all those handling or selling these machines manufactured by the Banner Machine Co., that their further sale is unlawful, and to announce to the trade and to the public our intention of proceeding against all those who might further offer such machines on the market.

"As there are other imitations of the Regina Hand-Operated Pneumatic Cleaners on the market, we take this occasion to say that it is our intention to bring similar proceedings against all those infringing upon our rights."

A LIVE PENNSYLVANIA HOUSE.

The Model Music Co., Inc., Johnstown, Pa., of which Anton Heindl is president and manager, are among the progressive talking machine houses of Pennsylvania. Their store equipment and window display are always unusually effective, winning the notice and commendation of towns-people and visitors. During Easter week the special Victor window display was used with a number of additions that made it unusually striking. Small electric lights were used in all the lilies, also electric lights at each end of the harp. In the small rabbits, the eyes were cut out and red electric lights put back of them, which were continuously winking, thus the display was something entirely out of the or-

dinary. As a matter of fact, this concern is always evolving something new. The Model Music Co. handle not only the Victor line, but also the Columbia.

PROGRESSIVE YOUNG MANAGER

'Is Joseph M. Bryant in Charge of the Columbia Talking Machine Department of Wm. Knabe & Co., New York.

Musically cultured and naturally refined, Joseph M. Bryant, in charge of the Columbia talking machine department of Wm. Knabe & Co., New York, is scoring a success. He is experienced in this line, having handled the Victor at Selma, Ala., later with Stanley & Pearsall and more recently with



JOSEPH M. BRYANT.

Landay Bros., of the same city, for over a year, and was rated one of the best floor salesmen in the employ of that firm. Besides his selling ability, Mr. Bryant has a pleasing personality, and he is building up the Columbia business with Knabe & Co. steadily and permanently.

The Bremner Co., recently incorporated with a capital of \$20,000, succeeds the Bremner-Chalmers Co., Victor dealers, 187 Broadway, New York, and Cranford, N. J. They have the agency for the player-piano of the Behning Piano Co., New York, in Cranford and Union county.

The only work that wears and tires is the work that leaves no thrill of joy when the day is done.

Salter Mfg. Co.

337-343 North Oakley Avenue

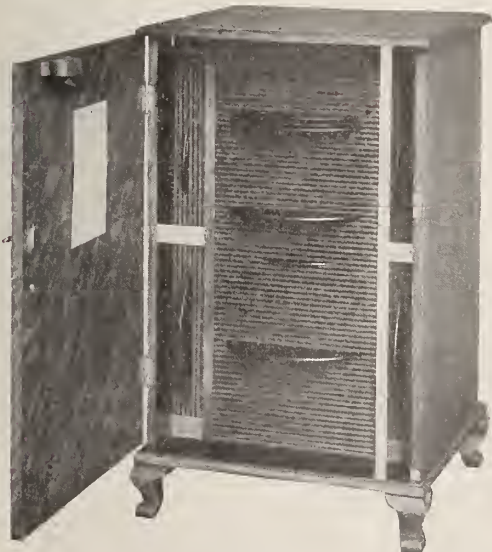
CHICAGO

Makers of

Salter's Patent Felt Lined Shelf

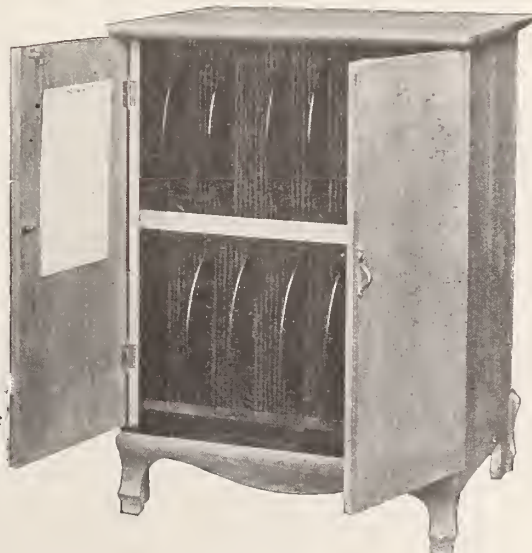
Cabinets

For other styles, write us for our New Catalogue



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

If your jobber don't handle our line we can supply you.

FROM OUR CHICAGO HEADQUARTERS

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

Chicago Jobbers and Dealers Report Betterment the Latter Weeks of May and the Opening Weeks of June—Piano Trade Convention Brings Quite a Few Talking Machine Dealers to the City—Columbia Co.'s Exhibit at the Coliseum—Victor and Edison Lines Displayed by Lyon & Healy—Lively Trade in Victrolas Reported by Leading Dealers—Lyon & Healy Remodeling Record Departments—U-S Phonograph Co. Branching Out in Lively Fashion—How the Talking Machine Co. Interest and Hold Their Trade—A Chat with W. C. Fuhri—Geo. M. Nisbett a Visitor.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1911.

The talking machine trade in Chicago and vicinity, as a general thing, cannot be said to be of the liveliest character, although it is pleasant to report that business during the month of May and thus far in June has shown considerable improvement. The majority of the jobbers and retailers state that their sales have exceeded in volume those of the same period last year, but as a rule they could stand more business without undergoing a heavy strain. The retail demand seems to be chiefly for the higher-priced outfits, and especially for the newer hornless models, which are slowly but surely relegating the old-style horn models to the rear.

Piano Conventions Attract Dealers.

The wholesale trade has been considerably stimulated this week, owing to the presence in town of the members of the Piano Dealers' Association and the holding of the Piano Trade Exhibition at the Coliseum. A large number of piano dealers also carry talking machines, and took advantage of their visit to the city to look over the new things in that line and in many cases to place orders for early delivery.

The Columbia Exhibit at the Coliseum.

The only manufacturers of talking machines to have a direct exhibit at the piano trade exhibition were the Columbia Phonograph Co., who had a large booth, handsomely fitted up, and where they showed samples of practically every style in their entire line of graphophones and Grafonolas. The Grafonola Mignon, the Grafonola Favorite, and the Regent style attracted the most attention from the visitors to the booth, both those in and out of the trade. The exhibit was in charge of H. A. Yerkes, who reported that the results obtained in the way of interesting new dealers and taking orders from established representatives exceeded expectations by a liberal margin.

Some of the Dealers Who Registered.

Robert Smallfield, the well-known dealer of Davenport, Ia., had the honor of being the first member of the retail trade to call at the Columbia booth on Saturday night, the time of the opening. He was followed by a host of others, including Nick Wurth, Escanaba, Mich.; M. M. Marrin, Grand Rapids; G. A. Frielinger, Lafayette, Ind.; C. W. Copp, South Bend, Ind., and representatives of Wookey & Co., Peoria; Benjamin Temple of Music, Danville, Ill., and of the Fulton Music House, of the same city. Special advertising matter was prepared for distribution at the booth, and most of the visitors left with the well-known Columbia trade-mark pin with a double note, securely fastened in their coat.

Lyon & Healy Exhibit Victor and Edison Lines.

Victor talking machines and Edison phonographs constituted the major portion of the large exhibit of Lyon & Healy, and all the more popular styles of machines made by those companies were displayed. L. C. Wiswell, manager of the talking machine department of Lyon & Healy, was in personal charge and succeeded in interesting a large number of visiting dealers in the lines. The information bureau maintained in connection with the Lyon & Healy display, where visitors could find out the time at which trains arrived and departed and other details regarding transportation,

as well as information in general about the city, proved a veritable lodestone to out-of-town parties, and once they had arrived at the bureau it was a simple matter to have them step into the booth proper and listen to a good strong talk. F. K. Dolbeer, sales manager for Thomas A. Edison, Inc., and George D. Ornstein, manager of salesmen for the Victor Co., were both in Chicago during the week, mixing with dealers at their convention headquarters, and keeping in touch with the Lyon & Healy exhibit at the Coliseum. Both gentlemen expressed themselves as being well pleased with the result of the Lyon & Healy display.

Wurlitzer Co. Reports Improvement in Trade.

Business with both the wholesale and retail talking machine departments of the Rudolph Wurlitzer Co. is reported to be of a satisfactory volume, and it is firmly believed that a steady improvement will be noted during the next couple of months, even though they constitute what is generally known as the dull season of the year. Manager Cameron of the retail department reported that though business during April was not particularly encouraging, things had improved a great deal during May and were still on the mend.

Victrolas in Strong Demand.

At the Talking Machine Shops, where the Victor line is handled exclusively, one of the shops being located in the new Steger building, and the other at 169 Michigan avenue, it was stated that while the present season of the year was not considered the best for business, nevertheless the demand for the higher-grade machine, especially Victrolas, was keeping up surprisingly well, many being purchased by people for use in their summer residences.

George W. Davidson, one of the proprietors of the Talking Machine Shops, made a flying trip to Paducah, Ky., recently, where he succeeded in placing an Auxetophone in one of the public parks, and also planted the seeds from which he expects a crop of Victrola orders to grow. His brother, Cecil L. Davidson, returned recently from his honeymoon trip.

Remodeling Record Department.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reported that though business had been somewhat dull recently, a steady improvement had been noted in the last few weeks. He was very optimistic regarding the outlook. This house is making various alterations and improvements in their record department, and when the changes are completed expect to have several of the finest record parlors in the country. Miss Anna Nielson, a member of the clerical force of Lyon & Healy's, was married on June 10.

New Branches for U-S Phonograph Co.

The local branch of the U-S Phonograph Co., of Cleveland, O., at 219-225 West Washington street, is getting into the field in lively fashion under the direction of the manager, W. C. Patrick, who is the Western representative of the company. Though the Chicago branch has only been open since April 1 the results were apparent almost at once. New branches have been opened in the store of Bishop & Babcock, 50-56 East Fifth street, St. Paul, Minn., in charge of C. A. Carlson, and in Minneapolis, where Al. Wolf is the local manager. William Van Praag, an experienced talking machine man, is now traveling for the U-S Phonograph Co.

(Continued on Page 44.)

COLUMBIA PHONOGRAPH CO.'S HANDSOME STORE.

(Special to The Talking Machine World.)

Chicago, Ill., June 9, 1911.

The local store of the Columbia Phonograph Co., at the corner of Washington street and Wabash avenue, is credited by many as being one of the handsomest and most conveniently arranged talking machine stores in the city, and the accompanying illustration affords an excellent idea of the general layout of the interior. On the left side of the store, as one enters, seven large demonstrating booths with large plate glass windows, finished in mahogany, extend practically the full length of the store. On the right are the desks for the salesmen

and the office of C. F. Baer, manager of the Chicago office of the Columbia Co. There is also a balcony, or, rather, mezzanine floor, in the rear of which is located the general offices of the accounting force, and also the office of W. C. Fuhri, the district manager. The front section of the balcony is given over to the Dictaphone department, where facilities are at hand for instructing typewriters in the use of these new machines. The furnishings and decorations of the store are of elaborate character and back up in a fitting manner the displays in the two large show windows, which are always attractively arranged.



VIEW OF PART OF MAIN FLOOR, COLUMBIA PHONOGRAPH CO., CHICAGO.



“Tamaco”

Record Indexing Conveniences



“Tamaco” Cabinets That Match:

An exquisite creation—in harmony with any room or any furnishings.

The illustration shows the *convenience* of the filing system. Pull out an Album (each Album lettered); throw back the lid (label index shows contents); pull out the index (with it comes the record). While playing record leave index out (indicating exact filing location). No more searching for the proper place and consequent temptation to stack them up on the window seat or piano. A ready reference “Tamaco” Record Index included with each Cabinet.

IX and X “TAMACO” Cabinet That Matches \$37.50.

XI and XII “TAMACO” Cabinet That Matches \$40.00.

Less, of course, your regular discount.

“Tamaco” Record Album:

Made in both sizes. Finished in Mahogany colored imitation alligator hide. Capacity ten records with numerical guides. Remarkable low price of 50c and 60c respectively, less your regular discount. A very excellent filing device for the man with only a few records and no cabinet.

“Tamaco” Record Index:

A handsome book of 48 pages 5" x 7 1/4", two pages (44 lines) to each letter of the alphabet—in imitation seal grain full leather binding and silk cord hanger. It lists at 50c less your regular discount. Adaptable to *any* cabinet or filing device as a “Ready Reference.”

Our “Tamaco” Guarantee is Worth Something

The Talking Machine Company
137 North Wabash Avenue, Chicago, Illinois



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

graph Co. through the West, and is reported to be getting good results. This company also succeeded in interesting a number of visitors to the Piano Dealers' convention and in placing several new agencies with them.

Talking Machine Co. Advance.

Arthur D. Geissler, general manager of the Talking Machine Co., is one of those who believe in confining efforts to pushing the wholesale business and leaving the retail end alone, on the theory that two things cannot be done at the same time and be done well. This company make their strong talk on the service that they are enabled to render the dealer, the great stock of records and machines being so arranged that lost motion in various departments has been cut down to a minimum and orders are filled with accuracy and dispatch that is most satisfying. The new "Tamaco" record cabinet, equipped with special sets of albums, and which were only recently introduced by the trade, have made a strong impression, and the dealers are ordering liberally.

Pleased With Business Conditions.

W. C. Fuhri, district manager for the Columbia Phonograph Co., expresses himself as being well pleased with the present business being done at the local headquarters, the sales records, both wholesale and retail, for the month of May and thus far in June, having shown marked advances over business for the same period last year. The most marked improvement was noted in the retail end, where it is reported that the increase during the month of May over the same period last year was exceedingly in excess of 50 per cent. The Dictaphone department of the local store is winning new laurels. Four complete equipments have recently been placed in the offices of several large corporations by E. A. and W. W. Parsons. George D. Smith, who looks after the placing of Dictaphones with railroads especially, has also succeeded in closing several satisfactory deals recently.

Geo. M. Nisbett a Visitor.

George M. Nisbett, general sales manager for the United States Phonograph Co., of Cleveland, was a visitor at The World office recently on his return from a trip to St. Paul and Minneapolis. He arranged for the establishment of branch offices in both of these cities and will travel men throughout the tributary territory. He reported that W. C. Patrick, in charge of the Chicago office, had already established nineteen dealers in this city alone.

The Permanent Jewel Needle.

Dealers throughout the country are becoming keenly interested in the Permanent Jewel Needle for disc talking machines, made by the Permanent Jewel Needle Co., of this city. The fact that it is guaranteed for one year and requires no changing and no sharpening, enables it to appeal to the purchasing public with unusual force. It is manufactured for triangular and round needle holes, and

is made in three tones, soft, medium and loud. Dealers who have not yet investigated this specialty would do well to send for samples.

Teaching Vocal Music with the Phonograph.

An interesting plan for teaching vocal music by mail through the assistance of the Edison phonograph, blanks, etc., in very much the same way as foreign languages are now taught, has been mapped out by the Siegel-Myers Correspondence School of Music, 324 Dearborn street, Chicago. George Crampton, a graduate of the Royal College of Music, London, pupil of Sir V. C. Harford, Richard Temple, John Millard and Sir Walter Parratt (the latter Master of Music to the King of England), is to have direct charge of the lessons comprising the course.

A brief review of the method of procedure in this new and novel use of the phonograph will undoubtedly prove interesting as follows: A copy of the song being studied and a record of it in Mr. Crampton's voice are sent the student, who upon their receipt, plays over the record and at the same time follows the score and studies the notes and instructions thereon. This lesson is practiced, the student listening to a phrase as Mr. Crampton sings it on the record and then imitating what is heard.

When the song and record have been thoroughly practiced and rehearsed the student sings back to Mr. Crampton on an Edison blank, which is forwarded to Chicago with answers to questions which form part of the course. Upon the receipt of the record it is carefully reproduced and studied by Mr. Crampton, who criticises the student's work, makes suggestions, etc., and writes a letter embracing them, which, in time, finds its way to the student, who also gets back the record that he or she may understand the comments made by the teacher. When the first lesson is thoroughly mastered the second is taken up, and so on. The selection of the Edison phonograph for this instructive purpose is considered by Thomas A. Edison, Inc., to be a high compliment on the practicability of its record-making feature.

NEW VICTROLA CATALOG

Is a Work of Art—Should Prove a Valuable Factor in Promoting Sales Where Intelligently Used by Dealers.

The literature and general printed matter of the Victor Talking Machine Co., Camden, N. J., is and always has been notable for its fine appearance and excellent quality. Their latest contribution in this line is an elegant special catalog, folio size, with embossed cover, and bound with silk cord, in which the various types of Victrolas are illustrated and described. The frontispiece, in fine color printing, is "A Corner of the Music Room in the White House," which appeared in a former issue of The World. It pictures a corner in the famous Blue Room, with a Victrola XVI. as the piece de resistance.

Then follows fac-simile color reproductions of the Victrola X., XI., XIV. and XVI., closed and open, and a special insert of Victrola XVI., Vernis Martin finish, also a faithful reproduction. A splendid double-page photogravure pictures a grouping, in costume, of "The World's Greatest Singers Make Records Only for the Victor." Separate half-tones of the leading celebrated operatic artists are interspersed throughout the catalog, with accompanying testimonials. The history of the Victrola and what it means in music in connection with the instrument is related in a most interesting manner. This catalog stands at the head of anything heretofore put out in the trade in point of beautiful execution and artistic appearance.

In announcing this publication to the trade the company say: "We believe it to be one of the most artistic catalogs ever issued, and to use the words of one competent to pass judgment, 'it is a commercial literary gem,' and we feel that the reading matter is so very interesting, and the arguments so convincing, that everyone receiving a copy will read it from cover to cover, and after reading be thoroughly convinced that the Victrola is the greatest of all musical instruments and a necessity in every home."

UDELL DISPLAY AT CONVENTION

Will Show a Handsome Line of Cabinets at the Jobbers' Convention in Milwaukee Next Month.

The Udell Works, specialists in talking machine cabinets, Indianapolis, Ind., will have a line of samples on exhibition at the Milwaukee convention, and are naturally anxious that all visiting jobbers should look over their line in connection with business plans for the fall season. The Udell line will include cabinets in mahogany and oak with half a dozen different interiors and a great variety of capacities. They will show about a dozen styles of cabinets for the Victrolas, IX., X. and XI. The exhibition will be impressive, and one that will greatly interest the visiting trade.

POWERS PLANT DESTROYED BY FIRE.

A fire in the afternoon of June 6 completely destroyed the plant, stock and equipment of the Powers Co., Richardson avenue and 241st street, New York, manufacturers of moving picture films. The president and chief owner of the company is P. A. Powers, well known in the talking machine business, with stores at one time in Buffalo and Rochester, N. Y. He is still owner of the Talking Machine Co., in the latter city. The loss is estimated by Mr. Powers at \$150,000, with no insurance. The building was frame, and had been used as a training school for horses of the police force. The Powers Co., capitalized at \$50,000, had erected a big stage in the building for the purposes of the business.

FOUND TRADE TO HIS LIKING.

V. W. Moody, assistant to General Manager Williams, of the New York Talking Machine Co., 81 Chambers street, New York, who was on a trip to New England on special business, returned June 5. He found trade very much to his liking, with the Victor product making phenomenal strides and sales in this territory still making a satisfactory record. All the travelers of the company are on the road and their reports reflect anything but a dull season.

INTEREST IN PIANO TRADE CONVENTION.

A great deal of interest was displayed in connection with the Piano Trade Exhibition and the annual convention of the National Association of Piano Dealers in Chicago last week by talking machine jobbers and dealers, the only exhibitor, it was noted, being the Columbia Phonograph Co. A large number of music houses handle the goods of one make or another, consequently these events centering there were discussed almost to the exclusion of everything else, with the possible exception of the Berliner patent decision. Trade is gradually assuming a summery aspect, but it is believed the fall will open up good and strong.

If a customer blows cigarette smoke into a clerk's face, the clerk has to stand it; can't get away. If a clerk blows smoke into a customer's face, the customer don't have to stand it; he can get away.

Be polite. Your family won't mind if you practice on them.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. **MUNN & Co.** 361 Broadway, New York. Branch Office, 625 F St., Washington, D. C.

THIS IS THE FAMOUS "TIZ-IT"



All-Metal Horn Connection for Phonographs

WE WANT EVERY DEALER TO HANDLE THIS FAST SELLING ARTICLE. PRICE 50 CENTS.

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.

If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers

Manufactured by
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

SOMETHING NEW!

The L. & H. Table

FOR

Victor-Victrola Styles IX—X—XI



DESCRIPTION

The L. & H. Table is especially designated to match the Victrolas 9, 10 and 11. Fitted with two mouldings, one for the Victrola No. 10, and one for the Victrola No. 11. No moulding is necessary for the Victrola No. 9.

One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed. Top of table 20x24 inches. Height 32 inches.

Price, Retail - - - - \$10.00
 " to Dealers - - - - 7.00

Order of your Distributor

Ornamental--Sanitary--Inexpensive

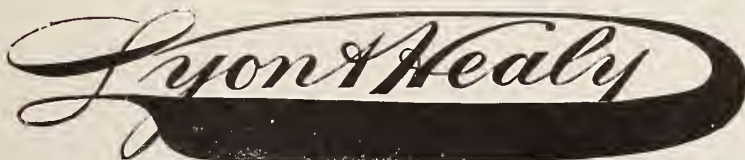


Five salient points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.



Wabash Ave. and Adams St.
CHICAGO

America's Foremost Distributors of Victor Talking Machines and Edison Phonographs

EDISON WINDOW DISPLAYS

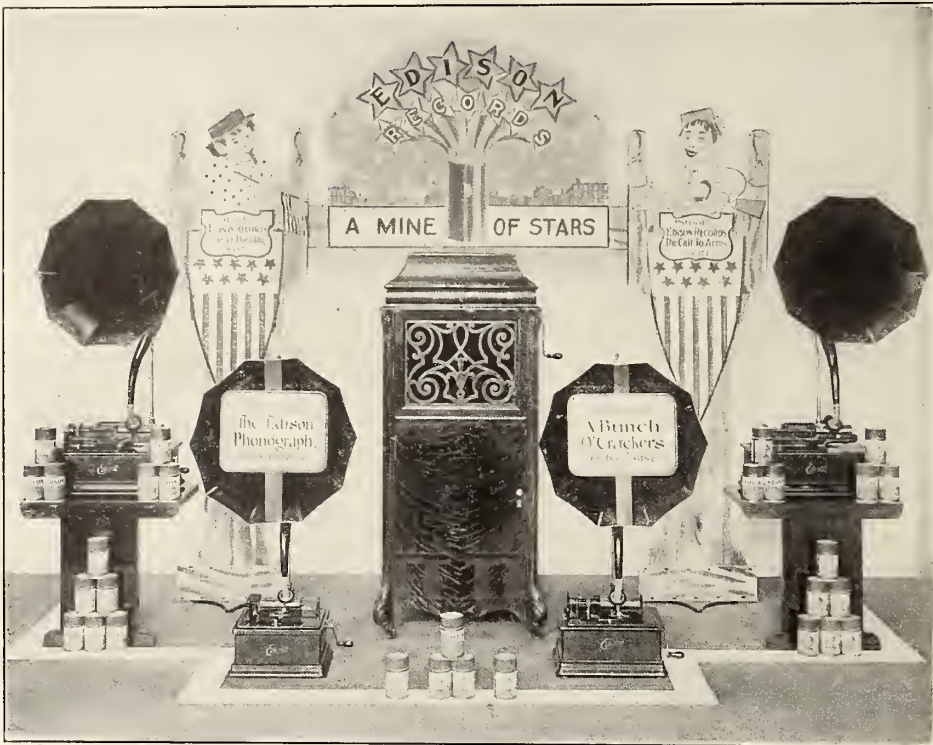
Are Proving Valuable Trade Attractors and Promoters Wherever Used by Dealers—The Special Window Prepared for Independence Day in Great Demand.

The Edison window displays of Thomas A. Edison, Inc., Orange, N. J., scored a phenomenal

July display, No. 9-A, has for a centerpiece, a beautiful night scene. Over the illuminated house-tops spreads the light rays of a mine which terminates in tinsel stars of rainbow colors. "Edison Records—A Mine of Stars" is the catchy headline that tells its story convincingly at a glance. At each side is a representation of a board fence with huge realistic firecrackers resting upon it.

Attractive cutouts show "young America" peer-

silver tinsel stars lend materially to the setting. As the imitation board fence conforms with the grained pedestals no false pedestal fronts are used. "Nothing like a bunch o' crackers for a big noise," and "Nothing like the Edison Phonograph for real music" are two more catchy phrases that appear on each side in the flare of the Cygnet horns. The design as shown is seven feet square, but it can be contracted, as usual, to suit any window.



EDISON WINDOW DISPLAY FOR INDEPENDENCE DAY.

success with their dealers from the very first. They are constructed on a new principle and are substantially built. The one shown in the accompanying cut, the Independence Day or Fourth of

ing over the fence, one in the attitude of "true to the flag," and the other gun in hand in readiness to fight for his country should he hear the "Call to Arms." Two handsome patriotic shields with

Announcement

The Permanent Jewel Needle for Disc Talking Machines

Requires No Changing—No Sharpening. Guaranteed for 1 Year.

Manufactured for both Triangular and Round Needle Hole.

Made in Three Tones—Soft, Medium, Loud.

Permanent Jewel Needle Co.

Sole Manufacturers

Factory, Highland Park, Ill.

General Offices:

222 North State Street

CHICAGO, ILL.

FOR THE SHEET MUSIC DISPLAY.

The talking machine dealer who handles sheet music finds that his sales depend to a large extent on the attractiveness of the display he can put up, that will arrest the attention of customers who come in his store or pass his window. There is probably no line that is more difficult to display than sheet music where one is at all limited in space. The Gier & Dail Mfg. Co., of Lansing, Mich., have worked out twelve different fixtures that, owing to their variety of construction, make them suitable to most every store, and that afford a massive and attractive display and yet require but very little space.

Their No. 76 sheet music sections may be screwed or set against the wall or set up anywhere in the store or placed in the window or outside the door. Each section has 16 pockets that



POPULAR DISPLAY FIXTURE.

hold 20 copies each, each section is 12 inches wide, 60 inches long, is finished in quartered oak or mahogany finish and can be used with propriety in the finest store.

They also furnish steel pockets that nail directly to the wall, also several different styles of revolving cabinets and flat racks. A new catalog has just been issued and will be sent on request to any music or talking machine dealer.

CHEER UP; YOU HAVE A CHANCE.

Tell us not in mournful numbers
Life is but an empty dream;
That we blokes get all the skim milk
And the trusts get all the cream.
Life is earnest, so get busy;
Swing your uppercut and jab;
When good things are flying by you,
Just reach out and take a grab.

Initiative is made of dreaming and action—separate these and the first becomes futility and the second, labor.

1866 **NYOIL** 1910
FOR

Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



NEWS FROM INDIANAPOLIS.

The Dictaphone a Prominent Feature in the Church—Also Used by National Wholesale Grocers' Association—Wulschner-Stewart Co. Report Increasing Victor Trade—L. F. Geissler a Recent Visitor—Misunderstanding About Udell Works—Automobile Races No Help to Business—News Gleanings.

(Special to The Talking Machine World.)

Indianapolis, June 8, 1911.

A new field was opened up in the use of the dictaphone on a recent Sunday when the sermon of the Rev. F. A. Taylor, of the First Baptist Church, one of the largest churches in Indianapolis, was taken on two dictaphones. The Rev. Mr. Taylor is known as one of the fastest speakers in Indianapolis, and says that he has never found a stenographer who could "take" his sermons in a satisfactory way. On Monday morning the dictaphone sermon was read to him; and he pronounced it absolutely correct in every respect. The sermon was taken on the dictaphones by Benjamin F. Blakeman, a stenographer who is well known in stenographic circles of the city, assisted by Clyde Spring of the local dictaphone company. After it was all over, Mr. Blakeman said he did not see why it was necessary to spend time and money in shorthand training when all the work could be done better by the use of machines. It was Mr. Spring's duty in "taking" the sermon to have the second machine and record ready as soon as the other had "run" out. All of it was accomplished without a hitch.

The machines were placed in full view of the audience. "It will excite less curiosity to place them in full view of the audience than it would to try to hide them behind a screen," said Mr. Taylor.

The National Wholesale Grocers' Association, which was in annual session at the Claypool Hotel in Indianapolis, also made use of the dictaphone. One of the conveniences for the grocers at the Claypool was a room where they could look after their correspondence, and it was in this room that the dictaphones were placed. Clyde Spring, of the local Dictaphone Co., had charge of the machines. E. L. Sandborn, president of the grocers' association, suggested that the dictaphones be used, because, he said, he had received so many letters on which were stamped the words "Dictated to the dictaphone."

The Columbia Phonograph Co. here has just received the first consignment of the new Regent Junior, or table gramofona, which sell at \$150. All who have seen it have pronounced it to be the handsomest machine in that line they have ever seen, and Manager Devine, of the local store, predicts for it a heavy sale.

The visit of Mary Garden to Indianapolis last month gave impetus to the sale of her records, which are handled exclusively by the Columbia

Co. Miss Garden made a big hit with the Indianapolis music lovers, and received generous notices in the local press. The local Columbia store was quick to take advantage of the situation, and a special Mary Garden show window was displayed.

The Musical Echo Co., which handles the Victor machines only, pushed the records of the various numbers played by the Victor Herbert Orchestra on its visit to Indianapolis this month. Agnes Kimball, soprano, with the Herbert Orchestra, is an Indianapolis woman, and this gave added attraction for Indianapolis people to the work of the orchestra. Trade has been good with the Musical Echo Co. The report is that nearly all of the sales are in the Victrola line.

The Wulschner-Stewart Music Co., jobbers in the Victor line exclusively, report a good business in the Victrolas, especially in the wholesale trade, which has been better for the last month than the retail trade. Several new dealers out in the State have been established to handle the Victor line. W. S. Barrihger, manager of the talking machine department of the Wulschner-Stewart Co., expects a big business this fall. Mr. English, road man for the company, believes that conditions are right for heady sales after the summer months have passed. He has given close attention to trade conditions for several weeks.

Louis F. Geissler, general manager of the Victor Talking Machine Co., called on the Wulschner-Stewart Music Co. store about 7:30 one morning last month, and had a pretty hard time in getting shown through the talking machine department. The boy who has charge of the sheet music counter was the only one in the store at that time, and he did not warm up very well to the idea of showing a total stranger through the store. Mr. Geissler, however finally convinced him that it was all right. Mr. Baringer was very sorry that he did not get to see Mr. Geissler before the latter left the city. Mr. Geissler had to leave on an early train.

The Wulschner-Stewart Co. have just received the new Victrola Ninth, which will retail at \$50. Mr. Ballinger believes it will prove to be a decided winner.

There is in Indianapolis a little boy under four years old who can recognize more than twenty-five pieces of music when he hears them sung or whistled. The boy's father was surprised the other day when the boy on hearing a passer-by whistle "Every Little Movement," announced the name of the song. He then tested him on many other pieces and found that the lad knew all of them. The parents have had a Columbia machine in the house ever since the boy was born.

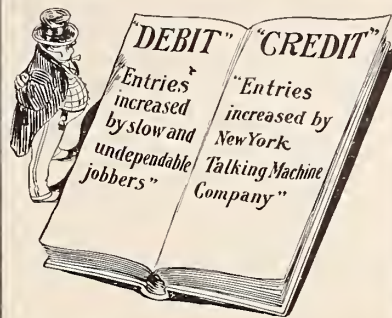
The Wulschner-Stewart Music Co. have arranged a room where nothing but Victrolas are shown.

There was a good deal of excitement in the business section of the city one afternoon recently, when a big fire was seen out at the northwestern edge of the city. Many concluded that the big factory of the Udell Works was on fire. There was much prophesying as the flames leaped higher until it was found that the fire was in another factory some distance from the Udell Works.

Large crowds were attracted to Massachusetts avenue during the races at the speedway last month, as many of the best garages are in that avenue. All of this was fortunate in an advertising way for the Kipp-Link Co., which is located in the avenue.

PERSONALITY IN SALESMEN.

You may take two men of apparent equal ability, teach them both the same facts about any line, send them out, and one man will sell twice as much as the other. The one didn't know the goods any better than the other, but he knew better how to appeal to the minds of his customers. He could persuade. Somehow or other, for reasons hidden and almost inexplicable, he was the stronger man. Why could he persuade where the other man could not? Why? Because he had a better personality. And what is personality? Whence does it spring? How may it be acquired and strengthened? This is a matter for salesmen and sales managers to study.



Does your jobber increase the entries

on the credit side of your ledger, or on the debit side? If he gives you slipshod service, or makes excuses instead of filling orders, your debit entries will increase. We will boost the right hand side of your ledger.

Our Victor service will increase your business, and make you the most reliable Victor dealer in your town. There are two reasons why we can do this. We ship all goods on the same day order is received. We handle no other talking machine products than Victor. You get Victor goods when you want them, and your orders are always intact.

Every order leaving our shipping room has received the same careful attention, regardless of size. No mistakes, no delays. No holdups. Our gigantic stock enables us to supply you with any Victor product at once.

Wouldn't you like to deal with a jobber like this? Wouldn't it help your business? Think how many good customers you have lost because your jobber failed to attend to your order promptly. Figure out how much money you have lost. Then give us your next order, and start to save.

We have anything you need in the line of Victors, Victor-Victrolas, Victor Records, horns, needles, extra parts and accessories of any kind.

Get a line on our resources. Write to-day, and we will send you our catalog by return mail. We will also send you a little booklet which tells of record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



GOOD REPORTS FROM CLEVELAND.

While the Demand is Conservative Dealers are Most Optimistic Regarding Trade Outlook—U-S Phonograph Co. Steadily Expanding Their Business Throughout the Country—Caldwell Co. Doing Well With Victor Line—Columbia Co. Giving Interesting Recitals in the Vicinity of Cleveland—A Budget of Interesting Items From All Points.

(Special to The Talking Machine World.)

Cleveland, O., June 9, 1911.

While the volume of trade was not so large in May as in the previous month, transactions were numerous, and the talking machine dealers express themselves very well satisfied with results. But in line with the run of business generally, sales are just fair, and a conservative demand is quite evident. Conditions are not what were expected at this season, nor are they satisfactory, yet instead of a decrease, additional dealers are in evidence, the latest, the establishing of a jobbing house for Edison goods.

All the dealers are now well supplied with machines, cabinets and records, and several large orders have been placed for early fall delivery, covering the entire line of the high grade machines.

It is the general opinion among dealers that with the conclusion of Congressional debate of reciprocity and the tariff question, business will resume its normal condition. "If Congress would adjourn for ten years," said one dealer, "it would be a blessing to the country."

The use of the dictaphone in unearthing recent alleged bribery at Columbus has attracted widespread attention to the machine. Enterprising bartenders are now dispensing "Dictaphone Cocktails" and dilate on their popularity. Next we may likely be regaled with "Edison Business Phonograph Sundae," if the legislative bribery investigation continues.

L. C. Wiswell, of Lyon & Healy, Chicago, was a recent visitor in Cleveland.

F. K. Dolbeer, general manager of sales of the Thos. A. Edison, Inc., was in the city the latter part of May.

J. M. Bame, representing the Victor Talking Machine Co., spent a few days visiting the talking machine dealers the first of this month.

W. H. Hug, representative of the Thos. A. Edison, Inc., was in the city June 3, interviewing the dealers and looking after the interests of his company.

Mr. Gorham, of the Victor Co., was here the last week in May.

The Columbia Phonograph Co. reports May business as being the best since opening the new branch in Cleveland. "The sale of all types of machines," said Geo. R. Madson, local manager, "have been satisfactory, while sales of Mary Garden records have been large, a result of her visit here in May. Among the Italian trade, especially the records made by Guido Deiro, on the accordion, sales have been unusually large. Mr. Deiro will be here at one of the local theatres during the latter part of the month, when we will specialize his productions. We have added to our list an unusually large number of foreign records, especially of the Bohemian, Hungarian and Polish, as the demand is large and constantly increasing.

"The Columbia Co. have been giving recitals in and around Cleveland, entitled 'Grafonola and Violin Recitals,' Mr. Routh, a local violinist, giving violin obligatos with records by Margaret Keyes, Olive Fremstad, Eugenie Bronskaja and others, making a very interesting entertainment, and from which we have many encouraging prospects. In giving an entertainment at the annual banquet of one of the choral societies, it was extremely interesting to the society and of much importance to us, as the society was considering several applicants for their artist soloists for the coming season, and the records materially helped in making the selections. We believe this opened a fruitful field for Columbia records, and we invited them a selection of records of the different soloists that were being considered for future entertainments."

Everything is moving along prosperously at the

Victor

¶ Why say more?

¶ Come to the real headquarters for VICTOR and EDISON goods.

¶ We give you everything any other jobber will—and then some.

¶ Service too good to mention.

Standard
Talking Machine
Company
PITTSBURG, PA.

Edison

factory of the U-S Phonograph Co. G. M. Nisbett, manager of sales, said the factory was operating to the limit of capacity and that the expansion of business was constant and permanent. Dealers in various sections of the country have taken on a full line of the company's goods, and a branch house has just been opened at 58-60 East 5th street, St. Paul, Minn., and one at 1106 Commerce street, Dallas, Texas, while a number of others are contemplated. The company are turning out quantities of advertising literature, which will compare favorably in artistic merit with that of any other talking machine product. Worthy of especial mention is the 40-page advance list of selections, which includes sixty-two and four minute records, making, as the company claims, an excellent collection in themselves, running as they do pretty nearly the entire scale of musical attainment.

T. H. Towell, general manager, is now in New York.

Geo. M. Nisbett, manager of sales, has just returned from a business trip to Chicago and St. Paul.

F. L. Dillbaker, of the M. & R. Record Co., Chicago, was a recent visitor to the U-S Phonograph Co.

Conditions with The Caldwell Piano Co., which has just taken on a complete line of Victor goods, are the best. H. D. Scroton, manager of the new department, said: "The talking machine business for June has opened up most encouragingly. We are getting orders for more No. 16 mahogany Victrolas than we can supply, and our record sales are good and increasing." Not a little comment is heard concerning the weekly recitals given by the company in the recital hall on the Victrola and Angelus Player-Piano. During the past month the window displays have been an attractive feature, the big hit, however, was the live dog sitting on the turn table of a Victrola.

The Eclipse Musical Co. report trade in the wholesale department for both Victrola and U-S goods as of the most encouraging character. Notwithstanding business generally is somewhat hampered, the demand for machines of various descriptions, it was stated, was fairly good, and that there is a steady inquiry for the latest models and records. Mr. Towell is very sanguine as to the future of the business, and is aiming to meet the expected largely increased requirements of the trade by carrying a full and complete line of both Victor and U-S goods.

Mr. Kellogg, sales manager of McMillins, said: "Trade in Victrolas is only fair, the warm weather affecting the business in high grade goods. The sale of Edison machines and records is very good. During May we experienced excellent sales of Victor German, Russian and Italian records."

W. H. Buescher & Sons express themselves pleased with the sales of Victrolas and other Victor machines, as well as records, particularly the Red Seals.

R Svehla, who recently purchased the West Side Columbia store of John Reiling, has entirely refitted the place, and in addition to talking machines has installed a line of pianos and small musical instruments.

Mr. Freidlander, of the Bailey Co., said business during the past two weeks has been perceptibly picking up. "Our sales of machines," he said, "have been very satisfactory, and we are having a fine record trade, and largely of the higher priced productions. The new Victrola IX is going to be a popular machine."

As yet the Rudolph Wurlitzer Co. have confined their business at the new store to the automatic musical instrument trade, but are making preparations to install a line of pianos and player-pianos. The company has had in contemplation the handling of Victor goods, but has not yet fully determined the matter. The manager questions the advisability of the undertaking.

To make good clerks every mercantile house must remember that the customers, as a body, care more for the clerks than they do for the members of the firm.

The buyer that waits on a salesman quickly is the man that gets the best prices.

Nordica, Fremstad, Garden, Nielsen, Cavalieri, Bispham,—and plenty of others. Great *names* and great *records*. Exclusively Columbia. Any reason why you should keep yourself separated from the business they are bringing?



Columbia Phonograph Co., Genl., Tribune Building, New York

EDISON ON HIS NEW BATTERY.

Expects It to Alter All Electric Transportation—Can Be Charged in Very Few Minutes and the Large Size Will Go in a Suitcase—Butcher's Day's Deliveries Will Cost Him 25 Cents—Discusses New Talking Pictures.

Thomas A. Edison thinks that he has now invented a storage battery that will overcome the three main objections to the ones now in use, weight, bulk and length of time required to store them. The new battery that he has been working over for months is so light that one large enough to run a butcher delivery wagon can be put into a suitcase. It can be charged in four or five minutes, he says.

It was at the meeting of the National Electric Light Association, last week, that Mr. Edison let this much and a little more be known about the work that has been taking most of his time recently. In spite of the fact that it was he who invented the electric light years ago, he has never attended any of the thirty-four conventions of the N. E. L. A. When he came onto the stage he was cheered for a full minute.

Samuel Insull talked for Mr. Edison, for the latter seldom makes a speech. Mr. Insull told them that Mr. Edison thought the electric lighting industry was in mighty good hands at the present time and that he considered it a privilege to be able to be present.

It was after the meeting was over that Mr. Edison was cornered by newspaper men, and seemed really glad to talk.

His new battery would revolutionize surface car transportation, he thought. Some of his batteries are already being tried out on the Twenty-ninth street crosstown cars, but the new ones are not to be compared with those. The new ones can be stored under the seats.

They can be "rushed," he said, when it came to charging. Full current from the ordinary feed wire can be turned on at the end of each trip and in four minutes the batteries will be charged. Mr. Edison is very sure that they are economical and very cheap, but how cheap he has not figured out.

The most startling part of what Mr. Edison had to say pertained to the use of the new batteries in vehicles. He told of an old delivery cart that he turned into an electric motor in no time. All he did, he said, was to take off the shafts and install one of the suitcase variety storage batteries, along with a motor. He said that he found that that battery could do the ordinary delivery work of a butcher at a remarkably small cost.

A ten-minute charge would carry it over fifty miles, or it could be charged for smaller periods while loading up after each trip. The whole cost of a day's delivery for the average merchant was about twenty-five cents, he thought. He figured out that this new butcher wagon of his would make seventy-two average trips on a total charge lasting seventeen minutes.

Another interesting feature in Mr. Edison's account of his invention is his assertion that there is no waste or leakage.

Mr. Edison also told of the stage, bigger than that of the Metropolitan, he said, which his company had in the Bronx and on which he was training sixty actors for parts in his new "talking moving pictures." None of these are out yet, but it will not be long before his forty dramas that they are rehearsing now will be ready. Mr. Edison said he did not see why the speaking moving pictures could not be applied to Shakespeare as well as anything else.

He was asked what he thought of the welfare work for electric lighting employees. He said he considered it a great thing and that the leaders of the movement could count on his support.

The inventor said he did not think that any lighting corporation could be put in the same class as the Standard Oil and the tobacco trust and were not in any great danger of dissolution. He was sure that the lighting companies were giving the public a square deal, and to prove it he spoke of the recent reductions in rates. He was optimistic as to their future.

HANDLING THE NEW CUSTOMERS.

Trade Is Built Up by Extending a Proper Greeting to the New Visitors—Doesn't Do to Strike an Average in Judging a New Customer.

The way in which customers are greeted when they enter your store is of supreme importance. And the policy in this line is not what one employe does, for one swallow does not make a summer, but it is what we all do, what the impression of the force as a whole may be. As a matter of fact, the employes of a store are pretty apt to average a good deal alike in matters of routine work. One who stands very far above the rest will soon seek a better field for his talents if the average is low in his present place.

There are stores where no one is really greeted in the true sense of the word—customers being spoken to only when they speak to a clerk. That sort of treatment, or lack of treatment, does not warm one's heart very much toward the store. What we like ourselves when we go buying is to have someone greet us cordially when we enter the store and act as if our coming were appreciated and as if we were really welcomed. And we like it when we are called by name. The store where they speak only when they are spoken to is doomed to disappointment in the matter of annual receipts.

It is the new visitor to the store who should be given the limit in the matter of polite attention. The stranger may be merely a transient with no chance of becoming a regular customer, but also the stranger may be a new inhabitant of the town whose trade might become the best of any one family's trade. You never know, and it is not worth while to take chances just because you think a visitor is a transient. Anyway, the veriest transient will buy more while he is in the store if he is treated well, and when opportunity offers he will go out and give the store a better name.

L. R. MCCHESNEY, NEW EDITOR

Of the Edison Phonograph Monthly, Succeeds T. J. Leonard, Who Has Been Promoted to Office Manager of Edison Storage Battery Co.

Thomas J. Leonard, editor of the Edison Phonograph Monthly, the bright magazine issued in behalf of the phonograph department of Thomas A. Edison, Inc., Orange, N. J., has been promoted to office manager of the Edison Storage Battery Co. Mr. Leonard, who originally was taken from the general business office of the company, where he was an expert accountant, to edit the Monthly, is considered one of the cleverest men in the service of the corporation, and the promotion to this responsible position is strictly an advance on merit.

The Monthly will be hereafter edited by L. R. McChesney, the very competent son of L. C. McChesney, manager of the advertising and general publicity department, who has been Mr. Leonard's assistant. The younger Mr. McChesney will also look after the Phonogram and other house literature and publications issued by the corporation, a task of no small magnitude.

ADJUNCTS TO ADVERTISING.

Window Displays, Store Interiors and Service Three Important Factors—Making Salesmen Out of Clerks.

Window displays, the interior of the store and the personal service of clerks all bear on the pulling qualities of advertising. A merchant in Southern Wisconsin who recognizes this has the printer furnish him with a number of proofs to be distributed to every one of his clerks, with instructions to read the advertisement carefully so as to be thoroughly familiar with the special inducements offered. After reading the advertisement each clerk signs his name in the margin of the paper and offers new suggestions that might increase the pulling qualities of the advertisement. By doing this the merchant not only makes salesmen out of his clerks, but he gains new ideas from them; they feel a personal interest in the business, and each one is especially anxious to make a big success of any sale in which any of his suggestions are incorporated.

Adoption of their suggestions intensifies the clerks' interest in the store. It makes them feel that every effort put forward to increase sales is appreciated; they begin to study the reasons for successful sales and learn to back up the printed advertisement with personal efforts. Unconsciously they train themselves to be something more than mere order-takers.

Ideas which might be valuable to the store—goods which might be salable—advertisements which might take—displays which might help sales—persons who might be customers, ought to be mentioned to your employer. Of course, you can't expect each suggestion to be acted upon, but one idea might be worth the attention you have given to the whole.



Mr. Dealer!

Your attention for one moment:

Music Master Wood Horns!

Right now: Are you prepared for tourists and those who go on short vacations during the coming summer months to take care of inquiries that will come to your store for *MUSIC MASTER HORNS*?

If Not, Why Not Get Alive to the Situation?

The *MUSIC MASTER HORN*, beyond a question, is the greatest advancement ever made in Phonographic Horn Construction. Not only from the standpoint of workmanship and finish, but based upon scientific principles of acoustics, sending forth the beautiful sound-waves, minus the hissing and tiny sounds heard from *TIN HORNS*. Why don't you investigate the merits of the *MUSIC MASTER*?

Should your jobber be unable to supply you, write us, and we will send you a sample line of oak, mahogany or spruce horns for disc or cylinder machines on approval.

OUR GUARANTEE WITH EVERY HORN

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

NOT LETTING THE GRASS GROW.

Concerts in Public Parks and Recitals in Private Features of Energetic Victor Campaign of E. E. Forbes Piano Co.—After the School Trade—Suitcase Advertising.

(Special to The Talking Machine World.)

Birmingham, Ala., June 5, 1911.

H. B. Coreaux, manager of the Victor talking machine department of the E. E. Forbes Piano Co. in this city, has mapped out a lively campaign for the summer months which includes, in place of indoor recitals, a series of outdoor concerts in the public parks on two evenings each week. The preliminary circular issued by the Victor Talking Machine Co. regarding their educational campaign and the use of talking machines for instruction purposes in schools, has been reproduced by the Forbes Co., and strong efforts will be made to have the Victor become a fixture in all the schools in the territory covered by the stores of that company.

Mr. Coreaux has recently returned from a two

weeks' "concert tour," giving recitals in private homes and in moving picture houses. He reported excellent results and states that he sold five Victrolas in one town alone. He uses on his trips, for demonstrating, a Victrola X, for which he has had a special carrying case made. The motor he transports in his suitcase, which bears the Victor dog in a prominent position. The trade-mark on the suit case leads to many inquiries which often result in a sale.

REGARDING THE STORE POLICY.

A Good Policy Keeps a Store Up to the Mark and Makes for Popularity—The Result of Study.

A good policy means a popular store. A neglect of policy, allowing it to take care of itself, means a neglect of the very things that go to make a store grow. A business grows by what it feeds upon and it feeds to quite an extent upon its

policy. The merchant who is uncertain as to the wise policy to pursue in a stated case should study the means taken by other merchants. He should study the policies of the stores he knows to be successful, peering into their intricacies and reasoning out their whys and wherefores.

The proper study for merchants is merchandising. The way to find out what policies will be popular is to try them and see how they strike the public. But as this method has the obvious disadvantage of making the business suffer from the mistaken policies, the better plan is to study policies as tried by someone else and take for your own only those that prove successful with someone else.

The store policy should cover every department of management, of advertising, of treatment of help, of treatment of customers. It should be comprehensive and detailed, and it should be lived up to

COMMON SENSE AND ITS VALUE.

A Quality That Will Triumph Over the Obstacles Placed by the Wiseacre—Progress Depends Upon Common Sense.

If you set out to do a thing that never has been done, the Wiseacres will pop up to tell you that it cannot possibly be done. But when you go ahead and do it those same Wiseacres shrug their shoulders, elevate their eyebrows and say, "Oh! of course you can do it that way; we thought you meant the other way."

Remarkable people, those Wiseacres. It is truly wonderful how much they know that isn't so. Still if it were not for a certain popular corrective named Common Sense, the Wiseacres are such determined and such profoundly logical obstructionists that no progress could ever be made in the arts, sciences and industries, for no one would dare undertake to develop a new idea or foster an original discovery.

Common sense is the great motor force of the practical world. It is the thing that makes the wheels go round. Without it almost every invention, every device or plan that has worked out to the positive betterment of human conditions would have perished in the workshop, laboratory or studio of the originator; for Common Sense is the intelligence that recognizes possibilities and provides the means for their realization. Do you know that the first vessel to cross the Atlantic under steam propulsion carried a pamphlet written by a scientific Wiseacre who therein proved to an absolute mathematical certainty the "impossibility" of accomplishing such a feat?

TWO INKY WAYS.

There was a man who advertised but once—a single time;
In spot obscure placed he his ad, and paid for it a dime.

And just because it didn't bring him customers by score,
"All advertising is a fake," he said, or rather swore.

He seemed to think one hammer tap would drive a nail clear in;
That from a bit of tiny thread a weaver tents could spin.

If he this reasoning bright applied to eating, doubtless he
Would claim one little bite would feed ten men a century.

Some day, though, he will learn that to make advertising pay
He'll have to add ads. to this ad. and advertise each day. —New York Sun.

Goods which are nearly out ought to be put down in the order book then, not when they are out. If a rush comes to your notice which you think will clear the stock out shortly—as the demand of each item can't be under your employer's eyes—the articles ought to be put down before they get low.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for the Talking Machine World.)

Washington, D. C., June 7, 1911.

SOUND REPRODUCING MACHINE. Robt. L. Gibson, Philadelphia, Pa. Patent No. 993,980.

This invention has reference to sound reproducing machines and consists of certain improvements which are fully set forth in the following specification and shown in the accompanying drawings which form a part thereof:

The object of this invention is to provide a construction of machine which is adapted to employ a record tablet in disc form and which, in the operation of the record groove upon the stylus, will cause said record groove to travel in contact with said stylus at a uniform speed throughout the entire length of the groove.

The object is also to provide a construction of machine in which the sound box shall remain normally stationary while the record tablet is caused to travel under it to bring the different portions of the record groove in succession into operative position with respect to the stylus.

This invention consists of means for rotating a record tablet and simultaneously therewith shifting the axis of rotation relatively to a stylus of a sound box whereby successive portions of the record groove are brought into operative position with the stylus and whereby the sound box may be relatively stationary with respect to the record tablet.

This invention also consists of the combination of a rotating support for a record tablet combined with a sound box and stylus, and means for rotating the support of the record tablet with a gradually varying speed whereby the speed of travel of the record groove is substantially constant.

Figure 1 is a side elevation of a sound reproducing machine with a portion broken away to show the interior and embodying the improvements in its construction; Fig. 2 is a plan view of the same; Fig. 3 is an end view through a portion of the gearing and motor devices; Fig. 4 is a sectional elevation through a transmitting gearing and driving mechanism for the record tablet support, and Fig. 5 is a sectional view of the detail for connecting and disconnecting the record tablet support with the transmitting gearing.

PHONOGRAPH. Septimus T. E. White, Oklahoma, Okla., and John H. White, New York. Patent No. 993,931.

This invention relates to an improvement in phonographs, whereby the effect of the vibrations imparted to the stylus by the disc or cylinder or any other type of recording tablet is modified by a plurality of diaphragms, thereby increasing the distinctness and volume of the sound.

An object of this invention is to provide an attachment for a phonograph in which a plurality of diaphragms are connected to a single stylus, whereby the effect of the movement of the stylus is amplified, with means for varying the number of diaphragms which will be operative at any time.

A further object of this invention is to provide an attachment for a phonograph which includes a plurality of sounding diaphragms or sounding boxes, connected either in series or multiple, with a primary sounding box or diaphragm.

Figure 1 is a perspective view showing one form of the device, in which the sounding boxes are connected in series; Fig. 2 is a fragmentary vertical section of the form shown in Fig. 1; Fig. 3 is an enlarged detail fragmentary view of the frame with one of the rings removed to show the underlying structure; Fig. 4 is a horizontal section on the line 4-4 of Fig. 2; Fig. 5 is a perspective detail view of one of the adjusting rings. Fig. 6 is a detail perspective view of the lock for securing the ends of one of the adjusting rings together; Fig. 7 is an enlarged view of one of the connections between a pair of juxtaposed diaphragms or sounding boxes; Fig. 8 is a fragmentary plan view of another form of the invention, in which the auxiliary sounding boxes are shown connected in multiple with the primary sounding box, and Fig. 9 is a fragmentary view in elevation, partly in section, of the form shown in Fig. 8.

TALKING MACHINE. James A. Rabbitt, Yokohama, Japan. Patent No. 993,793.

This invention relates to talking machines and has reference more particularly to the construction of the sound-conveying and amplifying devices for such machines.

The invention is directed to the provision of a talking machine of an improved construction, whereby a more compact structure and one which is of attractive appearance is provided, and such that an increased volume and a sweeter tone of the reproduced sounds are secured.

In accordance with the invention, the reproduced sounds are carried from the sound-box through a passageway which passes through the box or casing employed as a support and an inclosure for the motor; within the casing the sound-conveying passageway is divided into two diverging parts which pass one on either side of the motor, thus forming a double resonance chamber. Each of these parts is of progressively increasing cross-sectional area, so that the sounds are amplified

while passing therethrough. In this way a tapering sound-conveyor is provided which is of sufficient size to effect a substantial amplification of the sound, the employment of a bulky tapering horn extending above the machine is avoided, and ample space for the motor is provided without undue enlargement of the casing of the machine.

The invention further involves the provision of certain resonance devices in the sound-conveying passage which serves to augment the volume of the reproduced sounds and sweeten the tone, so that a more faithful reproduction of the recorded sounds is obtained.

In the preferred embodiment of the invention, a support is employed mounted in the sound-conveying passage and carrying resonators which may be in the form of thin leaves, either metallic or non-metallic, increasing in width toward the end of the passage; the ends of these leaves or resonators are free of the walls of the passage and they vibrate in harmony with the sound waves, thereby amplifying and improving the tone of the reproduced sounds.

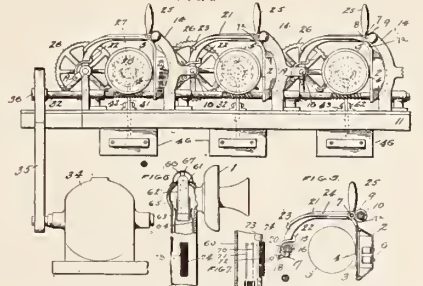
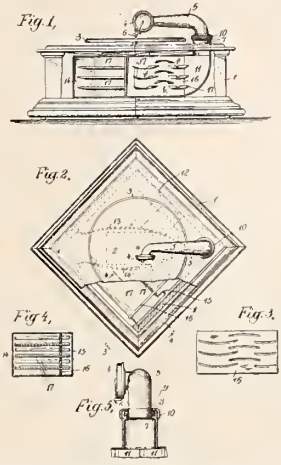
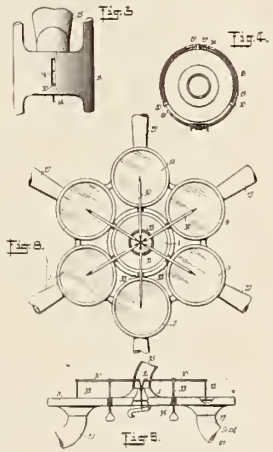
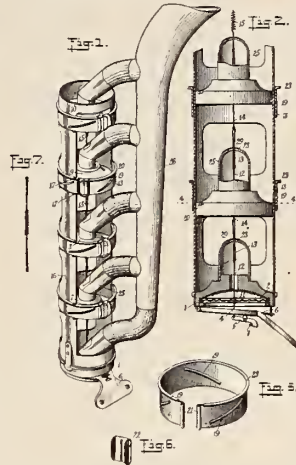
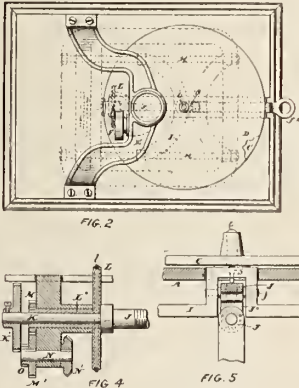
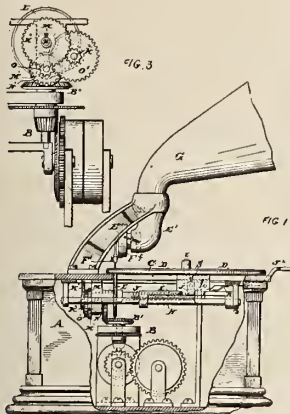
Figure 1 is an elevation of a talking machine, broken away and sectioned in part. Fig. 2 is a top view of the machine, Figs. 3 and 4 are detail views in section on lines 3-3 and 4-4 of Fig. 2, respectively, and Fig. 5 is a detail view of the mounting for the tone-arm.

SOUND REPRODUCING APPARATUS. John Noll, Brooklyn, N. Y., assignor of one-half to Eugene Del Mar. Patent No. 993,542.

This invention relates to sound recording apparatus, and contemplates the provision of novel means embodying a telephone and a phonograph for producing phonographic records of dictated matter in a more accurate, convenient and economical manner than has been heretofore possible.

Phonographs especially constructed for the purpose are extensively and successfully employed in offices and elsewhere for making records of dic-

tated matter, which when reproduced, are written out by an operator. Such use of phonographs is subject to certain marked disadvantages. In the first place, the operator must provide a place usually near his desk for a cumbersome machine and for the cylinder, holders and the like, and must provide electric current or other means of operating the mechanism of the phonograph. He



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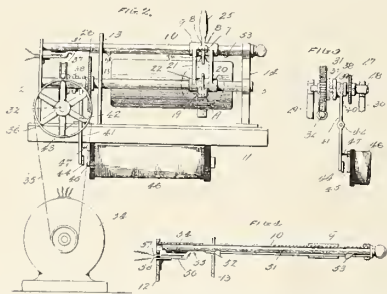
Look back a couple of years—then look ahead a bit. If you cannot read “C-O-L-U-M-B-I-A” written all over the map, your eyes need fixing.



Columbia Phonograph Co., Genl., Tribune Building, New York

must attend to the provision of blank cylinders, guard them with painstaking care against the readily occurring surface mutilation, both before and after use on the phonograph, and generally look after them until they are placed on the reproducing machine. Furthermore, the user must attend to the placing of the records in the machine; he must adjust the stylus in position for work, and generally give his personal attention and his time to the mechanical manipulation of the phonograph mechanism from the time he starts to dictate to it until the dictation is complete.

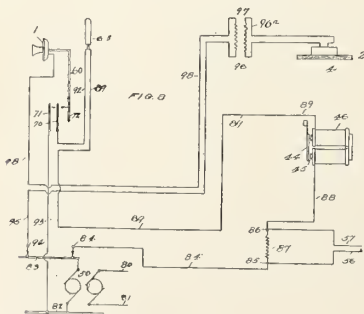
It is one of the important objects of this invention to overcome the above-named disadvantages



by wholly relieving the user of the burden of personally attending to operating the phonograph mechanism, supplying and removing records, adjusting the stylus, and looking after the wax cylinders from the time they are shaved, until adjusted in position on the reproducer.

Another important object of the invention is to provide convenient and reliable means for starting and stopping the rotation of the phonograph cylinder during dictation.

A further object of the invention is to provide



signal means to apprise the dictator when a cylinder is in position ready for use, and to notify him when the record on the machine to which he is dictating is completed, and when such record is replaced by a fresh cylinder.

Other objects and advantages will appear in the course of the following description, wherein reference is made to the accompanying drawings, in which

Figure 1 is a cross-sectional view showing several phonograph units and the driving means therefor. Fig. 2 is a side elevation of a single unit. Fig. 3 is a detail view of a coil operated clutch which is employed. Fig. 4 is a detail view of a slide rod for opening and closing the operative circuit. Fig. 5 is a detail sectional view showing the magnetic recorder and associated parts.

Fig. 6 is a detail view partly in section, of the transmitter standard and a signal lamp mounted thereon. Fig. 7 is a detail sectional view of the transmitter standard showing the switch mechanism mounted therein, and Fig. 8 is a diagrammatic view of the electrical features of the invention.

SOUND RECORDING AND REPRODUCING INSTRUMENT. Josephine Morton, London, Eng., assignor to Melvin Williams & Co., Ltd., Sardinia, Eng. Patent No. 992,029.

This invention relates to sound recording and reproducing instruments such as gramophones, phonographs and the like, and it has more particular reference to the construction of the cabinets for containing the entire mechanism, and which are provided with vertically arranged trumpets having their flared mouths directed toward fretwork covered sound openings in the casing. Instruments of the kind referred to usually have one or more trumpets branching from the sound pipe vertically to the top of the inclosing cabinet; said trumpet or trumpets being fitted at or near their ends with sounding boxes for the intensification and mellowing of the reproduction; or with bridge pieces near the mouth for transmitting the vibrations of the wider part of the trumpet to the casing without the vibrations of the narrower part affecting the strengthening and refining of the sound.

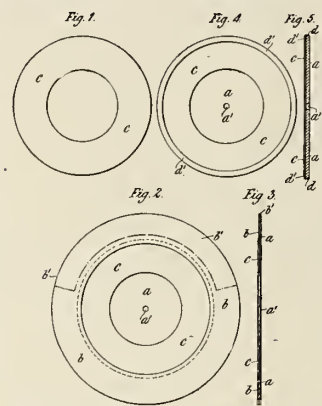
One feature of the invention is to provide an improved construction of gramophone or phonograph cabinet of the foregoing type which is fitted with a novel sound diffuser or deflector.

A further feature of the invention consists in the particular method of forming and arranging the mouth of the trumpet relative to its longitudinal axis or the sound pipe and inclosing cabinet whereby the sounds reproduced are much more effectively diffused instead of being projected in one or more definite and distinct directions.

The accompanying drawing is an illustration of the invention, Figure 1 being a front elevation, partly in section, of one convenient embodiment of the present improvements; Fig. 2 is a central vertical section taken at right angles to Fig. 1, and Fig. 3 is a plan view.

GRAMOPHONE RECORD AND HOLDER FOR THE SAME. John R. Craig, Jr., London, Eng., assignor to Phonofilm Syndicate, same place. Patent No. 992,169.

It has been proposed to use for gramophone records, discs of some light thin and flexible material, such discs when in use being rigidly clamped around their edges onto a rigid plane surface.



According to this invention an annulus is employed in place of a disc and this annulus is loosely held around its edge onto a more or less yielding backing.

Figure 1 is a plan of the record; Fig. 2 is a plan and Fig. 3 a section of the holder with the record in place; Fig. 4 is a

plan and Fig. 5 is a section of a modified form of holder.

HOW TO INCREASE BUSINESS.

The Subject of Some Timely Remarks by the Victor Talking Machine Co.—How Their New Catalog May Be Made Profitable.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 5, 1911.

Recently the Victor Talking Machine Co., Camden, N. J., in sending out their very complete and admirably arranged May record catalog and other literature, gave out some excellent advice to dealers regarding how to increase their business. A few of these “tips” follow in part: “The last six months have brought exceptional opportunities to Victor dealers. During this period there has probably been announced more successful record features than in any six months in the history of the Victor, and the June supplement is only just another big opportunity. While our immense advertising in the magazines and newspapers, with the splendid co-operation of our dealers, is selling Victors and Victorolas faster than our immense factories can supply the demand—don’t forget that the big and profitable record business that follows the sale of every instrument is wholly dependent on the proper distribution of the record catalog backed up with your determined effort to sell records to every Victor owner.

“The only way to make this catalog actually increase your record business is to make up a list of all Victor owners in your community, and then invite them all to call for a copy of the Victor record catalog that has been reserved for them, and when you deliver them their catalog check their names on the list and enter the date catalog was delivered to them. Then watch what they buy, and the minute you find their record purchases falling off, pay them a personal visit and find out exactly why they are not buying records. Possibly the sound box or the motor may need some little repairs which can be quickly accomplished, and as every Victor owner who stops buying records means an actual loss to you, it should be your strictest rule to never let a single Victor owner lose interest in the Victor. Those Victor owners who do not call for their record catalog are the very ones you should go after the hardest.”

RECORD BULLETINS FOR JULY, 1911

COLUMBIA PHONOGRAPH CO., GEN'L.

- 10-INCH DOUBLE-DISC BLUE LABEL RECORDS
 A1006 Oh, That We Two Were Maying—Ethebert Nevin. Contralto Solo, Orch. Accomp. Mary Adele Case
 The Danza—G. W. Chadwick. Contralto Solo, Orch. Accomp. Mary Adele Case
 A1007 It's a Long Way Back to Dear Old Mother's Knee—Halsey K. Mohr. Counter-tenor Solo, Orch. Accomp. Will Oakland
 Only a Pansy Blossom—Frank Howard. Counter-Tenor Solo, Orch. Accomp. Will Oakland
 A1008 The Pink Lady—My Beautiful Lady (Waltz Song)—Ivan Caryll. Soprano Solo, Orch. Accomp. Idelle Patterson
 Fairy Moon—Charles K. Harris. Vocal Quartet, Male Voices, Orch. Accomp. Columbia Quartet
 A1011 Discourse on the Trusts—Murry K. Hill. Vaudeville Specialty, Orch. Accomp. Murry K. Hill
 Father Was Out—Murry K. Hill. Vaudeville Specialty, Orch. Accomp. Murry K. Hill
 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A5290 Within a Mile of Edinboro' Town—James Hook. Contralto Solo, Orch. Accomp. Margaret Keyes
 My Ain Folk—Laura G. Lemon. Contralto Solo, Orch. Accomp. Margaret Keyes
 10-INCH DOUBLE-DISC RECORDS.
 A1003 Variety Polka (Doubla Variado). Accordion Solo. Guido Deiro
 My Treasure Waltz (Tesoro Mio Vals). Accordion Solo. Guido Deiro
 A1004 "De Molay" Commandery March—R. B. Hall. Prince's Band
 A Jolly Good Fellow—March and Two-Step—B. Hartz. Prince's Band
 A1005 The Mississippi Dippy Dip—Ray Walker. Baritone and Tenor Duet, Orch. Accomp. Collins and Harlan
 Steamboat Bill—F. A. Mills. Bartone Solo, Orch. Accomp. Arthur Collins
 A1009 The Hen-Pecks—June—A. Baldwin. Vocal Quartet, Male Voices, Orch. Accomp. Columbia Quartet
 By the Dear Old River Rhine—Theo. Morse. Duet for first and second tenors, Orch. Accomp. Henry Burr and Albert Campbell
 A1010 All Alone—Harry Von Tilzer. Soprano and Tenor Duet, Orch. Accomp. Ada Jones and Walter Van Brunt
 In the Land of Harmony—Ted. Snyder. Baritone Solo, Orch. Accomp. Arthur Collins
 12-INCH DOUBLE-DISC RECORDS.
 A5288 Polonaise Militaire—Opus 40, No. 1—Chopin. Prince's Military Band
 La Czarine (Mazurko Russe)—L. Ganne. Prince's Military Band
 A5291 No One to Love—Harvey. Counter-Tenor Solo, Orch. Accomp. Frank Coombs
 Lorena—J. P. Webster. Counter-Tenor Solo, Orch. Accomp. Frank Coombs
 A5292 Violets—Waltz—Waldteufel. Dance Music. Prince's Orchestra
 I Love Thee—Waltz—Waldteufel. Prince's Orchestra
 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
 1485 The Great Conquest—Fred Wood. Military Band
 1486 Let Me Live and Stay in Dixie—Bricc and King. Tenor Solo. Walter Van Brunt
 1487 Dreaming—Heiser and Daily. Soprano Solo. Helen Clark
 1488 Alma—Hobart and Briquet. Soprano and Tenor Duet. Inez Barbour and Harry Anthony
 1489 When Mariola do the Cubanola—Von Tilzer and Dillon. Baritone Solo. Arthur Collins
 1490 Ciribiribin—Pestalozza. Whistling Solo. Guido Gialdini
 1491 Father Was Out—Original. Vaudeville Specialty. Murry K. Hill
 1492 I Love My Wife—Bryan and Brown. Vaudeville Specialty. Fred Duprez
 1493 Oh, Glory—Original. Vaudeville Specialty. Murry K. Hill

- 1494 The Billboard—J. Klobr. Military Band
 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
 3225 Gesundheit Waltzes—F. Helf. Military Band
 3226 Mandy Lou—T. S. Allen. Vocal Quartet. Peerless Quartet
 3227 All Aboard for Blanket Bay—Harry Von Tilzer. Tenor Solo. Walter Van Brunt
 3228 Baby Rose—Waslyn and Christie. Baritone and Tenor Duet. Collins and Harlan
 3229 Will the Roses Bloom in Heaven—C. K. Harris. Tenor Solo. Henry Burr
 3230 A Bunch of Nonsense—Original. Vaudeville Specialty. Murry K. Hill
 3231 The Crushed Tragedian—Len Spencer. Vaudeville Specialty. Len Spencer and Ada Jones
 3232 Tout Passe Waltz—Berger. Whistling Solo. Guido Gialdini
 3233 Danse des Sultanes—P. Daniels. Concert Band

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 Arthur Pryor's Band.

- | | | |
|-----------------------|---|--|
| No. | | Size. |
| 5851 | Arms of America March. | Pryor 10 |
| 31831 | Cavalleria Rusticana—Prelude. | Mascagni 12 |
| 5845 | Cradle Song—Lullaby (Wiegenlied). | Johannes Brahms, Op. 49, No. 4 10 |
| 5846 | All Alone. | Harry Von Tilzer 10 |
| 5847 | That's Ever Loving Love. | Bricc-King 10 |
| 5848 | I'm Going to Stay on Solid Ground. | Greene-Smith 10 |
| 5850 | Stay in Italy—Italian Dialect. | Snyder 10 |
| 5849 | For Every Boy who's Lonely, There's a Girl Who's Lonely Too (From "Dr. de Luxe"). | Hauerbach-Hoschna 10 |
| 31830 | Gems from "The Fortune Teller". | Smith-Herbert 12 |
| 31829 | Gems from "Fra Diavolo". | Auber 12 |
| DOUBLE-FACED RECORDS. | | |
| 16845 | I'll Lend You Everything I've Got Except My Wife (from "Follies of 1910") (Havez-H. Von Tilzer) | Arthur Collins 10 |
| 16844 | A Rag-Time Episode (Paul Eno). | Banjo. Fred Van Eps 10 |
| 16864 | Band of Gideon. | Fisk University Jubilee Quartet (Work. Ryder, Myers, O'Hara). 10 |
| 16865 | My Love is Like a Red, Red Rose. (Burns-Hastings). | John Barnes Wells There, Little Girl, Don't Cry (Riley-Campion) Elizabeth Wheeler 10 |
| 16866 | Dixie Gray—March Song (Mahoney-Morse). | American Quartet 10 |
| 16867 | Steamboat Bill (Shields-Leighton Bros) Comic Song. | Arthur Collins 10 |
| 16868 | The Old Jokes. Humorous Specialty. | Murry K. Hill 10 |
| 16868 | All Aboard for Blanket Bay (Sterling-H. Von Tilzer) | Walter Van Brunt 10 |
| 16869 | My Trundle Bed (J. C. Baker) | Helen Clark 10 |
| 16869 | I've Found a Friend (Stebbins) Gospel Hymn. | Mr. and Mrs. Wheeler 10 |
| 16870 | The Lord is My Shepherd (Henry Smart). | Miller and Werrenrath 10 |
| 16870 | The Mississippi Dippy Dip (Macdonald-Walker) | Collins and Harlan 10 |
| 16871 | Clancey's Wooden Wedding. Irish Song. | Steve Porter 10 |
| 16871 | June (from "The Hen-Pecks") (Goetz-Sloane) | Walter Van Brunt 10 |
| 16871 | 1—A Fairy Tale (Riley); 2—Otto and His Auto (Cook) Humorous Recitations. | Henry Allan Price 10 |
| 16872 | Dear, Delightful Women (from "The Balkan Princess") (Rubens). | Reinald Werrenrath and Victor Chorus 10 |

- 35189 The Charmed Cup (Weatherly-Roedel). Guido Gialdini 10
 Reinald Werrenrath and Victor Chorus 10
 Murring Zephyrs (Jensen) (Murmeling Luftchen) John Barnes Wells 12
 35190 Two-Step Medley No. 10—"Grizzly Bear," "Mendelssohn Tune," "Italian Love," "Stop, Stop, Stop." Victor Dance Orchestra 12
 Love and Spring Waltzes (Von Blon) (Lenz und Liebe) Victor Dance Orchestra 12
 PURPLE LABEL RECORDS.
 George M. Cohan, Comedian.
 60042 Life's a Funny Proposition After All. Cohan 10
 60043 You Won't Do Any Business If You Haven't Got a Band Cohan 10
 70039 P. S.—Mr. Johnson Sends Regards. Nora Bayes, Comedienne. Cohan 12
 60041 Strawberries (from "Little Miss Fix-It"). Bayes-Norworth 10
 Nora Bayes—Jack Norworth.
 70038 Turn Off Your Light Mr. Moon Man (from "Little Miss Fix-It"). Bayes-Norworth 12
 Lucy Isabelle Marsh, Soprano (with Victor Chorus).
 70037 Inflammatus from Stabat Mater. Rossini 12
 NEW RED SEAL RECORDS.
 Janet Spencer, Contralto.
 74231 Gac to Sleep. In English. Randall-Fischer 10
 74231 Gac to Sleep. In Italian. Randall-Fischer 10
 64186 Bolero (Gypsy Song) Arditi 10
 John McCormack, Tenor.
 74232 In a Persian Garden—Ah! Moon of My Delight Khayyam-Lehmann 10
 Herbert Witherspoon, Bass.
 74233 Vittoria—Madrigale. Florida 10
 64185 1—Requiem; 2—Dearest. Sidney Homer 10
 Luisa Tetrizzini, Soprano.
 88311 Swiss Echo Song (L'Eco) (Schweizer Echo Lied) Albert Reiss, Tenor. Eckert 10
 10-inch, with orch.—In German.
 64188 Hansel and Gretel—Hexenritt (Witches' Ride). Humberdick 10
 64187 Gasparone—Er soll dein Herr sein. Millicker 10
 John McCormack, Tenor—G. Mario Sammarco, Baritone.
 87078 Li Marinari (The Mariners). Rossini 10
 Emilio de Gogorza, Baritone.
 74234 All'clua d'Amour In French. Faure 10

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EDISON AMBEROL RECORDS.

- 715 Kerry Mills' Pawtucket Slide. N. Y. Military Band
 716 Missouri Joes. Sophie Tucker
 717 Sweet Old Rose. Manuel Romain
 718 Down at Finnegan's Jambo. Charles D'Almaine and Company
 719 Baby Rose Billy Murray and Chorus
 720 The Mississippi Dippy Dip. Collins and Harlan
 721 Montrose March New York Military Band
 722 They're All Good American Names. Bob Roberts
 723 Dixie Gray. W. H. Thompson and Chorus
 724 The Prettiest Little Song of All—Bells solo with orch. accomp. Charles Daab
 725 All Alone. Ada Jones and Chorus
 726 Down in the Old Meadow Lane. Frank X. Doyle
 727 Huskin' Bee Medley—Virginia Reel National Promenade Band
 728 Steamboat Bill. Edward Meeker
 729 "Naughty Marietta" Selection. Victor Herbert and His Orchestra
 730 The Harp That Once Thro' Tara's Halls. Irving Gillette and Chorus
 731 Jesus, Lover of My Soul. Edison Mixed Quartet
 732 Dear Heart Venetian Instrumental Trio
 733 Marching Through Georgia. James F. Harrison and Chorus
 734 Fourth of July at Pumpkin Center. Cal Stewart
 735 Norine Maurine Anthony and Harrison
 736 The Spring Maid—Waltzes. American Standard Orchestra
 737 Not To-Night, Josephine. Ada Jones and Billy Murray
 738 Old Black Joe. Knickerbocker Quartet
 739 Three Quotations—No. 2, "And I, Too, Was Born in Arcadia." Sousa's Band
 EDISON STANDARD RECORDS.
 10501 Meet Me To-Night in Dreamland Medley—Waltz New York Military Band
 10502 Any Little Girl, That's a Nice Little Girl, Is the Right Little Girl for Me. Ada Jones and Chorus
 10503 The Vale of Dreams. Campbell and Thompson
 10504 Stop, Stop, Stop. Billy Murray and Chorus
 10505 Come, Josephine, in My Flying Machine. Ada Jones and Billy Murray and Chorus

UNITED STATES PHONOGRAPH CO.

ENGLISH 4-MINUTE SELECTIONS.

- 1205 "Frat" March. U. S. Concert Band
 1235 Venetian Song W. H. Thompson
 1246 Baby Rose (Duet). Collins and Harlan
 1248 It's a Long Way Back to Dear Old Mother's Knee Will Oakland
 1208 Selection from "The Arcadians" U. S. Peerless Orchestra
 1247 They Always Pick On Me. Miss Mahel L. Howard
 1250 Homeland (from "Katie Did"). H. H. McClaskey
 1249 Woldvoeglein (Gavotte) (Whistling Solo) Guido Gialdini
 1256 The Two Beggars (Duet). Miller & Werrenrath
 1260 The Gondolier and Temptation Rag. (Banjo Solo with Piano Accomp.) F. Van Epps and A. Benzer
 1263 Why Adam Sinned. Arthur Collins
 1233 The Valley of Peace (Sacred Duet) Anthony and Harrison
 1194 Love's Sorrow (Violin, Flute, Cello and Piano accomp.) Geo. W. Ballard
 1195 Day Dreams, Visions of Bliss (Duet) (from The Spring Maid) Miss Stevenson and Mr. Burr
 1210 Selections from "The Pink Lady" U. S. Peerless Orchestra
 1242 The Trusts (Vaudeville Sketch). Murry K. Hill
 1245 Virginia Lou Frank Coombs
 1252 My Beautiful Lady (from "The Pink Lady") Miss Helen Clark
 1258 U. S. Minstrels No. 2 U. S. Minstrels
 1268 Heartsense. U. S. Symphony Orchestra
 FOREIGN SELECTIONS (4 MINUTE).
 In German.
 21248 Trink'n wir Noeh'n Troepfchen. Oscar Stolbert
 21250 Die Uhr Emil Muench
 In Russian.
 21770 Ne Brany Mena Rodnaja (Russian Folk Song). Emanuel Hollander

(Continued on page 54.)

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21800 El Husar de la Guardia Duo de Lisette y Leandro—Zarzuella.....Pedro y Emilia Bolbena
21801 Jota Gran Duo "El Duo de la Africana"—Zarzuella.....Vinart y Vergeri
21802 "La Mascota" Duo de Los Pavos...Vergeri y Vinart
21803 Cancion Española (Soprano Solo)..... Srta. Emilia Vergeri
- ENGLISH 2-MINUTE SELECTIONS.
381 June (from "The Hen-Pecks").....Peerless Quartet
382 Buck and Wing Dance (Violin Solo)...Chas. D'Almaine
383 The Blaze of Glory (Nyxophone Solo)...Albert Benzler
384 Oh! That Moonlight Glide.....Collins and Harlan
385 I've Got Your Number.....Ada Jones
386 I'm Falling in Love with Someone (from "Naughty Marietta").....Albert Campbell
387 I Love My Wife.....Fred Duprez
388 Rockin' in de Win'.....Carroll Clark
389 Summer Days.....Geo. W. Ballard
390 That Railroad Rag.....Collins & Harlan
- GERMAN 2-MINUTE SELECTIONS.
5461 Sappment Was Ist Den Das.....Oscar Stolberg
5462 Walzerlied (aus der Operette "Frau Luna")..... Emil Muench
- RUSSIAN 2-MINUTE SELECTIONS.
5975 Parischini Tra La La (Russian Comic Song).... Emanuel Hollander
5976 Matushla Volga (Russka ja Narodnaja Pesna)... Emanuel Hollander
- SPANISH 2-MINUTE SELECTIONS
6000 El Modelo Parisiense Duo del Matrimonio—Zarzuella.....Pedro y Emilia Bolbena
6001 Calle el Labio "La Viuda Alegre"—Vals..... Srta. de La Rocha y P. B. Vinart
6002 Cancion de Danilo (Al Restaurant Maxim) "La Viuda Alegre".....Pedro B. Vinart
6003 La Noche de Reyes—Jota.....Pedro B. Vinart

UNIVERSAL TALKING MACHINE CO.

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Zon-o-phone Concert Band.
5739 A—Valse Septembre.....Felix Godin
B—Greater Lansing March.....F. J. St. Clair
5740 A—Cochecho—An Alaskan Love Dance...Ernest Reeves
B—Uncle Dudley—Eccentric March Two-Step... Robert A. Kellogg
- Zon-o-phone Orchestra.
5741 A—The Pink Lady Valse from the musical comedy rage "The Pink Lady".....Ivan Caryll
B—Trixy—Two-Step.....Libbie Erickson
5742 A—Lichestraum (Love's Dream) Intermezzo.... Franz Von Blon
B—Tangle-Foot Joe (An Old Fashioned Hoe-Down).....Geo. J. Triunkhaus
Vocal Selections with Orch Accomp., Henry Burr.
5743 A—Homeland, from "Katie Did".....Karl Hoschna
B—If You Were a Big Red Rose....Chas. X. Obrien
Arthur Collins.
5744 A—Missouri Joe.....J. H. Von Tilzer
B—Just To Be Sociable.....Matt Marshall
Billy Murray.
5745 A—On the New York, New Haven & Hartford.
B—Always Keep the Money in the Family.... Albert Von Tilzer
Benjamin Hapgood Burt
Will Oakland.
5746 A—Emmett's Lullaby.....J. K. Emmett
B—Norah Acushla.....Harrison Millard
Alice C. Stevenson and Henry Burr.
5747 A—When You're in Town.....Irving Berlin
B—A Night in Venice.....G. Lucantoni
Arthur Collins and Byron G. Harlan.
5748 A—Baby Rose.....George Christie
B—Clara Jenkins' Tea, from "The Major"..... Dave Braham
- Miscellaneous Vocal Selections with Orch. Accomp.
5749 A—My Beautiful Lady, from "The Pink Lady" (Helen Clark).....Ivan Caryll
B—Dreams (Alice C. Stevenson).....Anton Strelezki
5750 A—All Alone (Ada Jones and Billy Murray)... Harry Von Tilzer
B—Sally (Billy Murray).....E. Van Alstyne
5751 A—Mornin' Ezra, Mornin' Si! (Byron G. Harlan) Jean C. Havez
B—Any Girl Looks Good in Summer (Helen Clark).....Phil Schwartz
5752 A—My Yiddisha Colleen (Walter Van Brunt)... Leo Edwards
B—Two Bhoys from Cork (W. H. Thompson)... Wilfrid Davies
5753 A—Virginia Loa (Henry Burr).....Earl Taylor
B—Irish Lullaby (Merle Tillotson)..... Alicia Adelaid Needham

BEST PAYING DEPARTMENT

In a Piano Store, According to the Tasteful and Cleverly Written Booklet Just Issued by the Columbia Phonograph Co. Is That Devoted to Talking Machines—Given Away at Piano Trade Exhibition Held in Chicago.

"The Best Paying Department in the Piano Stores" is the title of a very handsome volume issued by the Columbia Phonograph Co., General, New York, which was distributed from space 12C in the Piano Trade Exhibition at Chicago, which closed Saturday, June 10. Besides a brief but pointed argument, elegant photogravures, 9 by 12 inches, are presented of Mary Garden, Lillian Nordica, Olive Fremstad, and miniature photographs of the entire operatic artists who sing for the Columbia records, printed on heavy plate paper. These are accompanied by fac-simile reproductions of the Grafonola line of hornless machines, including the latest model, equipped with sliding drawer carrying record turntable, which will be shown for the first time. The whole lot, gotten up in the best style of the art, is inclosed in a substantial pocket envelope to preserve the handsome appearance of the pictures and for convenience of carriage.

Brief excerpts from the "Best Paying Department in the Piano Store," to show its force and character, follow:

"After all, what you are selling is *music*, rather than *pianos*. True enough it is, that every family in the United States either owns a piano or wishes to—and that often a piano is sold to a person who regards it as a necessary article of furniture even if it is to be forever silent. But more and more, as the player-piano has demonstrated, it is *music* that most people really desire. If the endorsement of a *piano* by such a distinguished artist as Josef Hofmann is considered to be of value in the sale of that piano, how much more valuable to the agent of that piano are the *records* made in the Columbia laboratory by Josef Hofmann himself, and sold, as they should be, to your own customers in your own piano store? Likewise in the case of such a composer-pianist as Xaver Scharwenka? Moreover, if the written endorsements of certain *pianos* by such world-known singers as Lillian Nordica, Olive Fremstad and Mary Garden give selling strength to those *pianos*, what more appropriate place can there be for the sale of actual replicas of these great *voices* than the store where those same *pianos* are sold?" Facts and figures are quoted to demonstrate the wisdom and profit in creating a Columbia graphophone department in every music store.

Another novelty that was exhibited for the first time also was a new revolving device, for use in the window display to demonstrate their double disc records, and which made a big hit with dealers.

H. A. Yerkes, manager of the company's wholesale department, was in charge at Chicago, assisted by W. C. Fuhri, manager of the Chicago office; Chas. F. Bear and others of the local staff.

CLEVER MECHANICAL DISPLAY.

Some Excellent Ideas Whereby a Window Display of Vacuum Cleaning Machines May Be Made Attractive.

Talking machine dealers who handle vacuum cleaners will be interested in the mechanical window display which was recently arranged by C. J. Partridge, of Sterling, Ill., in which the operation of vacuum cleaning was demonstrated in a manner that attracted a large number of people to the window.

A large doll was made to represent the operator. The cleaning tube was fastened to the doll's hand, the hand being moved back and forth by a stick, one end of which was secured to a wheel operated by an electric motor. A box, measuring about 5 x 7 x 12 inches, or large enough to contain sufficient cornmeal to last without requiring refilling more than once or twice during the day, was placed at an angle a little above a small board.

In the lower end of the box a hole was cut and fitted with a valve composed of a whistle and spring taken from a speaking tube. Attached to this valve was a heavy, curved wire, which extended forward and down to the board upon which the suction tube was operated. Every time the suction tube was brought back it hit the wire, which opened the valve and released some of the cornmeal, which, by the force of gravity, fell to the board. When the suction tube was pushed forward the accumulated cornmeal would disappear. This operation was repeated indefinitely.

Small cleats were nailed to the sides of the board, so as to keep the cornmeal from spreading over the floor. No doubt a number of our readers could adopt, or at least adapt, this idea for an attractive window display.

A VALUABLE SUGGESTION.

Here is a suggestion—that seems worth heeding: "In the office of one of the largest and most successful advertisers in the United States sits a man with an important job but without a title. He is, in fact, 'The Official Killer of Fool Correspondence.' At 3 o'clock in the afternoon the office boys begin placing on his desk all outgoing letters. No letter is allowed to go out until it bears his rubber-stamped initial. It is his business to see that any letter couched in undiplomatic or otherwise objectional phraseology is properly rewritten. He gets a good salary and he earns it."

Don't forget the Jobbers' Convention next month.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

PERRY B. WHITSIT L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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 July list.

Jobbers! Write us for samples and prices of our famous

PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity
Two Million Needles

JOHN M. DEAN, Putnam, Conn.

Leading Jobbers of Talking Machines in America

The
Oliver Ditson Company
are the LARGEST VICTOR
TALKING MACHINE DIS-
TRIBUTORS East of Chicago.

Stocks always complete
Deliveries always prompt
MACHINES and RECORDS
always in prime condition

Our turn-over is so large that ac-
cumulations of defective Machines and
Records are impossible.

We would value your business and
invite correspondence.

OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.
CHAS. H. DITSON & CO. J. E. DITSON & CO.
8-10-12 East 34th St. 1632 Chestnut St.
NEW YORK, N. Y. PHILADELPHIA, PA.

IF YOU'RE IN WESTERN MICHIGAN
It will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

D. K. MYERS
3839 Finney Avenue ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

Boston Cycle & Sundry Co.
48 HANOVER STREET BOSTON, MASS.
Exclusive Edison Jobbers with the biggest
and most complete stock in New England

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

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



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., 82-84 N. Broad St.
- Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
- Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., Wash-bush Ave.
- Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
- Cleveland, O., Columbia Phonograph Co., 413 Euclid Ave.
- Dallas, Tex., Columbia Phonograph Co., 1408 Main St.
- Denver, Colo., Columbia Phonograph Co., 508-507 Sixteenth St.
- Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.
- Detroit, Mich., Columbia Phonograph Co., 114 Broadway
- Hartford, Conn., Columbia Phonograph Co., 719 Main St.
- Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
- Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
- Little Rock, Ark., Hollenberg Talking Machine Co.
- Livingston, Mont., Schenber Drug Co.
- Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway
- Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
- Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
- Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
- Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 25 Church St.
- New Orleans, La., Columbia Phonograph Co., 126 Carondelet St.
- New York City, Columbia Phonograph Co., 89 Chambers St.
- Omaha, Neb., Columbia Phonograph Co., 1811 Farnam St.
- Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
- Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
- Portland, Me., Columbia Phonograph Co., 550 Congress St.
- Portland, Ore., Columbia Phonograph Co., 371 Washington St.
- Ellers Piano House, Portland, Ore.
- Providence, R. I., Columbia Phonograph Co., 110 Westminster St.
- Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
- Sacramento, Cal., Kirk, Geary & Co.
- Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
- San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
- Seattle, Wash., Columbia Phonograph Co., 1811 First Ave.
- Spokane, Wash., Columbia Phonograph Co., 818 Sprague Avenue
- Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
- St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
- St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
- Toledo, O., Columbia Phonograph Co., 229 Superior St.
- Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
- Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights
given where we are not actively represented.
Write for particulars to the Columbia Phono-
graph Co., Wholesale Department, Tribune Build-
ing, New York.
Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

HARGER & BLISH
JOBBER

VICTOR EDISON

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

Des Moines **IOWA** Dubuque

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

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

The Rudolph Wurlitzer Co.

Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best
service in **IOWA**

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

STANDARD TALKING MACHINE COMPANY EDISON PITTSBURG, PA. VICTOR

"If it's made we ship it the same day order is received"

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 firm in the July list.

Have you ordered your Edison Shaving Machine yet?

Blank records bring home a good profit on their own account—but that isn't all. You can make that profit multiply itself times over by putting in a shaving machine and shaving blank records that have been used—and even that isn't all. While the customer is waiting for his records to be shaved you have a corking opportunity to play over his choice of selections from the new Amberol and Standard stock and the chances are you'll land a sale or two right there.

Talk about the man who skimmed the cream off the top of the milk, then flopped it over and skimmed it off the bottom—he hasn't anything on you if you make the most of your Edison Phonograph opportunity. Order that shaving machine today.

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

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1911



A Corner of the Music Room
in the White House

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ZON=O=PHONE

Double Record Discs

10 inch—65c.

12 inch—\$1.00

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Our first complete new catalogue of Double Side Spanish and Italian Records is ready to mail on application. Grand Opera and other selections list at 65 cents each.

In offering you our first list of thirty-five Russian Double Record Discs, we do so at a big expense on account of duty and other charges. We are only charging you 75 cents for two selections. These records were all recorded in Russia so you will understand your home songs and music.

ZON=O=PHONE INSTRUMENTS

from \$20.00 to \$75.00

\$50.00, \$60.00 and \$75.00 Machines all equipped with Wood Horns.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS

Hot Springs.....Joe Hilliard, 216 Central Ave.
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CONNECTICUT

Bridgeport.....F. E. Beach, 962 Main St.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

KANSAS

Topeka.....Emahizer-Spielman Furn. Co., 517-519
Kansas Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-22 W. 5th St.

MICHIGAN

Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 2829 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 208 Washington St.

NEW YORK

Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.
Grand Forks.....Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 629 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia.....S. Nittinger, 1202 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 552 12th St.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 227 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 7. No. 7.

New York, July 15, 1911.

Price Ten Cents

SECURING BUSINESS IN SUMMER.

**The So-called Summer "Slump" Is a Fallacy—
This Is Demonstrated by the Fact That the
Men Who Seek Business Intelligently and
Persistently Secure It in Good Measure.**

Quite a few talking machine men are learning in a most satisfactory and convincing way that business can be had in the summer as well as in other seasons of the year, provided a proper campaign is inaugurated for its capture.

This is a subject to which we have referred frequently in the editorial columns of *The World*, pointing out that this summer slump is largely imaginative and due to the inactivity of the dealer and jobber.

Only recently an instance came under our notice of a retail piano house which, like many of their co-workers, had for years and years closed down on active work after prospects from July 1st to September 15th. A new manager, however, last year, who was educated in the West to different methods than exist in the East, took charge and he could not see why business could not be had in the summer just as well as at any other time.

He put out a force of men through Long Island, covered all the summer hotels and boarding houses and residences, with the result that during these hitherto non-productive months he made the remarkable sales total of \$50,000.

Now there is a lesson here for the live talking machine man.

There is a tremendous talking machine territory to be covered within fifty miles of New York—a territory where talking machines can be sold with success if the proper campaign is inaugurated and persistently prosecuted.

It is a matter that deserves the fullest consideration from men desiring to develop their business and incidentally make money.

These thoughts have been brought to mind afresh through the issuance of a circular by an enterprising Victor distributor, which we reproduce for the benefit and we trust profit of the trade:

DISTRIBUTER'S LETTER TO HIS DEALERS.

"Dear Sir: There is no doubt but a good portion of the summer 'slump' in the talking machine business is caused by habit.

"YOU, YOUR COMPETITOR and WE have gotten the idea into our heads that we must expect business to fall off during the summer months. The writer does not believe this is necessary.

"Instead of cutting down expenses and letting up on your work, we're hitting the opposite trail this year, putting on more salesmen, and going after the business stronger than ever—instead of cutting down, we have increased our expenses.

"The result achieved this year is 40 per cent. ahead of last year at this date. It is worth while! Business can be had during the summer—**THE VICTOR IS AN IDEAL OUTDOOR ENTERTAINER!**

"How to get it? That's the question. If you want an excuse telephone or write your old customers that you have something new to offer them. It is not the question of the profit to be gained by selling them this new article—it is the idea of keeping in touch with them—getting them into your store; increasing their record stocks; getting the names of some of their friends who have heard their Victor and may be good prospects.

"The new monthly records are another business awakener—don't overlook them. Here is another advance list in case you mislaid the original one sent you.

"There is nothing gives you a better chance to telephone that prospect or customer whose interest is waning than the arrival of new records. Let us have that order NOW, right away—here is an addressed envelope."

What the piano man above referred to has ac-

complished and what this Victor distributor is now doing are worth emulation.

Business is at the door.

Why not take advantage of it?

STERLING DISCUSSES COPYRIGHT.

**Interesting Chat with the Sales Manager in
the United Kingdom for the Columbia Pho-
nograph Co.—Tells the World of the Status
of Affairs Regarding Copyright and Cognate
Matters in Great Britain.**

Before sailing for Liverpool, Eng., on the "Caronia," of the Cunard line, July 1, Louis S. Sterling, sales manager in the United Kingdom for the Columbia Phonograph Co., General, spoke of the new copyright bill now before the House of Commons. to *The World*, and said:

"The bill, which is a government measure, is now in the hands of the Parliamentary Committee, many of whom are authors or writers and are apparently indifferent to anything or anybody so long as their particular rights or claims are looked after and covered. In other words, if books are protected other interests have so far been neglected. Of course, only members of the committee have the privilege of speaking, and this places the talking



LOUIS S. STERLING.

machine people at a disadvantage. G. Croydon Marks, who is the attorney for Thomas A. Edison, Inc., in England, is a member of Parliament and also of this committee, and as he has quite a reputation in the profession as a lawyer who aided materially in framing the present trade-mark and patent laws—an acknowledged authority on these subjects—he carries great weight in the House of Commons; and before the bill is placed on final passage will doubtless explain existing conditions to his fellow-members, so that they will come around and accept our proposed amendments.

"The government, or rather the chairman of the committee, has since been enlightened and is inclined to take a more liberal view of the situation and grant concessions. The compromise or amendment we have in mind is arranged on a percentage basis of royalty or value for copyright works not to exceed 5 per cent. We think this is fair and reasonable and is a good return to the composer or owner. All the player-piano manufacturers are co-operating with the talking machine trade and the outlook for the success of our efforts is bright.

"Prices on goods are protected by the manufacturers in Great Britain but not by the courts. The trouble has been that we have never been able to get a test case on price-cutting before the courts on patent rights on account of the great cost of litigation. The defense has always backed down when it came to trying the issue to a finish. The difference between the cost of litigation in the United States and England is startling, and here it

is cheap in comparison to what it is on the other side. The K.C., or barrister with a junior, who are retained through a solicitor, will want, say, \$500 for a retainer and a further \$250 as a "refresher." The client never comes in contact with these distinguished gentlemen—but transacts all his business through the solicitor. It is a fine arrangement for the barrister, but of no special advantage to the client.

"Business with us is 60 per cent. better than last year, and we feel assured the fall trade will be brisk and active. At least, it looks that way now. I came over as much for pleasure and an opportunity to see the home folks as anything else. Of course, I have been at the executive offices of the company and had conferences with President Easton and General Manager Lyle, and also had the pleasure of meeting the heads of departments. Competition is keen with us in Great Britain and prices are cut pretty close at times. The American trade is in a better condition in this respect and are fully protected by the manufacturers and the courts. This is beneficial all around."

BRIGHT WINDOWS ATTRACT.

**Hours After Dark Most Valuable for Advertising
and Should Be Utilized Through the
Show Window.**

The object of a store window is to advertise, not only by day but also by night the stock within.

The hours after dark are the most valuable of the whole twenty-four for advertising purposes, if a window is properly lighted.

People on the street are at leisure to note its contents, and many persons will make it a point to cross a street to see what may be displayed in a particularly bright window on the other side of the way.

Thousands are employed during the day whose chance for observing window displays comes only after their business hours. The streets are filled after closing time with people either going home or to some place of amusement. It is the experience of merchants who have brilliantly lighted windows that customers will come back one day inquiring for goods they have seen in the windows the night before.

ONE MILLION DOLLARS CAPITAL.

The New York Magnaphone and Music Co. have been incorporated at Albany with a capital of \$1,000,000 to generate and distribute music electrically by means of telephone wires from New York to Buffalo, passing through Albany, Syracuse, Rochester and intermediate cities. The directors are: George R. Webb, Charles A. Benton, Josiah L. Blackwell, Benjamin Natkins, Adelbert R. Whaley and Oliver W. Doty, of New York, and Henry W. Webb, of Baltimore.

TALKING MACHINES ON THE PIERS.

An excellent suggestion has been made by Lewis Phillips in regard to music on the New York City recreation piers. He said: "As our piers are devoid of music because of the cost, might the city not furnish mechanical entertainment with talking machines? There is no operating expense connected with that, and it seems to the writer that Verdi or a song by Caruso would be highly appreciated in Little Italy, at 113th street and East River, while Wagner or Strauss would go well at East Third street for the German element. "Home, Sweet Home," sung by Bessie Abbott, or Sousa's marches, with "Suwanee River" interspersed, would answer requirements elsewhere.

Henry W. Savage has secured the American rights of the famous Paris talking pictures, and will exhibit them in this country next season. It is said the pictures are lifelike in their illusion and reproduce the voices of the actors so well that it is difficult not to believe it a genuine performance.

The Convention at Milwaukee ought at least to serve as a reminder to you that under the Columbia policy the dealer runs his own shop and makes his own money in it.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE MAKING OF RECORDS.

An Interesting Talk with Mme. Gerville Reache, the Celebrated Contralto—Her Impressions Before and After Making Records.

Mme. Gerville Réache, the celebrated contralto, in discussing the making of records the other day, said:

"There was a time when I felt slightly scornful toward talking machines," she says. "I was under the impression that it must be extremely easy to sing arias for record making, and that 'anything would do.' One day I was engaged to sing for a talking machine company. My first discovery was that I would have to stand with my back to the orchestra, facing a prosaic tin funnel, whose small end disappeared in a wooden partition. Some one gave a signal, the orchestra started, I sang. A matter-of-fact person in overalls invited me to follow him into the next room and to listen to my record.

"Alas, during one pause I had drawn a long breath and the treacherous record testified to it by a silly swishing sound; during another pause I had cleared my throat discreetly, but not discreetly enough for the too accurate recording needle. Then, carried away by old histrionic habits, I had moved away from the funnel and my voice dwindled into a faint, echolike moan, etc. And then the whole thing was so cold, so flat, so temperamentless.

"The matter-of-fact person in overalls made me listen to record after record of the same aria. No longer did I believe that 'anything would do.' Not only does singing for the purpose of phonographic production require much more care and accuracy

than stage singing, but it requires more of an intellectual effort. The magnetic communication of thought between audience and singer is lacking; there is no longer any inspiration or any atmosphere. We address our impassioned appeals to a tin funnel, and however violently our temperament may prompt us to 'act' we must stand rigidly in front of the tin funnel."

REGARDING THE MULTINOLA.

A Wonderfully Ingenious Invention—Automatically Operates a Number of Cylinder Records—Should Interest Talking Machine Men Throughout the Country.

The Multinola, illustrations of which appear on page 11 of *The World*, is attracting the attention of hundreds of Cleveland citizens, who visit the offices of the company, where daily demonstrations are given of its ingenious construction and wonderful possibilities. The photographs of the instrument give a very clear illustration of it, but one has to see it to fully appreciate its wonderful merits. The company are busy at the factory, under the personal supervision of the manager and their expert in the construction of the machines, assuring perfection in every detail. A number of sales have already been negotiated, and from the numerous inquiries which the company are in daily receipt, the enterprise is destined to prove entirely successful. The company have been a long time working out the details of the construction of the Multinola, and claim it is now absolutely perfect, and are placing it on the market with the utmost confidence that it will prove a valuable addition to the stock of every talking machine dealer in the country.

GOOD REPORTS FROM SOUTH.

Leading Furniture Men of Atlanta and Tampa Speak Enthusiastically of Their Columbia Graphophone Departments.

(Special to *The Talking Machine World*.)

Atlanta, Ga., July 5, 1911.

John A. Futch, of the Rhodes-Futch-Collins Furniture Co., Jacksonville, Fla., and Jack T. Mahoney, of the Rhodes-Pearce-Mahoney Furniture Co., Tampa, Fla., spent a day here last week en route to the furniture market. They both speak most encouragingly of their Columbia graphophone departments. Even though the summer months in Florida are very dull, they report business remarkably good, and predict that this fall and winter would show an enormous increase in sales. The Rhodes-Futch-Collins Furniture Co. have recently doubled the size of their graphophone department, which was found necessary in order to make a proper showing of the Grafonola line and take care of the increased business.

Business as a whole in the Atlanta territory is very satisfactory, each month showing substantial increases over the same months of last year. On account of the splendid crop prospects the Columbia store has found it necessary to put another traveler in the field, but their entire force is working full time. Instead of withdrawing their travelers during July and August, as has been the custom heretofore, the Columbia Co. expect to keep them out right straight on through until Christmas. Indications are that the July sales will be by far the biggest July in the history of the Atlanta establishment. Indeed, the outlook is most satisfactory, viewed from any standpoint.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories
Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our **GRAND OPERA NEEDLES** you are not supplying your customers with the best.



The biggest thing in the musical world

Before the time of the Victor, the talking-machine was a mere plaything.

But when the first Victor was placed on the market all this began to change.

In a few years the Victor had taken its place among the world's musical instruments.

And to-day, after thirteen years, it has become the most important factor in the world of music.

The newest styles—the Victor-Victrola—mark the highest development of the talking-machine, and are the most complete of all musical instruments.

The Victor-Victrola was introduced to the public nearly five years ago and its success was instantaneous.

There is nothing that equals the Victor-Victrola. The people know that. Dealers know it. And the fact that our business for the first five months of this year is the largest of any five months in the history of the talking-machine industry, is the most conclusive proof of all.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak \$200.
Circassian walnut \$250.



Victor-Victrola IX, \$50
Mahogany or oak.



Victor-Victrola X, \$75.
Mahogany or oak.



Victor-Victrola XI, \$100
Mahogany or oak.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor Tone.

VICTOR DISTRIBUTORS:

- Albany, N. Y. Finch & Hahn.
- Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex. The Talking Machine Co. of Texas.
- Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Sons.
Collister & Sayle.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsit Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa. Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
Musical Echo Co.
Wulschner-Stewart Music Co.
- Indianapolis, Ind.
- Jacksonville, Fla. Carter & Logan Brothers.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Knoxville, Tenn. Knoxville Typewriter & Phonograph Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Louisville, Ky. Montenegro-Riehm Music Co.
- Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Wisconsin Talking Machine Co.
- Minneapolis, Minn. Laurence H. Lucker.
- Mobile, Ala. Wm. H. Reynolds.
- Montreal, Can. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Talking Machine Co.
- New Haven, Conn. Henry Horton.
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

- Oklahoma City, Okla. Schmelzer Arms Co.
- Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa. The Talking Machine Co.
Louis Buchn & Brother.
C. J. Hepp & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
- Portland, Ore. Shesman, Clay & Co.
- Richmond, Va. Cahle Piano Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, Utah Carstensen & Anson Co.
Consolidated Music Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange.
- Spokane, Wash. Eiler's Music House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

Now that the jobbers' convention is over, let's get back to business. And business means selling musical instruments and records, not a continual discussion of *what's* going to happen next and *who's* going to get it *where*.



2

Columbia Phonograph Co., Genl., Tribune Building, New York

FROM THE CITY OF THE GOLDEN GATE

Oakland Phonograph Co. Doing Well with the Edison—Marked Increase in Columbia Business Reported by Manager Gray—Hauschildt Co. Could Handle More Victor Goods—Bacigalupi's New Quarters—Pommer Returns from Vacation Spent North—Sherman, Clay & Co. Report Immense Trade with New Model Victrolas—Wiley B. Allen Representative Visiting the Orient—Sherman, Clay & Co.'s New Seattle Store—Other Items of General Trade Interest.

(Special to the Talking Machine World.)

San Francisco, Cal., July 6, 1911.

The Oakland Phonograph Co., located in the arcade of the Bacon building on Twelfth street, have found this spring's business in that city a very gratifying one. The company formerly rented floor space from the Eilers Music House in San Francisco, but moved this stock to the Oakland headquarters late in the spring. The Edison style is making a great hit with buyers, and the managers say that they are unable to secure enough machines to fill orders for this model. The company have felt to a considerable extent the effect of the opening of summer resorts and the commencement of the summer home season, many machines having been sold to people going to the country. The record trade has also been very active this spring.

Walter S. Gray, Coast manager of the Columbia Phonograph Co., reports a marked increase in business done by the retailers in this city. Advices from the Los Angeles territory are still of a splendid business in practically all lines. Music dealers in general have spoken very highly of this spring's business, and the talking machine end has received its full share. Mr. Gray says that the recently received Regent Junior has already made many friends. Eugene W. Scott, local manager for the Columbia Co., has been spending some time in Los Angeles on his vacation with W. F. Stidham,

of the Los Angeles branch. The Dictaphone has been making big strides in this city lately, so much so that Mr. Gray has added two new salesmen, Mr. Wolf, an old typewriter man in town, and Charles Pearson, a former Home Telephone man. They will have the city territory. Mr. Scott recently made a short trip to San Jose and Watsonville. F. P. Cook, formerly in the San Francisco office of the Columbia Phonograph Co., has been placed in charge of the Dictaphone business in the Oakland branch.

The Hauschildt Music Co.'s talking machine department have just received a shipment of the new \$50 Victrola, which is going to be a big seller, judging from the interest which the buying public is showing in the new model. The department is handicapped by a lack of Victrola goods, which have not been received in sufficient quantity this year to supply the demand. Wm. Ringer, head of the talking machine department, has returned from a two weeks' vacation spent in Lake county.

The Heine Piano Co.'s talking machine department, under C. F. Lundberg, has just laid in a complete line of Victor goods, with which the department has been doing a good business this spring. The company expect to do a good business with the \$50 Victrola, especially as other models of Victrolas are hard to get out here from the East.

Peter Bacigalupi & Sons are now settled in their handsome new quarters in the Douglas building at Market, Eddy and Powell streets, where they have a large and finely lighted store, with several times the window display space formerly used by the firm. This old house has laid in a new stock of Edison goods, for which active demand is felt at this season, with many of the summer resorts just opened and people leaving town for country homes. The new home of the company is much better situated than the former one, and the business will undoubtedly prove to be benefited by the change. P. Bacigalupi, Jr., is at present on an outing in Lake county, and Mr. Bacigalupi, Sr., has just returned after a short

rest at his fine country home in Marin county.

C. W. Beatty, a dealer in the old fields district near Maricopa, Cal., has taken the agency for Edison goods in that section, and will soon have a large line of the company's phonographs and records. Mr. Beatty is fitting up a wagon to cover the out-of-town territory by monthly trips.

A. MacDowell, of Petaluma, and J. C. Clayworth, of Benicia, were in town last week purchasing goods for summer and fall business.

A. R. Pommer, of the Pacific Phonograph Co., is again in town after a very enjoyable vacation in the Sierra Nevada Mountains at the family's summer home on Bear River. Mr. Pommer plans to go East this summer to visit the Edison factory. He will shortly begin work on the introduction of the Edison hornless machine, which is expected to receive a warm welcome on the Coast. The company's two traveling men, Mr. McCracken and Mr. Voltz, are still away, and are doing nicely with the Edison goods. The summer business has begun well, and with the good crops assured California, the fall promises to be one of the best in years.

The Girard Piano Co., of Oakland, are making extensive alterations in their Broadway store, preparatory to enlarging equipment. A talking machine department will be added, as well as small goods and sheet music, it being the plan of the company to make the store a complete music house in every respect.

Andrew G. McCarthy, vice-president of Sherman, Clay & Co., reports that the company are having a large demand for the new model Victrolas, which he says are becoming extremely popular. The company are still having difficulty securing all of these goods that they could use.

James J. Black, head of the talking machine department of the Wiley B. Allen Co., speaks well of the business with this firm for the last month. He says that the firm's representative, Lawrence K. Wilson, who is now in the Orient, writes encouragingly of conditions there. Mr. Wilson, who is making the first trip for the company in this field, will be away some weeks yet. F. P. Cochran, another Allen talking machine man, is spend-

If you find a new set of restrictions nailed to your front door pretty soon, don't blame the jobbers. They represent the manufacturer, not the dealer, and they can't help it. Handle the *Columbia* line and you can help it *yourself*.



Columbia Phonograph Co., Genl., Tribune Building, New York

The Columbia sales-policy often results in other lines being thrown out; but never under pressure and often with a similar concession on our part in the way of protection from competition.



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Columbia Phonograph Co., Genl., Tribune Building, New York

ing some time with his family visiting old friends in his home town, Seattle.

Sherman, Clay & Co. recently moved into their new store in Seattle, at Third avenue and Pine street, and are now doing an excellent summer business, especially with talking machine goods. The second floor is completely given over to the handling of the Victor goods, a new stock of which was received for the new home of the company.

Prof. A. L. Krosber, of the California University, has concluded a task of nine years, in which he recorded by means of phonographs many of the nearly extinct dialects of the native Indian tribes of northern California. The records will be placed in museums in the State. The investigations have determined, it is declared, that only one of the six tribes recognizes the difference between the masculine and feminine, with several unable to explain the difference between singular and plural. The tribes studied included the Miwoks, the Pomos, the Yukis, the Wiyots, the Yuroks, and the Korocks.

BALTIMORE'S BUDGET OF NEWS.

Fair Business for June—W. A. Eisenbrandt, Victor Representative, Takes Prominent Part in "Safe and Sane" Celebration—E. F. Droop & Sons Co. Make Excellent Report Regarding Business and Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., July 6, 1911.

While the sales during June in this territory have not been up to those of the spring months, a comparison with June of last year shows a decided increase. This is rather pleasing to the dealers and they have every reason to believe that the fall trade will surpass that of last year. There has not been much doing in the way of sales of machines thus far during July, and neither do the dealers anticipate any big sales. The records, however, have had a good run, the usual demand from persons who take their talking machines to the country with them being as heavy as ever. All kinds of records are in favor, the popular songs as well as the Red Seal operatic records, which have been big sellers ever since last fall.

All of the dealers observed the Fourth of July in a most patriotic way by observing the requests of the Safe and Sane Committee to keep their stores closed from Saturday noon until Wednesday. This afforded those dealers who remained in the city to participate in the land and water parades and the fireworks celebrations at night in the various sections of the city. At the head of this movement was W. A. Eisenbrandt, of the firm of H. R. Eisenbrandt Sons, who handle the Victor machine here. Mr. Eisenbrandt was chairman of the executive committee, and it was to a great extent due to his efforts that the Fourth celebration here proved such a big success.

Mr. Eisenbrandt stated that the month of June showed up very favorably against the same month last year, and that the indications greatly favor a good fall trade. He is laying plans accordingly.

William C. Roberts, manager of the local store of E. F. Droop & Sons Co., states that he is satis-

fied with the way business has continued during the warm weather. While, of course, the Victors and Edisons have not had the same demand as during the busy months of the fall and winter, they have been going better thus far this summer than for several years past. Mr. Roberts is another one of the local men who looks for big doings after the hot season passes over. Mr. Roberts, accompanied by Clarence Gore, wholesale manager of the Washington office of the Droop firm, will attend the convention of the talking machine men in Milwaukee.

At Cohen & Hughes, Manager M. Silverstein stated that while the trade for the month of June was not so rushing, he was pleased to say that he is having his share of the business. He says the month's comparison with last year is very encouraging and that the prospects for his firm with the Victors for the coming fall are excellent.

At the local branch of the Columbia Phonograph Co., Manager Laurie stated that he had no kick

coming with the condition of the trade. It has been going along nicely, he said, taking everything into consideration. He believes that the talking machine is becoming more popular every day and that the fall and winter season to come will prove among the best experienced by the trade.

Similar statements are made by Sanders & Stayman, who handle both the Victor and the Columbia, and Hammann & Levin, who sell the Victor.

WEDDING MARCH BY GRAPHOPHONE.

(Special to The Talking Machine World.)

Brockton, Mass., July 1, 1911.

To the strains of a wedding march from the big horn of a graphophone, Miss Carrie Louise Ackerman and Arthur B. Paulson, both of Campello, were married last night at the home of the groom's brother, Henry E. Paulson, 462 Summer street, by the Rev. Walter Perley Buck, pastor of the South Street M. E. Church.



**Won't You
Have a
Lesson in
Spanish?**

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

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

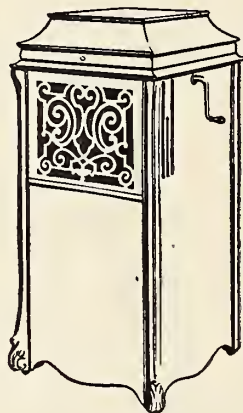
The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational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

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

International Correspondence Schools
Box 918, Scranton, Pa.

Are you using this great series of ready-made ads? You know everything contained in these ads by heart—but your prospects want to know and ought to know. And you're the one to "put them wise."

The Amberola



the newest Edison Phonograph

The Amberola has the sweetness, clearness and faithful reproducing powers that characterize all Edison instruments and, in addition, a case that is a masterpiece of the cabinet-maker's art. It plays both Edison Standard and Edison Amberol Records. It comes in either Mahogany or Oak. Has drawers for holding 100 Records. The price is \$2.00.

Other types of Edison Phonographs, \$15.00 to \$125.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c to \$2.00.

This Space Mortised for your
Name and Address



The thing to consider

in purchasing a sound-reproducing instrument is the fidelity with which it reproduces the human voice in songs or speeches and the musical notes of instruments. Until you have heard the

Edison Phonograph

you cannot appreciate how far Mr. Edison has carried his invention in this respect.

Every note of music and every syllable of a speech is not only clear and distinct, but also a perfect reproduction of the singer, band, orchestra or speaker who made the original Record.

This Space Mortised for your
Name and Address

Have you proofs of this entire set of ready-made ads? There are 20 in the set. Write for them today.

Thomas A. Edison, Inc.

Run these ads in your local paper and make our big national magazine campaign directly and doubly beneficial to yourself. Let your prospects know all the definite advantages of the Edison over other sound reproducing instruments.



The Amberola A new Edison Phonograph

The greatest of all sound reproducing instruments—as beautiful artistically as it is wonderful, harmonious and natural musically. It plays both Edison Standard and Edison Amberol Records.

It comes in either Mahogany or Oak; has drawers for holding 100 Records. The price is \$200. Circassian Walnut, \$250.

This Space Mortised for your
Name and Address

We furnish electros free to you. Get the full set of proofs and order cuts by numbers.

Lakeside Ave., Orange, N. J.



Thomas A. Edison did another wonderful thing

when, having brought his Phonograph to a point where not even the most critical could ask for improvement, he multiplied its entertaining ability by two.

He did this by producing a Phonograph Record that plays, sings or talks twice as long as the Standard Edison Records.

He did this without increasing the size of the Record, making it a Record that can be used on old instruments as well as new.

He did it without affecting in any way the clear, rich, musical tones for which Edison Records have always been famous.

He calls this double-length Record "Amberol."

Edison Amberol Records, 50c.

Edison Phonographs

\$15.00 to \$200.00

This Space Mortised for your
Name and Address



Next time any jobber's salesman brings up the subject of which lines you are to carry, say this to him: "I have decided that I, John Smith, retailer, male, of legal age, and not in business for my health, am the backbone of the talking-machine industry and I make my own decisions." Look him in the eye and say that. Then let us jot down some figures and send them to you.



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Columbia Phonograph Co., Genl., Tribune Building, New York

SCIENTIFIC SALESMANSHIP.

Characteristics Which Mark the Successful Man in the Selling Field.

The successful salesman is a clean-cut, neat, quiet individual, who aims to gain your confidence and does it; he never promises anything he cannot do; price is not the argument he advances—but quality.

He dresses up his story regarding the goods he is offering, strictly adhering to the truth, understanding the merits, rather than overstating them, knowing that you will be more than glad to see him on his next visit if you have received more than you anticipated in quality. He makes a study of the purchasing agent, and in the two or three minutes of general conversation, or introductory talk, forms his idea of the purchasing agent and plans his attack. This is where the true salesman shows his ability. Should he fail to make a sale, he will not spoil his future welcome by useless importunity or argument—he knows when to quit; retires leaving a good impression, and before his

next visit will analyze the interview, endeavoring to locate his mistakes and rectify them.

PACIFIC COAST BUSINESS GOOD.

Californian Predicts Good Fall.

Orson A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Los Angeles, Cal., accompanied by Mrs. Lovejoy, has been tarrying a few days in the East.

Mr. Lovejoy speaks optimistically of the steady development of the talking machine business in California and predicts a splendid fall trade.

He represented his company at the Talking Machine Jobbers' Convention at Milwaukee.

NO RECORD OF JERSEY "SKEETER."

The phonograph is constantly coming into new service. A Boston artist and musician who has a summer home in the White Mountains and is a

great lover of nature in all the phases of outdoor life proposes to catch the notes of song birds and reproduce them for the benefit of the public. A concert of bird music no doubt might be made highly delightful. But there is no "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skeeter" will never become popular.

PRAISE THE TALKING MACHINE.

Victor Herbert Speaks Enthusiastically of Its Educational Value in a Musical Way.

During the stay of Victor Herbert and his famous orchestra at the Piano Exhibition held last month in Chicago, he spoke in a very enthusiastic way of the educational value of the talking machine and the splendid work which it is doing in developing a taste for the better class of music.

"The talking machine is really the poor man's friend," said Mr. Herbert, "and those who hear the records of Caruso and other famous artists are fired with a desire to attend a grand opera performance and hear the great artists in the flesh and blood. Invariably the users of talking machines start out with the use of popular music, but that is only for a while. Sooner or later their preference becomes more striking and they demand 'Lohengrin' and 'Tannhauser,' and the vocal and instrumental compositions of the great composers."

VICTOR RECORDS BY ALMA GLUCK.

Alma Gluck is one of the latest additions to the Victor's list of famous opera singers, the youngest of the Metropolitan Company's prima donnas. Her first contribution appeared in the June supplement to be followed by others. Although born in Bucharest, Roumania, Mme. Gluck is essentially American, as she came to this country at the age of six, and most of her musical education was received here. Nature has been most kind to the lady; she is dainty, petite, beautiful to look upon, with a lovely, even, sympathetic voice. Two other artists, whose records appear for the first time in the current month's supplement, are Janet Spencer, a talented American contralto, and Albert Reiss, the versatile tenor-comedian of the Metropolitan Opera Company.

DECORATED FOR JULY 4TH.

Goetz & Co., the well-known piano dealers of Brooklyn, N. Y., had their place handsomely decorated in honor of the Fourth of July celebration which was held in the Borough Hall, in the neighborhood. In connection with the display of flags and bunting they showed a very fine line of Victor talking machines in the Victor talking machine department, which is in charge of E. S. Van Arsdale.

A new enterprise is the rebuilding of talking machines, the same as typewriters. It is a New York concern on Fulton street.

Victor--Edison

Always

As Usual

We are the only Jobbing House within 190 miles of Pittsburg which can ship you both

Victor and Edison in one shipment

and save you double freight or express charges—worth considering

We have a complete line—in stock, ready for immediate shipment—Edison and Victor Machines, Records and Supplies.

Standard TALKING MACHINE Co.

PITTSBURG, PA.



The "MULTINOLA"
Style A
Mahogany Cabinet.

THE "MULTINOLA"

THIS new creation is a decided innovation in the phonograph world. It being the only multiple phonograph that will play *all makes* of cylinder records—*16 in number*, of *4-minutes each*—and do it *AUTO-MATICALLY*. A *reproduction* that is *perfect*, and of a *quality unequalled*.

Attractively built for Commercial and Home uses, with coin controlled mechanism if desired; and the only instrument of its kind constructed on correct principles. *Others are imitations of no comparative merit or value.*

Our "*DISC*" record instrument, manifestly unique and a marvel in simplicity, will soon be ready for the market. It will be offered in various Cabinets made of any wood and design to harmonize with any environment ranging in prices from \$5.00 to \$500.00 each—playing any disc record manufactured, in a manner unapproached for purity and sweetness of tone.

These instruments are distinctively new and original, possessing quality of great merit. *They are covered by fundamental patents here and abroad, owned exclusively by us, and our rights thereunder will be maintained against all infringers.*

Representative Dealers Everywhere are invited to communicate with us for further information, *Exclusive Selling Rights, Etc.*

THE AMERICAN MULTINOLA CO.
CLEVELAND, OHIO

THE ARCADE

Capital \$2,500,000.00



The "MULTINOLA"
with Cabinet front opened, partially displaying its Controlling Mechanism and Records in Carriers.



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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1911.

THE talking machine business is maintaining a fair degree of activity during the summer months, and it is again obvious that the business is being secured by those firms who are tireless in their efforts to keep their business before the public by effective advertising and through the activity of their traveling representatives.

In the summer season the talking machine fills a new place of usefulness. It is utilized on the water, in the motor and passenger boats and canoes; on land, in the large hotels, private homes, and boarding houses, where it supplies music for dancing and other entertainments in a manner most pleasing.

When we consider the great percentage of the population that leaves the large cities for recreation at this season one can realize what a large volume of business can be transacted in talking machines during the summer months.

While the talking machine is the ideal musical instrument for the summer, a great many people who are now using them would never think of doing so, nor would they consider their adaptability, were it not that some wide-awake talking machine man converted them into a new viewpoint regarding the talking machine.

In other words, in the summer time you must not wait for business to come to you. You must seek it.

Too many talking machine men are prone to look upon summer business with indifference, and it is evident they are not reaping the reward which is being secured by competitors—the live ones in the industry—who make business, by going about it in the right way.

These people utter few complaints about a summer business.

IN another month it will be time to consider the plans for fall trade, which promises to be the largest and most satisfactory in the history of the industry. It is the wise man who prepares for business well in advance. It takes a good while to get stock in shape, and it does not pay to wait until the rush is on before ordering stock and getting ready to capture the desired measure of fall trade. It is good business to be prepared before the rush comes, and it does not require such an exhaustion of nervous energy to keep things up to the high water mark.

Last fall as well as that of the preceding year jobbers and dealers complained of delays in shipments, which were largely due to the fact that orders were not placed with the manufacturers at a sufficiently early date to enable them to make up stock or apportion it with any degree of certainty.

There is no reason why orders should be delayed until the last moment, and the man who has his stock in hand in good season is prepared to meet the incoming business wave with a feeling of confidence and security that well repays the outlay of an early consideration of this matter of placing orders.

THE great campaign now under way to equip the music schools of the country with talking machines will receive the hearty approval of everyone interested in the musical advancement of this country.

It would be superfluous to enter into a dissertation on the elevating influence of music. Real artistic music cannot be heard outside of the professional sphere as a rule; that is an indisputable assertion. Amateur performances on the piano or organ, while in a measure effective and elevating in home life, still remain an amateur performance.

What shall we say to an instrument, such as the talking machine, which brings into the school room as well as into the domestic sphere, the very essence of divine art?—truly artistic representations of the classics. As an educational factor its power is certainly far-reaching and potent for good.

A well-known musician said to the writer recently, when discussing this subject: "I consider the talking machine the greatest musical educator I have yet known. I find in my own case that my children, young as they are, already develop good taste in the selections they make, and the ease and facility with which they recognize the great vocal numbers sung by distinguished artists, as well as the excellent music of the leading bands and orchestras.

"I am confident that the talking machine will exercise a tremendous influence for good in the way of educating and elevating the musical taste of the general public; that it will do this effectively is obvious from the fact that it enables them to become familiar with the works of the great composers without previous musical training on any instrument."

These remarks uttered by a man of wide vision emphasize the great part the talking machine is destined to play in the school room.

It is, therefore, the duty of the dealer to

co-operate enthusiastically in the great work that has been so very successfully started, and lend every aid toward placing talking machines in every school, large and small, throughout the United States.

Thus, the students in the country school in time will become as closely acquainted with the works of the great masters as their more fortunate brothers and sisters in the larger cities, and a new era of musical enlightenment and advancement will mark this move throughout the country.

The musical critics, many of whom were skeptics up to a recent date, must now recognize that the talking machine has entered a new sphere—as a potent factor in the musical uplift of the country.

In a very few years the work which has recently been started and which is now being systematically pursued, will produce results that will be as surprising as they will be gratifying.

IN another part of The World will be found a report of the fifth annual convention of the National Association of Talking Machine Jobbers, which occurred in Milwaukee from July 10 to 14. The gathering was very successful in many ways. It brought together a great assemblage of jobbers from the principal states in the Union. This was due in a large measure to the very central city where the convention was held.

Many important matters were taken up for consideration which have a direct bearing upon the trade, present and prospective, but as the sessions were private these matters become public only when released by the executive committee.

These annual reunions are not only helpful from a business standpoint, but they enable the busy jobber to break away from business cares for a week in the year and indulge in a chain of social festivities that make the convention rather unique in many respects. The program carried out at Milwaukee this year kept the talking machine jobbers moving at a lively pace, but every minute of the time was thoroughly enjoyed.

THE intense heat which covered a vast section of this country the early part of the month has, of course, seriously affected business.

Then to the uncertainties of politics have been added the uncertainties of the crops and the slackening of the demand that ordinarily comes in mid-summer.

The result, of course, has been dulness.

While there is perceptible in business conditions as a whole a slightly accelerated tendency to wait, there is at least one notable exception.

We refer to the iron and steel trade.

The reports which have come in from the iron and steel centers during the past two or three weeks indicate improvement in both orders and actual volume of work.

The improvement has been very slow and moderate and has in it nothing of the rush buying character.

The Government cotton report was the highest percentage in fourteen years and several points over a year ago.

More than 100 New U-S Records in June and July

They are Records of quality, too, for the standing of the talent represented is of a very high class. The portraits on this page will convince you of that fact.

Our Record demand is growing rapidly among the best dealers. Whether it be classic Opera selections by Metropolitan stars; musical renditions by popular favorites; or vaudeville specialties of unusual merit; it will be found on



Walter Van Brunt



Reinald Werrenrath



Arthur Collins



John Barnes Wells



Reed Miller



Guido Gialdini



Byron G. Harlan



Fred Van Eps

Send for Sample Record

and let it show you that it produces the music in all its original quality for your permanent enjoyment—that there is nothing made to equal it—for it does not wear, chip, crack, or deteriorate, and is practically indestructible. **PLAY IT ON ANY PHONOGRAPH** and see the improvement, though its highest excellence is reached on the

U-S Combination Phonograph

Call at any of our branches and hear this new machine with its following improvements: Flexible Tone Arm to properly amplify the sound waves; Automatic Change Reproducer Carriage which shifts instantly from two-minute to four-minute records and vice versa; Mandrel Pulley Balance Wheel which insures reproduction true to pitch; Improved Motor; New Diaphragm or Speaker, etc., etc.

Write at once for details concerning our liberal arrangements with dealers. U-S Phonographs and Records are taking the lead, and this proposition is pleasing everywhere. **HOW ABOUT YOUR TERRITORY?**

THE U-S PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

1013 Oregon Avenue - - - Cleveland, Ohio

5-7 Union Square, West.....New York
 219-225 West Washington St. (old No. 192-198 East Washington St.).....Chicago
 56-60 East Fifth St.....St. Paul
 321 First Avenue, N.....Minneapolis
 229 Cedar St.....Milwaukee
 Washington and Causeway Sts.....Boston

Broadway and Beaver Sts.....Albany
 16th St and Sherman Drive.....Indianapolis
 225-227 West Fourth St.....Cincinnati
 60 West Mitchell St.....Atlanta
 1106 Commerce St. (old No. 258).....Dallas
 210-212 South Broadway.....St. Louis
 960-962 Mission St.....San Francisco

Good product, sold to the dealer and by the dealer strictly on its merits, co-operation always, and protection against competition when the dealer can show it is merited—that's *business*, Columbia style.



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Columbia Phonograph Co., Genl., Tribune Building, New York

OPTIMISTIC IN MILWAUKEE.

Retail Trade and Jobbing Business Satisfactory—Interested in New Edison Discs—Wisconsin Talking Machine Co. Now "At Home"—Kaun Music Co.'s Talking Machine Department—Milwaukee Dealers Organize—Mrs. McGreal's Accident—Victrola Concert at Sanitarium—New Law Regarding Working Hours—Interesting Budget of News.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 6, 1911.

The local retail talking machine business has taken on new life during the past two weeks, as a result of the opening of the summer resort business. Just as soon as the schools closed for the year people began to flock to their summer homes to escape the unusually hot weather which Wisconsin has been experiencing this season. The State and surrounding territory includes within its confines some of the most famous outing spots in the Northwest, so this phase of the business has many possibilities for the Wisconsin talking machine dealer. Milwaukee dealers say that demand is unusually brisk for machines, records and supplies, and predictions are being made that business will be more than satisfactory this summer, despite the fact that the mercury has been making some new high records.

The jobbing business about the State is fairly satisfactory, but better things are expected later in the season. Dealers seem to be well stocked up in the various lines now on the market, but plenty of inquiries are being made regarding the several new machines which are expected to make their appearance soon, and this would indicate that the late summer and early fall business will be especially brisk.

Dealers all over the State are evincing genuine interest in the new Edison disc machine which the Thomas A. Edison Co., Inc., will place on the market. The machine is expected to make its appearance in Milwaukee about September or October, and dealers are beginning to place their ad-

vance orders even at this early date. Lawrence McGreal is the local Edison jobber.

The Wisconsin Talking Machine Co., incorporated last month to take over the jobbing interests of the Victor Talking Machine Co., are now nicely settled in quarters on the third floor of the McGreal building, 174-176 Third street. Handsome mahogany furnished offices have been fitted up on the Third street side of the building, and the remainder of the floor has been given up to display and warerooms. Harry Fitzpatrick, formerly a member of the Victor Co.'s traveling sales force, is in active charge, assisted by Joseph Gannon, brother-in-law of Lawrence McGreal. Miss Gertrude Gannon, proprietress of the company, will divide her attention between the new jobbing business and her retail store.

The new talking machine department opened by the William A. Kaun Music Co., 209 Grand avenue, some weeks ago, is now in direct charge of Mr. Kaun himself. "The talking machine business fits in nicely with our sheet music business," said Mr. Kaun. "There were people who told me that I was making a mistake in entering this field, but now I am thoroughly convinced that any sheet music dealer can increase his business by adding a talking machine line."

Among the recent visitors at the store of the Hoeffler Manufacturing Co. were: Mr. Ornstein, of the Victor Talking Machine Co.; H. Thomas, U-S Phonograph Co., and Roy J. Keith, of the Talking Machine Co., Chicago.

The New Idea Cabinet Co. are now operating at full blast in their new plant at 3306-3308 North avenue and are turning out 100 cabinets each week. Considerable additional equipment has been installed during the past four weeks, and the plant is admittedly one of the finest of its kind in the Northwest. Manager William Schmidt is now giving particular attention to the manufacture of disc cabinets intended especially for Victrolas IX, X and XI. Lawrence McGreal, a member of the company, reports the receipt of orders from entirely new territory during the past week.

The Milwaukee Retail Talking Machine Dealers' Association, reorganized recently, held an especially interesting meeting at the store of President George Eichholz on July 5. Details in the work of completing the reorganization of the association were carried out and various matters of interest to the local trade were discussed. Preparations for the part which the retailers will play in the entertainment of the delegates to the convention of the National Association of Talking Machine Jobbers in this city, July 10, 11, 12 and 13, were completed. Oscar Schefft, of the firm of Charles H. Schefft & Sons Co., 839 Third street, will probably deliver a paper before the convention on some topic relating to the retail business.

Mrs. Lawrence McGreal, wife of the well-known Edison jobber of Milwaukee, is confined to her home as the result of a painful accident which she experienced recently while at Pewaukee with Mr. McGreal. Mrs. McGreal sprained her ankle severely and present indications are that she will not be able to attend the social features during the coming convention of the National Association of Talking Machine Jobbers. Mrs. McGreal has not missed one of these conventions since the organization of the association.

A brisk business in high-grade machines is reported by A. G. Kunde, Columbia retailer and jobber, 516 Grand avenue. Mr. Kunde has been working faithfully and persistently in the interests of the Columbia and his efforts are being rewarded by a trade never before secured by a Columbia store in Milwaukee. Charles F. Baer, Chicago manager of the Columbia Phonograph Co., accompanied by his wife, spent a few days in Milwaukee recently as the guests of Mr. and Mrs. A. G. Kunde.

Miss Gertrude Gannon, proprietress of the McGreal retail store, 174-176 Third street, reports an active demand for Edison and Victor machines.

L. C. Parker, manager of the talking machine department of Gimbel Bros.' Milwaukee store, has been making some good sales of Victor machines to the Milwaukee school board of late, despite the

Columbia dealers are holding a mid-summer convention of their own—all over the country—largely attended by customers with money to spend.



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Columbia Phonograph Co., Genl., Tribune Building, New York

fact that the public schools are not now in session. Mr. Parker bears the distinction of having made more sales of talking machines for use in the local schools than any other dealer in Milwaukee. The afternoon concerts at the Gimbel store on the Victrola, accompanied by the Knabe-Angelus player, are drawing immense crowds that pack the new Victor concert hall daily and prove an excellent advertisement for the talking machine department and the entire store.

Lawrence McGreal, Milwaukee Edison jobber, has completed plans for the erection of a handsome new residence at Forty-eighth street and Highland boulevard. The building will be a two-story frame structure, 28 x 32 feet, and will cost \$3,000. The neighborhood is rapidly coming to be one of the most attractive on the Milwaukee west side.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., is closing negotiations with five Milwaukee dealers for the handling of the U-S line. Mr. Becker has been meeting with an excellent business in the U-S machines and records, and is predicting a bright future for this new line which the company has just taken up.

An unusually interesting Victrola concert was given in one of Milwaukee's largest sanitariums recently by J. H. Becker, Jr., manager of the talking

machine department of the Hoeffler Mfg. Co. The concert, which extended over two evenings, entertained a large number of patients and resulted in the sale of several Victrolas and a large number of Red Seal records. The entertainment was given in a room 45 x 150 feet in dimensions, and yet the Victrola was understood with ease in every corner of the quarters. Victor fiber needles were used both evenings by Mr. Becker.

Talking machine dealers of Wisconsin are among the many classes of business men who will be affected by the new law relating to the working hours of women and girls just passed by the State legislature and signed by Governor McGovern. The act, a Republican platform measure, provides that women and girls shall not work in any establishment in cities of the first, second and third class for more than ten hours per day, eight hours if working nights, and not more than a total of fifty-five per week. While the law is admittedly a good one, it will seriously affect dealers, especially during the rush season of the holidays, and will necessitate the putting on of extra forces. Children under sixteen years of age are limited to nine hours per day and fifty per week.

Honesty means what a man thinks as well as what he does. And a man is nothing short of a fool nowadays who is not absolutely honest.

INCOMPETENT HELP COSTLY.

Better to Pay Good Wages for Good Help—Unsatisfactory Clerks a Detriment to the Business—They Should Be Instructed.

It is necessary to pay good help good wages sometimes—even high wages perhaps—but this is money made in the end, as new and inexperienced help work to the detriment of the business at first. If too young, they may not be suitable for the position; or, on the other hand, are not fitted for the particular place and have to be transferred to another stock, and are generally unsatisfactory for the first six months.

There are clerks that are utterly hopeless, and the sooner they are dropped the better. Others, by temperament or inclination, are better suited to some other line, and should be transferred.

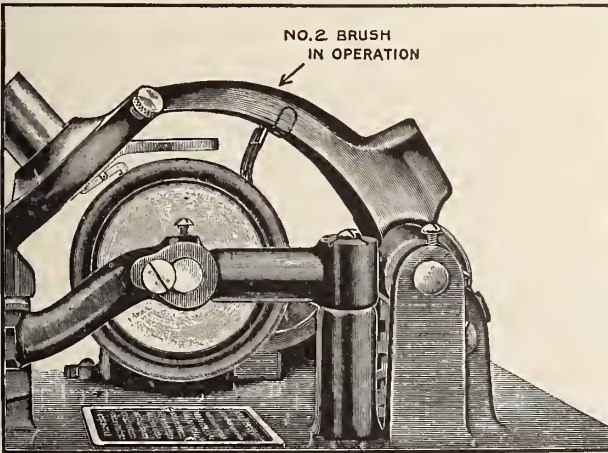
Incompetent help are often taught how to be good help by encouragement, advice and careful instructions from the management. Placing in their hands trade journals and periodicals pertaining to their line of work for their study at home often brings good results. It is well worth the time of any merchant to teach his help all that is possible, remembering that greater selling efficiency is thus acquired, more loyalty to the business is created and the wheels run smoother.

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| <p>FOR</p> <h1 style="margin: 0;">EDISON</h1> <p style="margin: 0;">PHONOGRAPHS</p> <p>List Price</p> <h2 style="margin: 0;">15c</h2> <p style="margin: 0;">each</p> | <p style="font-size: small;">Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p style="font-size: small;">TRADE MARK</p> <h1 style="margin: 0;">Cleanrite</h1> <p style="font-size: small;">RECORD BRUSH</p> <p style="font-size: small;">Formerly called the "PLACE" Record Brush</p> | <p>FOR</p> <h1 style="margin: 0;">VICTOR</h1> <p style="margin: 0;">Talking Machines</p> <p>List Price</p> <h2 style="margin: 0;">25c</h2> <p style="margin: 0;">each</p> |
|--|--|---|


ANNOUNCEMENT

To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name *Cleanrite* New printed matter is ready but NO change has been made in the brushes, and, for a "PLACE" stamp and labels until our present stock on hand is exhausted.



NO. 2 BRUSH
IN OPERATION



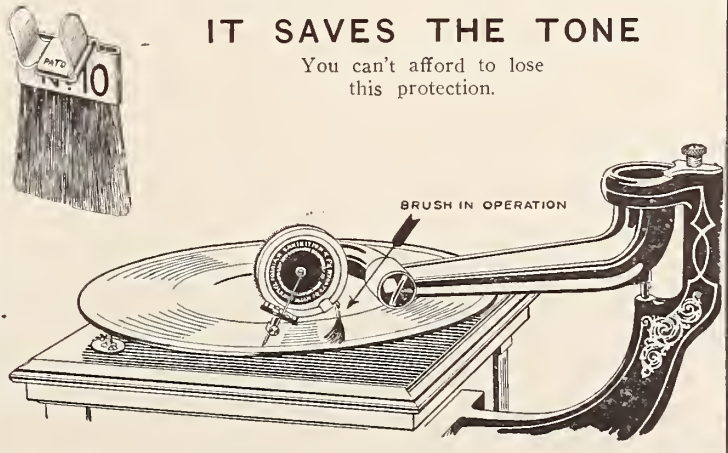
No. 1
Fits Triumph

No. 2.
No. 2, Standard
and Home

No. 3.
No. 3 Gem
and Fireside

IT SAVES THE TONE

You can't afford to lose
this protection.



BRUSH IN OPERATION

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. **Write Now**

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"

The Talking Machine Trade in New England

WHY MANCHESTER PROSPERS.

How the Twelve Thousand People Employed in the Amoskeag Cotton Manufacturing Plant Save Money for Talking Machines—John B. Varick & Co., Big Edison Representatives, Make An Excellent Report.

(Special to The Talking Machine World.)

Manchester, N. H., July 7, 1911.

This city lays claim to the largest cotton manufacturing plant in the country, employing as it does, approximately 12,000 people. It is the Amoskeag plant, and is but one of many factories, the others, of course, being considerably smaller. Cotton manufacturing is the main industry, and while the average pay of the city is small, say even less than \$7 a week, there are many instances where the family income will range from \$35 a week and upward. Take a family with four "grown-ups" plus the husband and wife, working in these mills, it means at \$7 a week only, \$42 for the family. They live very cheaply and it is said that the "kitty" gets the major portion of their earnings. The talking machine business is on the cheaper priced machines and foreign records have a big sale.

John B. Varick Co., one of the biggest sporting goods houses in New England, are the Edison jobbers here, with the department managed by E. L. Burrows. Mr. Burrows reports a fairly staple condition in the wholesale field, and from his observations of general conditions, he believes that the fall will show some good results.

C. H. BAGSHAW CONVALESCENT.

Friends of the Well-Known Needle Manufacturer Will Be Glad to Learn That He Is Recovering from His Serious Illness—Prevented the Bagshaws from Being at Milwaukee—Business with This Concern Is Excellent.

(Special to The Talking Machine World.)

Lowell, Mass., July 10, 1911.

The many friends in the talking machine trade of C. H. Bagshaw, of the House of Bagshaw, needle manufacturers, will be glad to know that he is recovering from his recent illness. Both C. H. and W. H. Bagshaw were planning to be in Mil-

waukee at the time of the convention, so they could shake hands with the "boys," but owing to the illness of Mr. C. H., both were detained here.

"No-Scratch" needles are having an immense sale, and there will soon be an announcement from these quarters that will be still further interesting. Everyone who has tried these needles has been unanimous in praise from all standpoints, and it is apparent that their sales will reach tremendous figures. Jobbers from all over the country are buying and selling "No-Scratch" needles, and a big bunch of samples await those who write for them to W. H. Bagshaw, Lowell, Mass.

QUICK EDISON SERVICE.

C. R. Cooper, Manager of the Boston Cycle & Sundry Co., Tells How They Look After the Dealers' Edison Requirements in the Summer Time—Mr. Cooper Spends All His Outing Time on His Motor Boat.

(Special to The Talking Machine World.)

Boston, Mass., July 8, 1911.

"During the summer many extra trains and additional express lines are operated," says Charles R. Cooper, manager of the talking machine department of the Boston Cycle & Sundry Co., exclusive Edison jobbers, "and under our summer service, we are enabled to give even quicker service than customary to some points. Take, for instance, to the summer resorts, we can offer very quick Edison service both on records and machines. At frequent periods, the dealers in summer vacation spots have a rush that they are unprepared for, and it is right at those emergencies that we fit strongly."

Mr. Cooper has been enjoying himself this hot weather by sleeping on a 30-foot motor boat down the harbor, which is also the way he takes his vacation. It has averaged practically over 100 degrees for the past five days, which is hot enough to even make talking machine men swelter.

HANDLES THE EDISON EXCLUSIVELY.

(Special to The Talking Machine World.)

Worcester, Mass., July 10, 1911.

One of the enterprising talking machine dealers of this city is M. E. Havener, owner of the Have-

ner Sporting Goods Co., at 507 Main street. Mr. Havener handles the Edison line exclusively, and reports a very staple business with it. His store is admirably located.

THE "ART TONE" DIAPHRAGM.

The Talking Machine Co. of Springfield Who Manufacture This Specialty, Succeed in Securing Additional Quarters for Manufacturing—Will Be Able Henceforward to Insure Rapid Delivery of Diaphragms.

(Special to The Talking Machine World.)

Springfield, Mass., July 10, 1911.

Important developments have occurred during the past month with The Talking Machine Co., of this city, whereby they have changed the name of their new diaphragm from the "New Art" to the "Art Tone" diaphragm. They have also succeeded in securing additional quarters for manufacturing. So now they are in a fine position for a rapid and continued promotion of their business.

W. W. Young, inventor of the "Art Tone" diaphragm, states that the improvement in tone resulting from putting one of these diaphragms onto any talking machine is considerable; in fact, making an "art tone." Mr. Young could not think of anything better to be desired by talking machine owners than an "art tone"—hence the name.

This company reports receiving a big pile of requests for samples and particulars from their advertisements in The Talking Machine World, which evidently show two things—one that the readers of The World are live, keen, energetic people, ever on the lookout for improvements and profit-making possibilities, and second, to be in that class, the dealers and jobbers all must read The World closely. This company's proposition is on another page of The World and is worth reading.

TRADE NOTES FROM PUTNAM.

The Great Factory of John M. Dean Kept Busy Supplying "Puritone" Needles to the Trade—G. W. Shaw Doing Well With the Edison and Victor Lines—F. G. Letters Pushing the Edison Goods Energetically.

(Special to The Talking Machine World.)

Putnam, Conn., July 6, 1911.

Just a year has passed since John M. Dean, manufacturer of "Puritone" talking machine needles, removed from Lowell, Mass., to his new factory, which was designed and erected especially to accommodate his rapidly growing business. It is built of brick with concrete floors, the main building being two stories high, 100 feet long by 50 feet wide. The annex is 50 by 60 feet. Their needles are hardened by gas flames and in addition to their regular power plant, Mr. Dean owns and operates a gas-making plant that produces enough gas to light many a small city. This is mentioned to show the magnitude of their power facilities, which, in order to be profitably operated, must have a certain production every day of considerable size.

Charles E. Dean says business is fine and that the call for "Puritone" needles is growing all the time. "Puritone" needles are furnished in seven styles—loud tone, opera, exhibition, symphony, ideal, soft tone and spearpoint—and are supplied either under the "Puritone" brand or to order with the jobbers' advertisements.

Geo. E. Shaw is a dealer here with a fine looking spot. Mr. Shaw handles both Edison and Victor lines, and has a wide following of patronage throughout his territory.

F. G. Letters, who in addition to being a prominent piano man, sells the complete Edison line, understands the field thoroughly, and is devoting considerable energy in the promotion of Edison goods.

This is the time of the year when the "ordinary" talking machine dealer's backbone limbers up. He gets a little lazy and in a "what's the use" attitude. Don't be "ordinary."

Be "extraordinary"! Keep your backbone taut—your enthusiasm high—your energy at 100 per cent. Bang right after those "will buy in the summer" prospects and send the orders to the Boston Cycle & Sundry Co.

Why—in New England over \$6,000,000 is spent yearly by summer tourists; your summer resort machine and record business should be tremendous. We back your efforts with the largest Edison stock; with speedy service and a brother to brother co-operation.

See if you cannot close just one more sale this week and "test" us with that order! Remember we are "exclusively Edison and exclusively wholesale."

Boston Cycle & Sundry Co., 48 Hanover Street, BOSTON, MASS.
J. M. LINS COTT, Manager

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., July 10, 1911.

For the first time in the history of the talking machine business several stores having a retail department were obliged to close several days this week at 2 o'clock on account of the excessive heat. Prominent among these were the Oliver Ditson Co. and the Eastern Talking Machine Co. The officials of the Houghton & Dutton Co. gave any employe liberty to go home if they felt the heat. The talking machine business, consequently, for the past week has been very quiet, although the average for the month will assume fair proportions.

Milwaukee the "Mecca."

"On to Milwaukee" is an all absorbing topic, although but two jobbers are attempting to go there, these being E. F. Taft, general manager of the Eastern Talking Machine Co., and Herbert L. Royer, manager of the jobbing end of the M. Steinert & Sons Co.

Cutting Prices of Records.

The Henry Siegel Co. have been severely criticized by some of the trade members because of their advertising of \$1, \$1.50 and \$2.12 talking machine records for 29c., which they claim arouses suspicion among a certain class of people.

Enjoying Outing.

H. R. Skelton, the Edison ambassador, is about town enjoying a deserved rest for a couple of weeks.

Henry Winkleman's Good Work.

Henry Winkleman, manager of the Victor talking machine department of the Oliver Ditson Co., which is called "the largest Victor talking machine distributors east of Chicago," has returned from a trip to the New York headquarters and also a jaunt to the Victor factories. This department, under Mr. Winkleman, is putting out some exceptionally fine retail advertising, which is showing up in good results. On their jobbing end they also enjoy similar prosperity.

Attending Jobbers' Convention.

Two well known talking machine men who at this writing are planning to be at the Milwaukee convention are John L. Gately, the diplomat of the Victor Talking Machine Co., and Geo. D. Ornstein, manager of the traveling department.

Well Informed Talking Machine Man.

Charles P. Trundy, manager of the Victor department of Geo. Lincoln Parker, the Krakauer piano dealer, has leased a cottage at Nantasket Beach for the summer, where he can enjoy an ad lib. program of aquatics. Although a comparatively young man, Mr. Trundy has enjoyed a training during the past eight years that covers all phases of the industry, particularly in the retail department store, jobbing and wholesale road work, and he ranks as one of the best informed talking machine men in this territory.

Stay West, Young Man!

"Would like to know the name of the department store in Boston that is having so much trouble getting a desirable manager," writes a talking machine man from Chicago to The World. It appears that this man has been successful in the western field and wants to come East, but to revise the Horace Greeley stuff—"young man, stay west"—as far as that store is concerned. A chameleon is a "piker" compared to the changeable qualities of their policy. Some of the very best men in the field here have got out or were fired (no known reasons why), and from the past it appears that a man who goes there takes all the chances with nothing to gain in any event.

Where E. F. Taft Is Rusticating.

E. F. Taft, general manager of the Eastern Talking Machine Co., Edison and Victor jobbers, has purchased a summer home at Touisset, Mass., where his family and himself are enjoying the beauties of that spot, it being a combined salt water and woods location. Before Mr. Taft departed for Milwaukee he remarked

to The World man that the convention is the most important one ever held and that there was considerable interest in it.

Merry Pranks of E. T. M. Co. Associates.

The accompanying snaps show some of the



THE TRIPLETS.

merry bunch of E. T. M. Co. Associates who enjoyed an outing at Providence, R. I., on June 17. The "triplets" are S. H. Brown, chairman of the outing committee; Wm. J. Fitzgerald and Frederick Hager, the well-known composer and music publisher. The seven world wonders are



THE SEVEN WONDERS.

B. Reardon, M. Price, M. L. Read, D. McLaughlin, George Reese, Fred Finn and Edward Welch. Following the ball game, wherein the "Victors"

victoried the "Edisons" by 16 to 6, a splendid dinner was served, Chairman Brown acting as toastmaster. Speakers were E. F. Taft, general manager; A. W. Chamberlain, president of the Associates; S. J. Freeman, Frederick Hager and George K. Cheney, of the Boston Talking Machine Co.

The Joy Crew chartered a sailing craft in the afternoon, and but for a change of wind, almost got a free ride to the recent Crown-nation. No need of mentioning names, as all the trade know who the "Joys" are.

Everyone had "the" time of their lives and were loud in their praise of the Doings, the Committee and the Day.

Wm. F. Howes Resigns.

Wm. F. Howes has resigned his position as manager of the talking machine department of Houghton & Dutton Co., and has become traveling representative for a wholesale plumbing supply house. Prior to the department store connection, Mr. Howes was with the Columbia Phonograph Co., and in all has been connected with the industry for over seven years. Mr. Weeks succeeds Mr. Howes.

Activity in Columbia Circles.

At the Columbia Circle business is reported as good. In fact, Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., summarizes the six months just past as "over 20 per cent. gain in business volume compared to the corresponding period of 1910." This is a splendid growth, and with its continuance will make a historical business year.

Recently two Columbia machines were sold to ships of the United States Navy, the Government appropriating half of the money. The ships so favored were the U. S. S. "Terry" and the transport ship "McCall."

J. D. Erisman, of Philadelphia, father of Manager Erisman, is spending a two weeks' vacation in the city. The second day he was here his hotel burned out and he lost some personal effects—a fine reception to a visitor.

T. N. Mason leaves Saturday for his yearly visit to Quebec and Montreal.

Manager Erisman will spend his vacation at Bass Rocks, Mass., the home of bass fish and bass ale.

"No-Scratch" Needles

That's one broad statement and it means just what it says. If you cannot supply your customers with "No-Scratch" Talking Machine Needles, you are losing money! You are "out" in several ways.

"No-Scratch" Needles represent the height of needle perfection—they stand alone in the quality field.

yield big profits and satisfaction to

Our offer to jobbers, plus samples, is a real 1912 offer. Send for it to-day and get a proposition that competes with the U. S. Mint for money making possibilities.

W. H. BAGSHAW,

ESTABLISHED
1870

Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles

alert jobbers and dealers everywhere

The Columbia business never grew so fast as when certain manufacturers tried to force certain dealers to recognize the difficulty of competing on even terms with the Columbia line.



8

Columbia Phonograph Co., Genl., Tribune Building, New York

VACATION SPIRIT IN DETROIT.

Many Sales of Machines and Records for Vacationists—Doran Phonograph Co.'s Excellent Business—Talking Machine a Factor in the Study of Music—Columbia Co. Pleased with New Quarters.

(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1911.

Small Victrolas, the \$50 Grafonola Favorite, and \$25 and \$30 horn machines which play disc records are in big demand in Detroit just now. They are used for steam yachts, launches, canoes and other small boats. The large hornless machines are placed on passenger steamers to a profitable extent. These latter are utilized in place of orchestras. They provide first-class music for travelers by water without the expense to the company of hiring and feeding a dozen or so musicians.

Detroit is a particularly fertile field for this class of business. In Belle Isle Park probably three thousand canoes glide about. Perhaps a third of them have talking machines—small ones, of course.

July is opening a little dull here, but business is a heap better than it would be were it not for the summer resorts.

The Doran Phonograph Co., whose specialties are the U-S, the Victor and the Columbia machines, report an especially large trade in the small horn machines. The city business in these and in

the larger hornless machines is holding up wonderfully well, in spite of the torrid weather and the natural summer lull in every line of endeavor except baseball. What dullness there is up-State, and this is accounted for principally because the farmers are hustling in crops that matured too early because of the extraordinarily fine spring which blessed the Middle States this year. They have no time for aught but work and sleep. June was better with this company than May, and collections were better, too, controverting the tales that Detroit and Michigan are in the dumps commercially.

The talking machine dealers here are unanimous in saying that every month of the first half of this year was better than the corresponding month of last year. The enormous growth of Detroit undoubtedly has a good deal to do with this. But if there was any truth in the stagnation report, Detroit would not be growing like a beanstalk, nor would the talking machine business be soaring even if Detroit did grow, for a talking machine is more or less of a luxury, except for musical students who need them to aid in the fine points.

In passing, it might be said that in Detroit the talking machine is becoming a recognized factor in the study of music, especially in voice culture. When an advanced pupil gets a piece a little difficult, she goes to a store and buys the record of the number. If she doesn't, she asks to have it played for her. The dealers always are pleased to do this, for they are practically certain of selling that student a machine before long.

Up-State talking machines and supplies are sold in all sorts of places. The Doran Co., which has a very large list of State agencies, even has one located in a farm house. The farmer is wealthy. He lives near Ovid. He has fitted up a couple of rooms as a store and sells to farmers for miles around. He sends in a good many more repeat orders than do a whole lot of agents in small cities and villages.

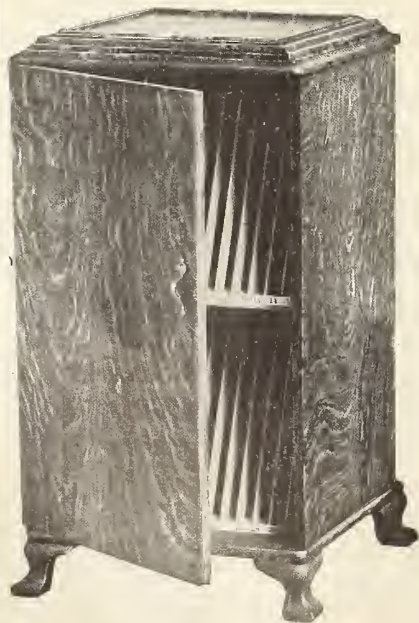
Grinnell Bros. also do an enormous up-State business, because they carry Victor and Edison talking machines in every one of their twenty-five general music stores in Michigan. They have a special department for them in every store, with demonstrating rooms.

In the new branch store just opened in Detroit, on Monroe avenue, they sold eight machines in the first day's business. They have a fine location and a fine display window, which accounts for their early success in a strange district.

The Columbia Phonograph Co. also are doing well in their new location. They carry a third more stock than they did in their old Woodward avenue store. The city wholesale business is larger than ever before, so is the up-State wholesale business, of which the Detroit branch of the company has entire charge. The Columbia Co. have 32 agencies in Detroit alone, and 205 in the State.

In locating on Broadway the Columbia Co. are taking part in a pioneer movement the object of which is to get away from the exorbitant rentals on Woodward avenue. Heavy purchases of real estate on Broadway by capitalists who propose to erect expensive office and store buildings have been put through within the last three weeks. Within six months a lot of fine retail stores will be available on the upper part of Broadway, and they are bound to be filled at once by first-class firms. That will place the Columbia branch in the heart of the newest and therefore best retail district.

Why You Should Push Udell Cabinets For Your Customers' Records



No. 446. Cabinet for Victor I and II, Mahogany or Oak. Holds 180 10 and 12-inch Disc Records. Top can be arranged for Victors III, IV, V and VI.

☞ We offer such a range of price, pattern, capacity and interior. They are entirely practical. The WORKMANSHIP AND FINISH of EVERY UDELL CABINET is POSITIVELY GUARANTEED.

☞ We cut all patterns so generously owing to an enormous demand that orders can be filled promptly. Every Victrola and Victor machine has its cabinet in the Udell Line. For your convenience we have assembled all of these Cabinet pictures between the covers of a splendid catalog.

☞ Now, where do we address Yours?

THE UDELL WORKS
Indianapolis, Indiana

MAKE THOROUGH TEST OF NEEDLES.

Manufacturers of Disc Records Try Out Needles Imported by the Talking Machine Supply Co. and Express Satisfaction with Them.

Max Landay, of the Talking Machine Supply Co., New York, states that one of the leading concerns engaged in the manufacture of disc talking machine records in this country have been conducting extended experiments with the needles imported by his house and reports that the needles have given the greatest satisfaction both as regards finish and reproducing powers. The experts in charge of the laboratories of the company in question, with a thorough knowledge of just what should be expected of first-class needles, gave the needles handled by the Talking Machine Co. a most thorough trying out. The tests may lead to an interesting trade announcement in the near future.

The features claimed for the needles offered to the trade by the Talking Machine Supply Co. are high quality, low price, first-class finish and attractive packing, in keeping with the special demands of the customer if desired.

Victor Herbert and his great orchestra now make records only for the Victor



In adding the name of Victor Herbert to the list of great artists who recognize in the Victor the best way to perpetuate their art, and send true examples of their work into the homes of music lovers in every nook and corner of the earth, we feel it is just like adding one more priceless gem to the diadem that crowns the Victor.

Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known, and the simple statement that he has entered into an arrangement to make records of his great orchestra under his personal direction, exclusively for the Victor, is sufficient to stir every Victor owner to a happy expectancy of what future supplements will bring to them.

Dealers throughout the country will probably recall that during the past two years Victor Herbert and his orchestra have made phonograph records for another company, and his reasons for entering into an exclusive agreement with the Victor Company is fully explained by Mr. Herbert's announcement to the public as follows:



June 1st, 1911

"I have entered into an agreement with the Victor Talking Machine Company to make exclusively for them, under my personal direction, records of Victor Herbert's Orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog."

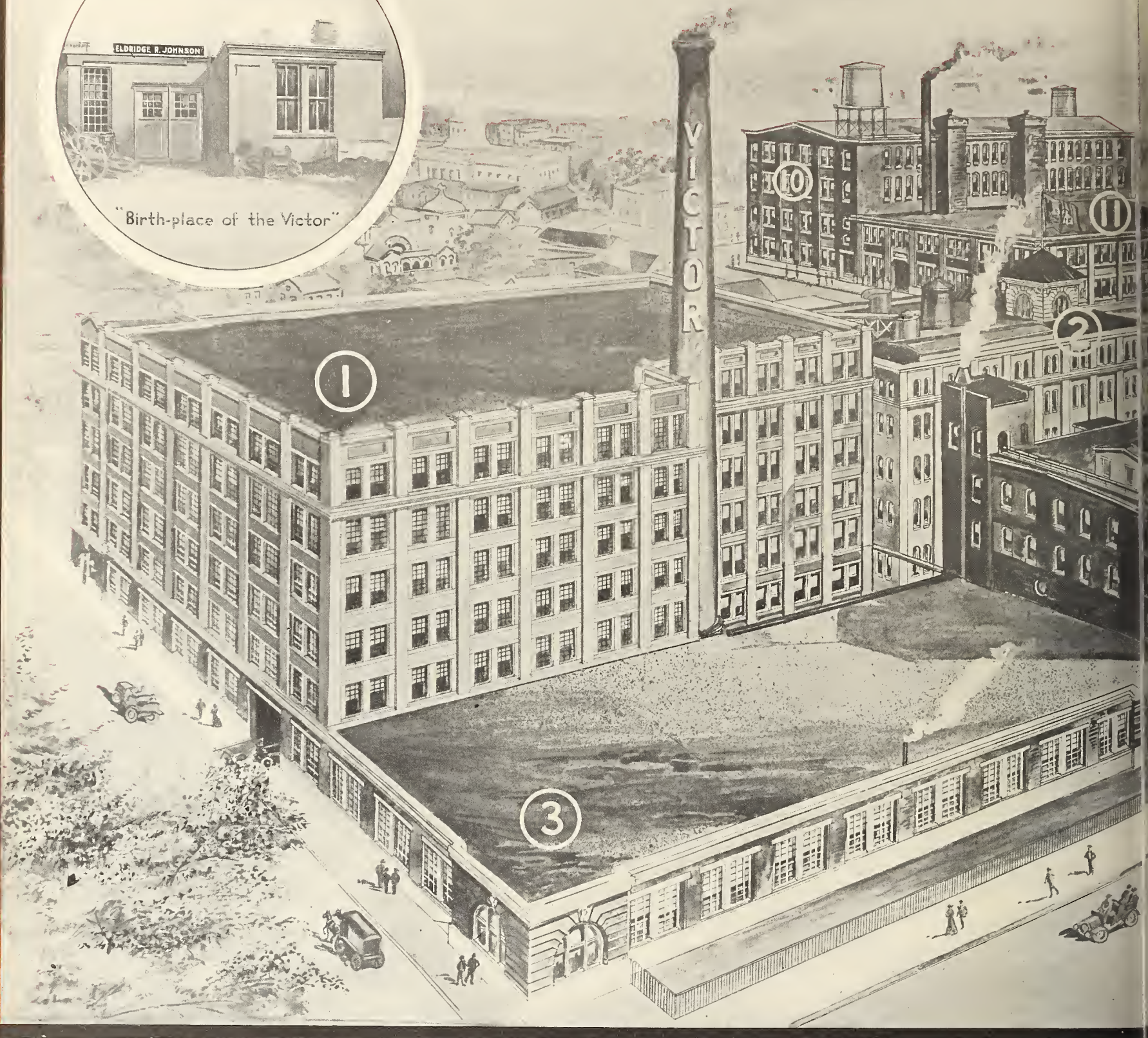
A handwritten signature of Victor Herbert in cursive script.

Victor

1898



"Birth-place of the Victor"



1. Machine Factory
2. Machine Factory
3. Power Plant (4,000 horse-power)
4. Record Factory
5. First and second floor—Executive Offices
Third and fourth floors—Recording Laboratory
(Three floors now being added to this building.)
6. Storage Building
7. Window Display and Printing Department
8. Cabinet Factory No. 1
(This building now being extended 65 feet, and two floors added to the whole.)
9. Lumber Dry Kilns
10. Warehouse and Shipping Department
11. Assembling Department

In the illustration, Buildings Nos. 10 and 11 are grouped with the other buildings, while they are actually located two blocks distant.

COMPARE the Victor factory of 1911 with the Victor birthplace of 1898. That tells the story of Victor success.

What is the reason for this immense growth? What has made the Victor plant grow to be the greatest musical instrument business in the world in the short space of thirteen years?

Victor quality. Victor progressiveness. Victor advertising. And the enthusiastic co-operation of Victor dealers.



You, Victor dealers, have appreciated our instruments and what we do to help you sell them.

Your business has increased as ours has increased, and we thank you for your help in making the Victor business for the first six months of this year the largest in the history of the talking-machine industry.

Victor Talking Machine Company

- 12. Cabinet Factory No. 2
- 13. Lumber Yards
- 13. Lumber Yards
- 14. Record Material Storage Department
- 15. Record Material Storage Department
- 16. Coal Yards and Docks
- 16. Coal Yards and Docks
- 17. Cabinet Factory Heating Plant
- 18. Supply Tank for Automatic Sprinkler System
(Height 160 feet. Tank capacity 100,000 gallons)
- 19. Experimental Laboratory
- 20. Victor Lunch Club
- 21. Veneer Warehouse
- 22. Lumber Dry Kilns

Victor




What you can do with changeable needles

Adding the Fibre Needle to the Victor is like adding a new group of beautiful pipes to a church organ. It gives new range and variety, as well as beauty.

Some Victor Records sound best played with a Victor Steel Needle, others with a Victor Fibre Needle. With the Victor you can have *both*. You can adjust volume and tone to suit the record and the conditions. Practice soon develops the ability to use the different Victor Needles in bringing out the peculiar beauties of different records.

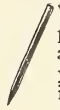
Learn how to use the changeable needles in playing the Victor, and you will find in it new charms and beauties.

Loud




Victor Needle
produces the full tone as originally sung or played and is particularly suited for playing records in large rooms, halls, etc., and for dancing.

Medium



Victor Half-tone Needle
produces a volume of tone about equivalent to what you would hear if seated in the third or fourth row of the dress circle at the opera house or theatre—a splendid needle for general home use.

Soft



Victor Fibre Needle
is particularly suited to the discriminating music lover, and reproduces Victor Records with all their clarity and brilliancy in a slightly modulated tone. With this needle your records will last forever. Victor Fibre Needles may be repointed eight to ten times and used as often as repointed.

For 50 cents and 22 cents for return registered postage, we will alter your Exhibition Sound-box so you can use Victor Fibre or Steel Needles at pleasure.

Or, on payment of 50 cents and 44 cents to cover cost of registered postage both ways, your dealer will forward it for you.

Always use Victor Records,
played with Victor Needles—
there is no other way to get the
unequaled Victor tone.

Victor Talking Machine Co., Camden, N. J., U. S. A. Berliner Gramophone Co., Montreal, Canadian Distributor

And be sure to hear the
Victor-Victrola

This is one of the Victor Needle advertisements now appearing in the leading magazines, calling attention to Victor Fibre Needles.

The more thoroughly you understand the many admirable qualities of Victor Fibre Needles, the more enthusiastic you will be in bringing them to the attention of Victor owners.

Victor Talking Machine Company

Victor

When you were younger you wouldn't let anybody tell you "you dassent." Has any manufacturer told you you "dassent" salt away the profits of a Columbia line?



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Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NOTES FROM CLEVELAND.

Business Surprisingly Good Considering Season—Devineau Heard from—Lawrence H. Lucker Establishes Local Branch at 414 Prospect Avenue—Columbia Co. Makes Excellent Business Report—U-S Phonograph Co. Steadily Increasing Output and Making New Connections—Eclipse Musical Co. Notes.

(Special to The Talking Machine World.)
Cleveland, O., July 10, 1911.

Business in all lines of the talking machine trade has been unexpectedly exceptionally good during the past month. That the business is growing is evident in the expanding circle of dealers, and rumored still other contemplated additions. It is explained that the satisfactory volume of business and the accretion of dealers is owing to the popularity of the more magnificent machines and the production of records of the highest class talent. Almost without exception dealers predict there will be an unusually fine fall trade.

Officials in the Cleveland city auditor's office have been informed that Louis Devineau, who disappeared from here in 1908 is at present in Holland. A business man of this city, who has just returned from a trip abroad says he saw Devineau in that country. At the time of his departure he was secretary of the sinking fund commission of the city and was an alleged embezzler to the extent of \$12,000. He will be remembered by The World readers as the inventor of the B'ophone, an ingenious disc attachment to a cylinder machine, and also the "Ideal," a self-supporting horn. Just prior to leaving he, with others, had started the "International Talking Machine Co." in the Taylor Ar-

cade. His decampment brought the operations of that concern to an abrupt close and a number of creditors to mourn their misplaced confidence. He was a protege of the late Mayor Tom L. Johnson, and for a time French tutor in his family.

Dr. C. H. Clark, physician in charge of the State Hospital for the Insane in Cleveland, is an advocate of motion pictures and the talking machine to soothe the nerves of the inmates. At his suggestion a picture machine supplied with the latest equipment, and a phonograph with a selection of records, have been installed in the hospital auditorium. He does not believe with Dr. Eyman, of the Massillon State Hospital, that they will cure insane persons, but are good for entertainment to keep the hospital inmates from becoming restless.

The W. F. Frederick Piano Co. have moved from the Hippodrome building and are now settled in the new quarters at 1612 Euclid avenue. The company contemplate putting in a complete line of Victor goods, but have not yet concluded arrangements.

B. L. Robbins, formerly of the firm of B. L. Robbins & Co., the oldest talking machine dealers in Cleveland, now the Talking Machine Co., at 42 The Arcade, is now associated with the Eclipse Musical Co. His long experience in the business and extended acquaintance makes him a valuable acquisition to the company.

Lawrence H. Lucker, the well-known Minnesota talking machine jobber, has just established a branch at 414 Prospect avenue, S. E., Cleveland, with a very large and complete stock of Edison phonographs, records and supplies. The branch at present is in charge of W. L. Meyers, from the Minneapolis office, as Mr. Lucker is now enjoying

his honeymoon abroad. The location is central, three blocks from the public square, occupying large, suitable quarters of the sixth floor of the Ellastone building. Three carloads of Edison machines and records were received June 16, and no time was lost in opening and placing the stock, the first shipments going forward to dealers on the 19th. Judging from the size and completeness of stock carried the dealers of Cleveland and vicinity can congratulate themselves with the feeling that they will now get service such as they have never before had. Mr. Meyers states that a fully-equipped repair shop will be installed and a complete line of Edison repair parts carried. He says that all orders will be shipped the same day received. Service and promptness will be the motto of the house. A standing invitation is extended to all dealers to make the place their headquarters when in the city. A large and finely appointed display room is being arranged where all models of Edison machines and latest improvements can be inspected and demonstrated.

W. H. Hug, representative of the Thomas A. Edison, Inc., was in Cleveland the week of June 19, and reported that dealers in Cleveland and this vicinity are enthused over the opening of an Edison jobber in Cleveland, and many orders were taken for immediate delivery. Judging from the way shipments are leaving the office business is booming for this season of the year. Mr. Lucker while abroad will arrange for many specialties in the small musical merchandise line, which is growing very rapidly.

R. Svehla is now operating two stores, one at 5101 Fleet avenue and one at 1831 West Twenty-

(Continued on page 24.)

Have You Received a Sample of the

"ART-TONE" Diaphragm?

(Fits ALL Machines.)

Made in combination of Aluminum and fibre.



Full of holes and melody

Dealers

This invention retails for \$1. A good margin of profit for you. Every machine already sold and selling is a sure sale for the "ART-TONE" Diaphragm.

Jobbers

Send out a batch of our circulars with your regular mailing. Piles of orders will result. Profits sure. No selling expense.

Send business card with request for FREE Dollar sample and our proposition. Write right away.

THE TALKING MACHINE CO.

218 WORTHINGTON ST.

SPRINGFIELD, MASS.

When the manufacturers get all through deciding which lines you may carry, and which lines you must not, go take a look at your cash register. The Columbia policy is a *selling* policy—not a book-keeping policy.



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Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NOTES FROM CLEVELAND.

(Continued from page 23.)

fifth street. In connection with the piano and musical instrument trade, in which he has been engaged for several years, he has taken on a full line of Columbia goods. He states that while business is rather slow, it is fair for the season, and that he is making sales of machines right along, including a goodly number of records. He is an importer and jobber of musical instruments and strings and, together with a good line of pianos and Columbia machines and records, is destined to become an important factor in the trade.

The Columbia Phonograph Co. are having an excellent run of trade since moving into their new quarters, and under the local management of Geo. R. Madson. "We anticipated some falling off in business during the month of June," said Mr. Madson, "but both in machines and records it was exceptionally good, and was the best month we have had since establishing our new store; and July has started in with a volume of trade, which, if it continues, will prove a record month for records. All the Columbia dealers of Cleveland report to us exceptionally good trade, particularly in records. We have added two new dealers that handle the Columbia goods exclusively, H. Ziehm & Son, 16312 Superior avenue, and Rehburg & Busch Co., 3169 Pearl road. The outlook for business during the balance of summer is especially good.

The Eclipse Musical Co. are doing nicely in their new store—a credit to any city, and one of the most attractive in the country. All the different makes of Victor and U-S machines are carried in the retail department, and a desirable trade is daily adding to the volume of business. Mr. Towell said the wholesale trade was very good at the present time, and, judging from the large number of inquiries coming in, a prosperous business future was in evidence. He said they would undoubtedly have the largest fall business in the history of the local trade.

The B. Dreher's Sons Co., one of the oldest and largest piano houses in the city, announce that they

have been appointed representatives for the complete line of Victor and Victrola talking machines and records. The company have set apart several rooms in the large quarters, in The Arcade, for the display and demonstration of the various machines, of which they have in stock a full supply, as well as the catalogued records. Sales already made and the many inquiries they are receiving forecast a successful business in this addition to their piano trade.

Nothing but the most encouraging reports come from the headquarters of the U-S Phonograph Co. The factory, in constant operation, is one of the busiest plants in the city and is daily increasing the output. G. M. Nisbett, sales manager, said: "Things are booming here at the factory. The hot weather has had no effect in reducing business, but, on the contrary, seems to have accelerated it, and it has shown a steady gain to date."

Phil Dorn, manager of the department of Callister & Sayle, says he is selling some Victor machines and doing a very fair business in records in the retail department, but he expects trade will be rather dull until the vacation season is over. Business, he stated, was slow in the wholesale department, but somewhat better than in the retail department.

E. A. Friedlander, manager of the talking machine and musical instrument department of the Bailey Co., expressed himself very well satisfied with conditions. "Trade," said he, "is about normal for the season. Our sales of machines are very fair, especially Victrola IX., of which I am unable to obtain a sufficient supply to meet the demand. It is a magnificent instrument, and the most popular of the Victrolas. Sales of records are good, especially for the gems from 'Madame Sherry'—in fact, the entire July lists of both Victor and Edison are selling well. Business in the piano and small musical instrument line is good."

Business at the Victor machine and record parlors of the Caldwell Piano Co. is reported very good, quite as satisfactory as was expected when opening the department.

W. H. Buescher & Sons have been busy during the past month, especially in the wholesale depart-

ment, having made sales of a number of high grade Victrolas and Victor machines. In the record line they are kept busy keeping up the supply, and report an unusually good demand for the red seal and purple label July list. The company's policy is to keep a full supply of both machines and records always in stock, so that an order may be filled the moment it is filed.

S. A. Mintz, manager of the Talking Machine Co., 42 The Arcade, says business is fairly good for the season, and that there is an excellent demand for records, especially the July Amberol list, all of which are very popular. He stated that Victor records were also selling fairly well, while the demand for machines was light.

Not very many sales of machines, but a pretty fair record trade for the season was reported by the May Co. Especially in demand were said to be the three new songs by Cohan, and all of the new red seal records. The company handle both the Victor and Edison lines and in connection with the piano trade do a large volume of business.

DEMURRER SUSTAINED

By the United States Circuit Court of Appeals in the Case of American Graphophone Co. Against Victor Talking Machine Co.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 4, 1911.

On June 12 Judge Buffington, of the United States Circuit Court of Appeals, third district, handed down an opinion sustaining the demurrer of the Circuit Court, district of New Jersey, in the case of the American Graphophone Co., New York, against the Victor Talking Machine Co., Camden, N. J. The American Graphophone Co. had brought suit against the Victor Co., charging them with a tantamount infringement of the Jones patent by certain acts of the defendants. The defense demurred to the complaint in the lower court, and was upheld. The Graphophone Co. appealed, with the foregoing result, the decision, a technical document of some length, however, stating they could obtain their remedy in another way if desired.

When the manufacturers have decided what lines you may *not* handle, ask yourself whether the *reason* for that decision may not now be stronger than the decision itself. This isn't a matter of sentiment for you—it's entirely a matter of present profits and business independence.



Columbia Phonograph Co., Genl., Tribune Building, New York

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Talking Machine Conditions Unsettled—The Hornless Instrument Growing in Favor—Strikes at Principal Ports Interfered with Export Shipments—National Grand Phone Co. to Exploit a Disc Record—Latest Gramophone Issues Interesting—Paul H. Cromelin Welcome—New Pathe Agent in Belfast—Outing of Hough Employees—Latest Zono-Twin Records—Talking Machine Houses Decorated in Honor of the Coronation—Canadian Copyright Bill—Some High Class Records Issued by the Columbia Co.—The Gramophone Co.'s Summer Campaign Succeeding—Other Items of General Interest.

(Special to The Talking Machine World.)

London, E. C., July 5, 1911.

From a general viewpoint talking machine conditions here are somewhat unsettled. With the advance of summer both record and machine sales are on the decline, although up to the present trade more than compares favorably with that experience during an even time last year. The chief line of value from a sales point of view is undoubtedly the portable hornless instrument, which is selling very well, indeed, with every class of buyer. Dealers regard this type of machine as their mainstay, for it is fairly easy to sell these just now, and they recognize that every machine sale means profitable business in records.

Future prospects are unfortunately none too encouraging, for practically every shipping port in the kingdom is affected by the decision of the Seamen's Union to call a general strike. Indeed, this has already occurred at many of the chief ports, and at the moment of writing the trouble continues to spread. Conflicting reports reach me as to a settlement, or compromise here and there, but the serious aspect of the case is only too evident. Many of the transatlantic liners are laid up for want of crews, and a large number of local services have been interrupted. We can only look forward in the hope of an early settlement of the difficulty.

Pathe Goods in Belfast.

Thos. Edens Osborne, of Belfast, has been appointed a factor for the Pathe goods. He will handle the various machine models, in addition to the records. It is very evident, from the fact that Mr. Osborne has already commenced advertising these well known products, that he is determined to establish a nice trade. We wish him the best of success with his new product.

Our Bankruptcy Laws.

Discussing the failings of our bankruptcy laws, and in particular the enactment that every bankrupt shall prepare an account explaining exactly how his deficiency arises and verify it by affidavit, a writer in the Draper's Record points out that "theoretically the idea is good, but in practice it falls a long way short of expectations. In cases where the bankrupt has not kept proper books, these accounts are often misleading, always almost useless, and not infrequently cover frauds of the grossest description. He suggests that a remedy is provided by the American law, which is the committal of the bankrupt to prison if, in the opinion of the court, he has failed satisfactorily to explain his deficiency, or if the court believes he is withholding facts deliberately." As it is hundreds of traders here run up debts in the full knowledge that they cannot meet their liabilities. And they can do it with impunity.

Agency for Favorite Interests Change Hands.

A matter of special interest this month concerning the future of the Favorite record has been made known to the trade. During the last fourteen months the agency for this country has been held by O. Ruhl, Ltd., but they have decided to relinquish the handling of the record after June. The Favorite interests now pass into the hands of Karl F. Harth, who takes over the English

agency as and from July 1. This gentleman brings to bear a very wide experience in the marketing of machines and records, and although the Favorite record is well and favorably known in trade circles, we have no doubt but that under Mr. Harth's able guidance business will proceed as merrily as ever, and the record become even more popular than at present. Our readers should continue to forward their orders to the same address, 45 City Road, London, E. C.

The Automatic 'Phone.

We are so interested in the development of new inventions that we are apt to overlook the ceaseless activity of those engaged in perfecting some of the older ideas. One is that of the automatic telephone exchange. A similar idea was put forward by a Mr. A. M. Thomson about ten years ago. In his system the number required was built up on the instrument. It was sent to the telephone exchange by a number of impulses. These actuated an electro magnetic counter device. The number was made to appear in front of the operator. There were the usual plugs and cords for connecting the subscriber with the number which he called. There is no evidence that the system was ever used on a commercial scale. At the present time there are a large number of automatic telephones at work in the States. One of the manufacturers of these instruments in Chicago claims that there are 300,000 of them at work on their system. From the subscriber's point of view the matter is quite simple. The ordinary type of telephone is used, except that there is a small circular switch for opening the line. There are finger-holes on a face, and under each of these holes is a number. The finger is inserted over the figures which make up the number to be called and the dial is pulled round. If it is required to call up 428, then the finger is placed over 4 and the dial pulled around to the stop. Similarly with 2 and 8. The number is then automatically connected. An aspect of the automatic system which is likely to make it popular is its complete secrecy. Clearing is also quite instantaneous. There is an increased cost with the automatic equipment, but it is claimed that this is more than counterbalanced by a reduction in the cost of the building, the space required being considerably less.

The National Grand 'Phone Co.

is the title of a new concern recently formed to exploit a disc record engraved with a distinctive cut of its own. The capital of the company is £6,000, and their registered office is located at 13a New St. Hill, London, E. C. The invention of a gentleman of wide experience, Mr. Packman, this new record is said to be V cut on the hill-and-dale principle, and is played by an ordinary steel needle which touches the bottom only; not the sides of the sound track. Under their special process of recording (at the standard speed) and making of galvanos, they have produced a record which will carry an entire song and many musical selections unabridged. The average is five minutes on a 10-inch disc, and eight minutes for a 12-inch, although some of the former will run for six minutes. There is a noticeable absence of surface noise, and the tracking is perfect. It is a double-sided record, and will sell from 2s. 6d. and upward. The record is characterized by a pure and natural tone, free from extraneous sounds, and of full volume. Obviously the commercial value of such an original product is almost unlimited in its scope, but the exigencies of present day competition in disc records is such as to exercise an adverse effect upon the sales of any new record, no matter how good it may be, unless well supported financially. We mention this matter in order to emphasize the fact that the record proposition under review is backed not only by men of ability and great experience, but also by a large city firm of sound

finance, whose policy it is to have the record marketed successfully. For the consummation of which we extend our hearty wishes.

New Gramophone Issues.

The special mid-monthly issues of Gramophone records are invariably gems, but we would particularly emphasize this fact in regard to the company's recent titles of "Tony from America," by Miss Gertie Millar, one of her most successful songs from "The Quaker Girl"; "The Two Obadias," by Geo. Grossmith, Jr., and Edmund Payne; "Archibald, Certainly Not!" by Geo. Robey, who has scored a great success with this song on tour, and "Gems from Peggy," part I. and II., by the Light Opera Co., conclude a splendid little list which should prove of great value to every dealer. Since writing the above another special issue is announced, that of the "Homage Anthem" (Rejoice in the Lord), specially composed for the coronation ceremony by Sir Frederick Bridge, organist of Westminster Abbey, and director of music at the coronation. The record is made by the choristers and musicians who actually sung and played in the abbey on this historic occasion. Apart from the beautiful singing of the abbey choir, Sir Frederick Bridge could not have chosen a more capable man for the solo part than Mr. Edward Lloyd, the wonderful tenor, who emerged from his retirement for the express purpose of singing at the coronation of King George. It is altogether a magnificent, not to say unique, record of excellent tone, and is in great demand.

The ordinary supplementary list for July contains many pleasing selections, just the right kind in fact, for this time of year. The titles are: "Baron Trerch," selections I. and II. (two records) (Albini); "El Albanico" (Javaloyes); "Convivial March" (O'Harra), and "Through the Valley March" (Walker), by the band of H. M. Coldstream Guards; "Amina Serenade" (Lincke); "On the Bosphorous" (Lincke); "Luna Waltz" (Lincke), and "Onkel Fichte" (Lincke), by Lincke's Orchestra; "Lighterman Tom" (Square), Mr. Harry Dearth; "An Evening Song" (Blumenthal), Mr. John Harrison; "The Admiral's Broom" (Bevan), Mr. Thorpe Bates; "Largo (Ombra mai fu)" (Handel), Mme. Edna Thornton; "Wee Jean Macgregor," Mr. Harry Lauder; "Slavonic Dance in C" (Dvorak), the Renard Trio, and "Variations" (Tartini-Kreisler), is a beautiful violin solo by Fritz Kreisler. There is also in the list a descriptive coronation record entitled "Heard During the Royal Progress Through London," which portrays in a most lifelike fashion the humors of a London crowd in waiting for the procession. We have not the space for a full description of the drama enacted, but would say that the representation as exemplified by the record is a distinct success in every respect.

Mr. Cromelin Warmly Received.

As the future controller of the Edison business in the United Kingdom, Paul H. Cromelin has been most warmly received in trade circles here, and his altogether pleasing personality contributes not a little to softening the general regret felt in the departure of Mr. Thomas Graf, who shortly takes up his headquarters at the Edison Berlin office. Mr. Cromelin is collaborating with Mr. Graf in the copyright matter, and both have been so very busy in this direction as to preclude the time for any extended interview, but next month I shall doubtless be in a position to present my readers with Mr. Cromelin's view of the trade situation.

Music by Wireless.

Speaking at the Royal Institution, T. Thorne Baker, F. C. S., described several new wonders in wireless telegraphy. One novelty of great interest was a keyboard instrument by which musical sounds could be transmitted. During some

ENGLAND'S LARGEST FACTORS!



The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell", coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

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The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/6 each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London."

Special shipping terms.

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The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd. LONDON, ENG.

Recent experiments between Brussels and Slough, a few bars of "God Save the King" were transmitted and clearly received. A practical use for this invention would be the sending of bugle calls, say, to an army in the field. By the application of a piece of paper to certain parts of a whirring electric battery before him Mr. Baker ran up and down the musical scale quite perfectly.

International Music Trades Exhibition.

Get ready for the International Music Trades Exhibition to be held at the Agricultural Hall, London, from August 14 to the 19th. It is going to be a big thing. The whole of the musical instrument trade, including several of the best talking machine firms, will be represented, and the hearty support already extended indicates that the exhibition will be worth visiting.

Louis Sterling Due Middle of July.

Louis Sterling, British manager of the Columbia Phonograph Co., Ltd., who has been on a visit to the States, is expected to return here about the second week in July.

Outing of J. E. Hough, Ltd., Employees.

The annual outing of the employes of the firm of J. E. Hough, Ltd., Edisiona Works, Peckham, this city, arranged for Saturday, June 24, came off in fine style. Favored by exceptionally fine weather, about 60, including many of the gentle sex, who had fixed upon the historic town of Hastings as their center, left London Bridge Station at 8 a.m., arriving at their destination by 10:10. The morning was spent by making excursions to places of interest. Some visited the ruins of the old castle, which, by the way, dates back hundreds of years; others explored the eerie caves under the west hill, while others—couples, if you will—were to be seen wandering along the country lanes, enjoying the opportunity for a quiet chat upon things in general, and "science" in particular. The keen demand of the inner man brought all our friends together at Feast's Restaurant, Castle road, and right well were they feasted. The rest of the day passed very pleasantly, the only regret of the ladies being their inability to persuade a veteran old salt to take them for a row. It was a little too breezy for any boats to go out. London was reached on the return journey about 10 p.m., in time to view the coronation illuminations around the city. Coming home in the train a vote of thanks was passed for the excellent arrangements made by Mr. Lawren and Mr. Pleasance, and this was carried unanimously—excepting those not in the particular compartment. Mr. Alec Hesse, whose irrepressible good humor kept the party in high spirits all the way up, would insist upon performing certain acrobatic feats, and enlightening the audience as to his own powers of eloquence, thereby causing not a little confusion among the ladies of his party. Well, everything passed off most satisfactorily, and by the time London Bridge was reached quite a number looked as though, like Oliver Twist, they could do with more.

Melba's Farewell Concert.

The call of her native land would seem to be too overwhelmingly strong for Madame Melba,

for, despite her recent tour through the antipodes she has decided to embark upon another. To a vast throng of her friends and admirers she gave a farewell concert at the Albert Hall June 11, and particularly impressive was her beautiful rendition of Tosti's "Good-Bye," which was only too appropriate. During the afternoon Mme. Melba was presented by the Gramophone Co. with a beautiful model of the steamship Osterley, on which she will travel to Australia, made in flowers, floating on a sea of green moss, and bearing the request to "come back soon."

Important Court Ruling.

The question of a newspaper's right to withhold publication of advertisements announcing a reduction from the standard price of an article came up for consideration in the recent action of A. W. Gamage, Ltd., v. The Temple Press, Ltd. It appears that Gamage placed a contract for a series of advertisements in the defendant company's publications, and after a number of insertions had been given they forwarded copy advertising a certain cycle tire at a price below the figure fixed by the tire maker. Having paid for the space they claimed that they were entitled to put in what they liked. Defendants were supporters of the manufacturer's price maintenance scheme, and refused the advertisement. As a result they were sued by Gamage for breach of contract. The Lord Chief Justice, in summing up, pointed out to the jury that the only question was whether a newspaper proprietor could reasonably do what the defendants had done in this case. * * * If the defendants thought honestly that they were obliged to act as they did in order to protect their other advertisers, it would not be proper to say they had acted unreasonably. The jury found that the defendants had acted reasonably, and judgment was therefore given in their favor.

New Hough Record.

J. E. Hough, Ltd., announce that they will issue a 10-inch single-sided record, to be known as the Celebrity V. F. disc. Only talent usually confined to records selling at 10s. 6d. or more will figure on the celebrity list, but the company do not intend to charge more than their fixed rate of 3s. Mme. Jomelli, the beautiful soprano of the Metropolitan Opera House, contributes the first series of titles to which we refer elsewhere in this section.

Talking Machine Houses Bedecked.

Those talking machine houses located on the route of the royal procession through the city June 29 were bedecked in quite the fashion, bunting and flags of various designs predominating. But the magnificent display made by the Gramophone Co. calls for special mention. Dressed in a tasteful array of big and small flags, banners of royal blue and other decorations, the building by day certainly presented a most pleasing appearance, and when the time came for switching on the hundreds of electric lights, a veritable fairy scene was disclosed, giving one the impression as of a sea of twinkling stars encompassed in a small area, just as though, too, they had descended from the heavens in sympathy with the

general rejoicings of us poor mortals below. It was a most beautiful sight, and one that we shall long remember in connection with the coronation of King George V. Our thanks also to the Gramophone Co., who spared no expense in their signal contribution to the general rejoicings.

During the long wait for His Majesty the enormous concourse of people outside the company's premises were cheered by the strains of popular music rendered by the electric auxetophone. The crowd in massed voice arranged their own program of selections, and finally gave a very hearty "Three cheers for the Gramophone Co."

Other houses on the royal route were the Favorite Co. and O. Ruhl, Ltd., whose premises were tastefully decorated. At the latter firm a number of trade visitors gathered and were royally entertained by their hosts.

A Progressive Move.

Evolutionary! That is the sum and substance of our thoughts now that we have had time to fully appreciate the important influence which the Zonophone move brings to bear upon the progress of the talking machine industry. It is a development of great significance in relation to the disc record. As my readers are aware the twin double disc is now absorbed with the Zonophone single, and will in future be known as the Zono-Twin, selling here at the popular price of two shillings and sixpence. Buyers do not suffer by the change; on the contrary they gain enormously, for apart from the value of two records at a very little more than the price of one, they have the benefit of the same high class talent, much of which was hitherto only obtainable on the 2s. single record. Is it any wonder, then, that the trade have unanimously extended a whole-hearted support quite beyond comparison with any trade venture of recent years? No! Enthusiasm is unmistakable this time, and approbation of the company's enterprise, of so general a character, has caused great satisfaction in official circles. From the following examples one may glean some idea of the splendid value now offered in Zono-Twin records: "Il Bacio" and "Alas, Those Chimes," from "Maritana," by Mme. Deering; "Young Tom O'Devon" and "Glorious Devon," by Peter Dawson; "My Sweet Rosetta," courting and marriage, by Billy Williams; "Much Obligated to Me" and "In Trouble Again" (talking), by Tom Foy; "Standard Bread" and "You Ought to See the Missus in a Harem Skirt," Harry Champion; and "Imperial Life Guards" and "Storm and Sunshine," two stirring marches by the Black Diamonds Band.

Influence of the Cinematograph.

The cinematograph, we read, is spreading its popularity even to the kingdom of the—professional—blind. A well-known American actor, Howard Russell, on leaving the theatre after an evening's performance, placed a copper in the hand of an apparently blind man standing at the corner of the street. The coin was just saved from falling to the ground by the mendicant's skilful manipulation of his hat. "Why, you're not blind," said the actor, scornfully. "No, sir," confessed the beggar; "I am taking a friend's place while he is having a bit of a rest. But he's blind, sir,

FROM OUR LONDON HEADQUARTERS—(Continued.)

been blind from birth." "And where is he taking his rest?" demanded the benevolent player. "Well, sir, the fact is," was the hesitating reply, "he's heard so much about these animated pictures that he's taken a night off to go and see them!"

Lively Summer Campaign.

As announced in our last issue, the splendid summer advertising campaign inaugurated by the Gramophone Co., not to mention, too, the generous circular letter scheme for dealers, has oiled the wheels of commerce and stimulated sales to an amazing extent. Well might the company congratulate themselves, but their appreciation modestly takes the form of bestowing praise upon their traders for the magnificent response and enthusiasm displayed. It is a reception quite beyond comparison with any publicity scheme issued within memory, and in Manager Goff's own words, "the results are already a foregone conclusion." Certainly Gramophone agents know how to appreciate a good thing, and that their appreciation is directed along practical lines in co-operation with the company's policy, is the best and only reciprocity desired. Unity is strength!

Schubert's Unfinished Symphony.

The Columbia Co. are assuredly earning the gratitude of music lovers by the constant issue of great musical compositions in the complete form rendered possible by the 12-inch double record. This month the achievement in this connection deserves special mention, for they claim to have presented the first record ever made of Schubert's Unfinished Symphony. Such an issue is invested with special significance when one considers that the masterpiece is brought within the reach of all, at the regular prices of Columbia-Rena records. This famous symphony in B minor, which for some reason was never finished by its composer, is, strangely enough, one of the two great symphonies which alone entitle Schubert to rank with the world's foremost composers—and this, too, out of more than a thousand compositions.

A Striking Batch of Records.

A splendid batch of Edison Bell & V. F. disc records is to hand from J. E. Hough, Ltd. Of special interest are the two titles—"The Blind Boy" and a parody on "Asleep in the Deep"—by G. H. Chirgwin, popularly known as the "White-eyed Kaffir," who, although close upon seventy years of age, after considerable persuasion was induced to record these two favorite songs exclusively for the Edison Bell Co. They are perfectly recorded and represent a distinct triumph for the company. Another great acquisition is Mme. Jomelli (of the New York Metropolitan Opera House), who is responsible for "Ah, fors e lui," Parts I and II (Traviata); "Louise," from the opera of that name; "Annie Laurie," "Depuis le joie," and Gounod's "Ave Maria," with violin obligato. These four titles constitute the first issue of Grand V. F. Celebrity records, and although the prices for such quality are usually fixed at a much higher rate, Messrs. Hough are making no charge above their standard price of 3s. per single record. Mme. Jomelli has a soprano voice of great beauty and power, and her records are a real treat to listen to. On the same list we find four titles by the famous Renard Clarionette Quartet, "Scotch Melodies," "Irish Melodies," "Caprice" and "Paderevski's Minuet," all excellently rendered. Other good numbers are: V. F. "The Palms" and "My Dreams," by Miss Ruby Helder; "Fra Diavolo" (overture) and "Echo des Bastions" (interlude), King Edward's Horse Band; "Cupid's Garden" (intermezzo), Parisian Orchestra; "Whispering of the Flowers" (intermezzo), King Edward's Horse Band; "Morning" and "Death of Art" (Peer Gynt suite), Royal Guards Band; "Dance of the Imps" and "Anitra's Dance" (Peer Gynt suite), Royal Guards Band; "Still Is the Night," Miss E. May and R. Carr; "Oh, Robert, Oh, My Beloved," Miss E. May; "In the Shadows" and "Narcissus," Royal Court Orchestra. Edison Bell discs—"Ladies Beware" (from "Peggy"), "La Sonnette Waltz,"

Royal Court Orchestra; "Coronation March" (Le Prophete) and "Coronation Bells," King Edward's Horse Band; "The Roll of the Drums" and "Army and Marine," London Regiment Band; "Patriotic Welsh Selection" and "God Bless the Prince of Wales" and "The King" (medley), Royal Guards Band; "The Territorial March" and "Trafalgar March," Royal Guards Band; "Festival of Empire," Royal Guards Band; "The Maple Leaf Forever," King Edward's Horse Band.

The Truth About the Canadian Copyright Bill.

An interesting reference to the above bill was made by Mr. Buxton at a recent meeting of the grand committee now sitting in discussion upon the British copyright bill. He said: "Reference had been made to Canada and Australia, and he had communicated with Mr. Fisher, the minister who was responsible for the new Canadian copyright bill, as he was sure it was not intended that there should be anything in the nature of a printing or publishing clause in Canada with regard to English copyright works." Mr. Fisher had replied to his telegram as follows: "Copyright bill provides for complete reciprocity in copyright between Canada and all other parts of the Empire by order in council. Any owner of British copyright, who is a British subject or a bona fide resident in Great Britain would be given copyright protection in Canada without conditions. Similar arrangements may be made with each self-governing Dominion."

Two Stirring Marches.

The Scots Guards Band, exclusive to Columbia-Rena, as all the world knows by now, are represented this month by two stirring marches, in addition to selections from "The Count of Luxembourg."

A Pleasing Duet.

Special attention should be given by dealers to a record by new artistes on this month's Columbia-Rena. It introduces a new soprano possessing a beautiful voice and a new piccolo soloist. The record is a vocal one necessitating bird-like effects



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVA OF EGYPT



To H. M. the KING OF ITALY

ROYAL APPRECIATION

of

"HIS MASTER'S VOICE"

[THE GENUINE GRAMOPHONE]



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

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| GERMANY | | | Deutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin |
| ITALY | | | Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan |
| EGYPT | | | The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria |
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THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.



You know it by this

His Master's Voice

FROM OUR LONDON HEADQUARTERS—(Continued.)

and Miss Ena Vine and Mark Brewer, the soprano and her accompanist, have succeeded in producing a very pleasing duet of voice and piccolo. The titles are: "The Songster's Awakening" and "Silver Birds."

For Tyneside Coronation trade the Columbia Co. have issued a special record of "Geordie at the Coronation," in which Eric Foster as "Geordie" proceeds to prove that King George is "a New-

castle chap." Coupled with it is "Coronation Bells" by the Scots Guards Band. Other good records to hand are the following: "Then You'll Remember Me," from "The Bohemian Girl," and "An Irish Love Song," by Walter Wheatley; "Rosetta" and "You're the One," by Billy Williams; "That Funny Little Tie" and "The Harem-Scarem Skirt," by Harry Champion, and "Persevering Potts," Parts I. and II., by Fred Kitchen & Co.

COPYRIGHT BILL STILL UNDER DISCUSSION.

Continued Hearing and Discussions Regarding the New Measure—Cablegram Announces a Postponement of Hearings Until July 11th—The Situation to Date.

(Special to The Talking Machine World.)

London, Eng., July 4, 1911.

The present is an anxious time for the whole of the talking machine record manufacturers, not to mention the wholesalers and the thousands of dealers largely dependent upon this industry for their commercial existence. The copyright bill is still under discussion in grand committee. What to-morrow will bring forth we know not. But there is one ray of hope, and that is centered in the person, the strength rather, of the president of the Board of Trade. Tuesday, July 4, he will introduce amendments or new clauses in the bill framed in conformity with the just claims of record makers. At least, that is our belief, which is based upon his expressed recognition that compulsory license on a universally fixed rate of royalty is imperative. We believe also, that the Ministers in charge of the bill now realize that it would mean almost ruination to the majority of record manufacturers were the royalty fixed upon a retroactive basis. But just exactly what Mr. Buxton will propose we do not know until the 4th. Of one thing though, we may be sure, and that is a compromise in our favor. Speculation is rife, but it is useless to labor the various arguments and opinions expressed, at the present time, in these columns. I shall cable the result of the

committee's decision to the editor, who will give due prominence thereto.

What the Trade Has Done.

Since my last report great advances have been made, as outlined above, in consequence of the agitation set up by prominent members of this industry. About two weeks ago, another memorandum, setting forth definite claims, and signed by all the record manufacturers, was sent to the president of the Board of Trade. In this memorandum it was suggested that in order to adjust themselves to the new conditions a royalty of 2½ per cent. only should be fixed for the first three years, after which period the manufacturers would agree to pay 5 per cent. on the retail price of every record actually sold. This to come into force as and from the date of the bill passing into law.

Mr. Hough Dissents.

"Personally speaking," said Mr. Hough, "I do not agree with the 5 per cent. proposal, because it seems to me a greater burden than the trade ought to be called upon to bear. These royalties will be earned in a manner which gives no trouble or risk to composers, who have nothing to do but draw the money. I should strongly advocate reconsideration at the end of three years as to equity of 2½ per cent., and a re-fixture based on

equity, rather than making an arbitrary re-fixture now. The question of registration also calls for consideration. At present there is no compulsion for a copyright owner to register his name, but we in the trade consider it very necessary to be in a position to know who is the actual owner of a copyright. Changes in, or transference of ownership should also be registered. The trade also require that in some way or other public notice should be given when any author is prepared to license his productions, otherwise secret communications may be made to favored manufacturers, thus giving them an unfair start."

Provisions Passed by the Committee.

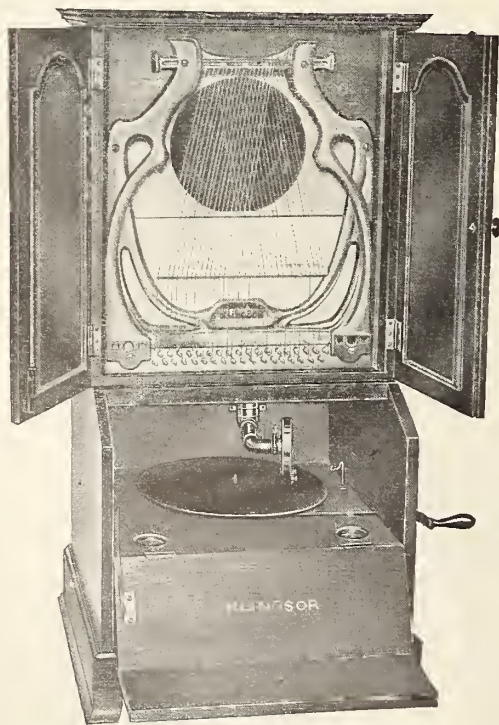
Several clauses have been added to the bill, others amended, and some deleted. Of special interest are the following particulars: Clause 10 provides that an action in respect of infringement should not be commenced after the expiration of three years next after the infringement. This was agreed to.

Mr. Buxton moved the omission of clause 13, authorizing a court of summary jurisdiction to grant a search warrant to a constable to enter premises and seize any copies of an offending work or plates. He stated that in order to carry that out it appeared necessary, on the face of it, to bring copyright generally under the provisions of summary jurisdiction as applied to musical works. He thought the penalty too severe. The clause was deleted from the bill. Clause 16, which provides that copies made out of the United Kingdom of any work in which copyright subsists, which, if made in the United Kingdom, would infringe copyright, shall be prohibited from importation, providing that the copyright owner gives due notice to the commissioners of customs. This clause was added to the bill.

MEETING POSTPONED UNTIL JULY 11.

A cablegram received from our London correspondent on July 7 reads as follows: "Copyright meeting has been postponed until July 11."

This Is A Genuine Klingsor



KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*.

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none.

KLINGSOR WORKS, 22-24 TABERNACLE ST.
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CABLES: DEFIATORY, LONDON

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., July 10, 1911.

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:

JUNE 15.

Antwerp, 1 pkg., \$100; Berlin, 11 pkgs., \$220; Buenos Ayres, 14 pkgs., \$306; Callao, 5 pkgs., \$888; Colon, 6 pkgs., \$279; 6 pkgs., \$214; Copenhagen, 13 pkgs., \$326; Curacao, 5 pkgs., \$230; Havana, 28 pkgs., \$918; 8 pkgs., \$457; Havre, 87 pkgs., \$1,410; Kingston, 5 pkgs., \$104; Limon, 13 pkgs., \$699; London, 11 pkgs., \$828; Mollendo, 3 pkgs., \$207; Montevideo, 3 pkgs., \$173; Para, 45 pkgs., \$1,873; Pernambuco, 3 pkgs., \$200; Sydney, 10 pkgs., \$225; Valparaiso, 15 pkgs., \$771; 6 pkgs., \$227; Vera Cruz, 167 pkgs., \$4,575; 17 pkgs., \$524.

JUNE 22.

Bahia, 7 pkgs., \$265; Berlin, 8 pkgs., \$455; Buenos Ayres, 196 pkgs., \$12,224; Callao, 4 pkgs., \$173; 29 pkgs., \$277; Cartagena, 3 pkgs., \$129; Colon, 6 pkgs., \$160; Copenhagen, 29 pkgs., \$805; Guayaquil, 12 pkgs., \$562; 5 pkgs., \$314; Havana, 17 pkgs., \$574; Havre, 58 pkgs., \$1,410; Kobe, 12 pkgs., \$374; Limon, 9 pkgs., \$271; London, 8 pkgs., \$440; 38 pkgs., \$707; Manila, 38 pkgs., \$1,955; Melbourne, 962 pkgs., \$13,540; Para, 27 pkgs., \$1,891; Rio de Janeiro, 59 pkgs., \$2,239; 13 pkgs., \$500; Singapore, 6 pkgs., \$216; Sydney, 52 pkgs., \$1,358; Vera Cruz, 54 pkgs., \$3,371.

JUNE 29.

Berlin, 56 pkgs., \$1,575; Callao, 1 pkg., \$135; Cape Town, 61 pkgs., \$1,325; Demerara, 5 pkgs., \$124; 3 pkgs., \$170; Guayaquil, 3 pkgs., \$113; Havana, 6 pkgs., \$241; London, 11 pkgs., \$268; 36 pkgs., \$872; 171 pkgs., \$4,924; Manila, 3 pkgs., \$169; Manzanilla, 3 pkgs., \$125; Rotterdam, 2 pkgs., \$172; Soerabaya, 14 pkgs., \$382; Valparaiso, 15 pkgs., \$992; Vera Cruz, 19 pkgs., \$700.

JULY 6.

Acajutla, 15 pkgs., \$519; Bahia, 57 pkgs., \$3,362; 9 pkgs., \$651; Guayaquil, 7 pkgs., \$579; Havana, 4 pkgs., \$322; La Guira, 18 pkgs., \$1,059; La Paz, 4 pkgs., \$167; Macoris, 8 pkgs., \$567; Santiago, 6 pkgs., \$154; Shanghai, 10 pkgs., \$559; Vienna, 19 pkgs., \$685; Yokohama, 14 pkgs., \$974.

POCKET MOVING PICTURES.

Berlin Fad of Getting Photographed in Motion to Come Here.

One of the latest novelties with which Berliners are amusing themselves is about to be imported into America.

For some weeks one of the popular pastimes among the people who loiter in the evenings along the Friedrichstrasse has been to get photographed by moving picture machines.

There are a number of small shops where the customer, after attitudinizing a few minutes before the camera, receives a roll of photographs packed in a small metal box. By turning a crank rapidly the pictures are made to appear in as rapid succession as in the cinematograph. The proud owner goes around exhibiting his pocket picture shows to his friends.

Marcus Braun, Port Warden of New York, has decided that the idea would catch the popular fancy in American cities, and has completed arrangements to introduce it into the United States.

Never knock your competitor, for it gives him too much free advertising.

GOOD TRADE LITERATURE.

New Booklet Which Should Be Widely Read by Dealers—Some Business Points Interestingly Presented.

"How to Become a Talking Machine Dealer" is the title of a cleverly written booklet recently put forth by Lyon & Healy, Chicago.

This book has been compiled by L. C. Wiswell, manager of the talking machine department of Lyon & Healy, and is brimful of good, sound practical advice and suggestions to talking machine dealers.

It starts off by showing the advantage of the talking machine and says:

"The inventors are not resting idly on their laurels so far achieved, but are continually striving to make improvements, perfecting their inventions.

"The wonderfulness and permanency of the talking machine as a musical instrument is found in the fact that the world's greatest artists, namely, Caruso, Scotti, McCormack, Mme. Melba, Patti, Tetrizzini, Geraldine Farrar and others too numerous to mention, have made records for use on these machines. These artists, as you undoubtedly know, are paid fabulous sums for their services.

"Many of the leading musical colleges of the country are using the Victor talking machine in their course of instructions.

"Churches are using them for choir work.

"Public schools throughout the country have and are adopting the Victor for use in their school work, using the instrument in teaching the children proper musical interpretation, accurate execution of song, calisthenic work, etc.

"Business colleges and business houses are using Edison phonographs for dictation purposes, etc.

"The versatility of the talking machine is its greatest asset."

Here are a few lines on "Stability" which are well worth repeating:

"In casting the foundation on which talking machines were to be sold to dealers and retailers, both companies were far-sighted enough to realize that the ultimate success of themselves, as well as their distributors and dealers, lay in the fact that their product should be sold on the one-price method, as well as protection system for their dealers.

"All piano dealers realize the seriousness of this one-price question. We are safe in saying that it is the one-price method as well as the protection afforded the dealer by the manufacturers, that has made the talking machine business so profitable and successful; therefore, Mr. Prospective Talking Machine Dealer, you need not fear in taking on the talking machine lines, that you will experience the same difficulty that the piano dealers do—namely, price cutting."

Then follows a series of short articles on profits, advertising, record exchanges, etc.

This is the kind of literature that dealers should read; and, right here, we might state that the great producing houses have sent out within the past few years literature most valuable to salesmen and dealers, but many of them do not read this matter as they should.

And, yet, the great houses never lie down.

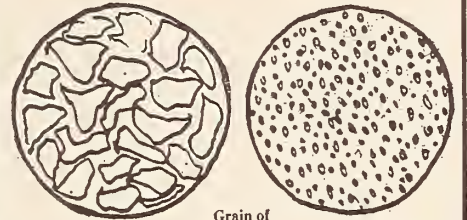
They are constantly carrying on extensive work in order to counteract the inertia which exists on the part of the retail selling forces of this country.

The Lyon & Healy booklet will do good and dealers should read it.

SONORA PHONOGRAPH CO. EXPANSION.

The Sonora Phonograph Co., 76 and 78 Reade street, New York, have greatly improved their premises, removing their offices and selesrooms from the second to the third floor. Their vertical gold sign, with lettering over two feet deep, in front of the building, may be seen for two blocks each way.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

MR. RECORDER, do you know my **WAX "P,"** the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bel Apolda i. Th., Germany

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

COLUMBIA CO.'S NOTABLE ARTISTS.

This Institution Steadily Adding to Long List of Famous Artists—Prominent Recent Accessions Are Josef Hofmann, the Famous Pianist, and Cecil Fanning, the American Baritone—Hofmann Records Destined to Have a Tremendous Vogue, Owing to Popularity and Eminence of This Artist.

Perhaps it is needless to call the trade's attention to the excellence and extent of the operatic numbers rendered by the Columbia Phonograph Co., General, New York. Details have been given of the long list of artists, together with their repertoire, in previous issues of *The World*. Among the latest records of this description are those of Cecil Fanning, the distinguished American baritone; Lydia Lipkowska, the famous Russian coloratura soprano; Alice Nielsen, and Josef Hoffmann, one of the world's greatest pianists.

The position to which Cecil Fanning has attained during the past few years is one that places him in the front rank of contemporary recital artists. His voice—a rich, vibrant baritone that thrills the listener with its abounding virility and inherent musical beauty—would alone entitle him to be included in a list of perhaps a half dozen singers who dominate the American concert stage to-day. When, however, with his voice are considered the many other high qualities of temperament and educational fitness which combine to make him the finished and impeccable artist that he is, we are forced to realize how much of the charm of interpretation is due to personal endowments that transcend the demands of merely perfect technique and pure vocalism. With Fanning the literary sense of the poem he is interpreting is paramount, the turn of every phrase conveys its due significance, every word is given its correct emotional and intonational meaning. He makes a tone picture of everything he essays.

The first list of Fanning records follow: 10-inch double-disc—A-1027, *Widmung* (Dedication) (Schumann) in German, with orchestra; *Bid Me to Live* (Hat on), in English, with orchestra. 12-inch double-disc—A-5308, *It Was Not So to Be*, from "The Trumpeter of Sackingen" (Nessler), in English, with orchestra; *A Perfect Day* (Jacobs-Bond), in English, with piano and violoncello accompaniment.

Among the world's famous coloratura sopranos may be included Lydia Lipkowska, the dainty and charming young Russian singer. In common with many of her countrywomen, who have become world-famous as coloraturas on the operatic stage, Lipkowska has a voice of extraordinary flexibility with which she interprets the dazzlingly florid and spectacular music of the old Italian school with the ease and grace of a most consummate artist.



CECIL FANNING.



ALICE NIELSEN.

In sweetness and clear, flute-like intonation her voice is almost unique among coloratura singers now appearing in America, and her voice has the rare combination of warmth, color and brilliancy.

In spite of her youth, Lipkowska is an experienced and seasoned singer, having made her operatic debut five years ago in the St. Petersburg Imperial Opera House.

In view of her American success, the Columbia Phonograph Co. was quick to secure her exclusive services for recording work and the first series of Lipkowska records are issued herewith. As will be seen, it includes some of the best and most celebrated numbers in the coloratura repertory, as follows:

Symphony series—A-5294, *Romeo et Juliette* (Gounod) (waltz-song, "In Fairy Dreams I'd Live"), in French, with orchestra; "Lipkowska Waltz" (Troilin), in Russian, with orchestra. A-5295, *Lucia Di Lammermoor* (Donizetti) (These Flaming Tapers), in Italian, with orchestra; *Rigoletto* (Verdi) (Dearest Name), in Italian with orchestra.

A-5296, *Rigoletto* (Verdi) (My Daughter! Father!), soprano and baritone duet in Italian by Lydia Lipkowska and George Baklanoff, with orchestra; *La Traviata* (Verdi) (Fair As an Angel), by Lydia Lipkowska and Ramon Blanchart, with orchestra. A-5297, *Don Giovanni* (Mozart) (Now Hand in Hand We'll Go), duet in Italian, by Lydia Lipkowska and Ramon Blanchart, with orchestra; *Il Barbiere di Siviglia* (Rossini) (Then 'Tis I You Mean), in Italian by Lydia Lipkowska and Ramon Blanchart, with orchestra.

The Columbia Co. have now ready and are issuing a new series of double-disc records by Alice Nielsen, supplementing the splendid list issued in December of last year, the success of which, though phenomenal, was no more than to be expected in view of the popularity of this world-famous artist and the excellence of the recording. The recently announced engagement of Miss Nielsen as leading lyric soprano of the Metropolitan

Opera House has brought her more than ever into public regard.

The Nielsen records are altogether of unusual interest in all respects, not the least of which is the fact that they include recordings of the immortal old ballads—"Old Folks at Home" and "Bonnie Sweet Bessie." This double record forms a splendid companion to that of the "Last Rose of Summer" and "Home, Sweet Home," issued some time ago. In another combination is found a record of the famous player from "The Sacrifice," the new Converse opera, produced at the Boston Opera House last season. Coupled with this is a new and popular number by Charles W. Cadman. Two new numbers from Miss Nielsen's star role, that of Cio-Cio-San in "Madam Butterfly," form another double-disc and the list closes with two of the most dramatic and effective of the many duets in "Rigoletto," sung with Ramon Blanchart, leading baritone of the Boston Opera House. The list:

A-5298, *The Sacrifice*, in English with orchestra; "From the Land of the Sky-Blue Water," in English, with orchestra. A-5299, "Old Folks at Home" (Foster), in English, with orchestra; "Bonnie Sweet Bessie" (Gilbert), in English, with orchestra. A-5300, *Madam Butterfly* (Puccini) (List Now to What I'll Tell You), in Italian, with orchestra; *Madam Butterfly* (Puccini) (Beloved Idol), in Italian, with orchestra. A-5301, *Rigoletto* (Verdi) (As On Festal Days I Went), in Italian, by Alice Nielsen and Ramon Blanchart; *Rigoletto* (Verdi) (Vengeance I'll Have), in Italian, by Alice Nielsen and Ramon Blanchart, with orchestra.

Hofmann, as one of the world's greatest pianists to-day, stands in no need of the critic's eulogistic analysis. Since, years ago, he first delighted the musical world, when, as the most gifted boy pianist of the age, he toured America and Europe, creating one of the most profound impressions pianistic traditions had ever known, his name has been constantly before the musical public as standing for interpretative resourcefulness, facility and impeccable excellence. To the faultless technique that has been at his command since his earliest days, maturer years have added breadth of style, dignity and temperamental power.

An extraordinary reflection of Hofmann's dominant personality is found in his first two Columbia recordings now issued as one Columbia double-disc. His playing of Rachmaninoff's celebrated prelude in C sharp minor is marked by a grandeur of style and depth of poetic imagination; and in Schubert's superb military march, as transcribed by Taussig, is found an equally fine record, commencing as it does with a barely audible pianissimo. The number is A-5302.

As previously stated, these artists are engaged by the Columbia Co., exclusively, and their records are among the best sellers offered the trade.



JOSEF HOFMANN.

Fifth Annual Convention of the National Association of Talking Machine Jobbers

Milwaukee, Wis., July 10, 11, 12, 13, 1911

(Special to The Talking Machine World.)

Milwaukee, Wis., July 10, 1911.

One of the first things which the National Association of Talking Machine Jobbers accomplished at the annual convention which opened at the Hotel Pfister this morning was to select a place for the 1912 convention, and Atlantic City, N. J., which entertained the association last year, was the fortunate city. Not that the jobbers did not like Milwaukee, for the events of to-day and the coming three days will make them like it, but the East alternates with the West in the entertainment of the association, and the tidewater city did so well last year that its invitation to come back was enthusiastically accepted.

The election of officers, which was to have been held this afternoon, was postponed until Wednesday, because of the press of other business. The business sessions are not open to the public, and representatives of the press must remain beyond the portals also, just as at Atlantic City last year. However, L. C. Wiswell, chairman of the press committee, is looking after the boys, and what he forgets to tell the newspaper men they ask for.

It did not take the jobbers long to get acquainted and down to business. The morning session was called to order promptly at 10 o'clock and fifty-seven members responded to the roll call. In the afternoon there were more than seventy members present and more were expected.

As the morning session was an open one and the fact that Emil Seidel, mayor of Milwaukee and the only Socialist mayor of any large American city, was to make the address of welcome, brought to the convention hall in the Red room of the Pfister a bunch of hotel guests who had heard of the mayor and wished to hear him.

It was a happy little speech that the little fighter made, and he caught the spirit of the association without delay. The mayor's speech will probably go down in history, for he said:

"I think it would be a good plan to replace the alarm clock with music. I believe we could all start the day in better spirits if we were awakened by some inspiring march or song. We all ought to have music before breakfast."

The mayor then referred to the talking machine as an educative force. "I do not believe that people realize what a great force for civilization the talking machine is, and it has unbounded possibilities as an educational factor," he said. He referred to the fact that the talking machine trade robbed Milwaukee of a great educator when the Victor Talking Machine Co. took away from the Milwaukee public school system Mrs. Frances El-Bott Clark, supervisor of music, to promote the educational end of the Victor business. Mrs. Clark was the first educator to introduce the talking machine to assist musical instruction in the public schools, and her place has not yet been filled.

After the mayor had finished, "business of getting acquainted" was the order and hands were shaken all around. Luncheon followed and at 2 o'clock this afternoon the jobbers assembled for the first business meeting, which was an executive session.

The opening business session of the convention was called to order by President Whitsit at 2 o'clock, after which Secretary Roush read his report as follows:

SECRETARY ROUSH'S REPORT.

While it is incumbent upon the secretary of this association to make a report at the members, nothing appears in the by-laws and constitution to prevent a few preliminary remarks.

It is to be hoped that these remarks will not be construed as officious or offensive in their pointed-

ness, surrounded as we are by this hospitable German atmosphere and that the secretary will be able to withdraw gracefully without cries of "Roush mit 'im!"

Your secretary is so filled with enthusiasm (from various sources) that he cannot restrain the desire to express in allegory and fact a certain contentment—akin to enthusiasm—that should be shared by each and all the members of this association.

Sentiment is a wonderful factor in life. It is a wonderful factor in business. It is born of a keen appreciation of the bright side of existence, and when the real historical facts of this past year's business are brought to light there is certainly great cause for rejoicing among ourselves.

The meeting of last year will be always a pleasant memory to those who attended. It will likewise be always a regret to those who stayed home. The direct and indirect result of the business and social features of the Atlantic City sojourn has been felt throughout the year by all our members, and it is safe to say that this meet at Milwaukee will go last year's just one better.



THE OLD OFFICERS TALKING IT OVER.

From left to right—Perry B. Whitsit, president; J. C. Roush, secretary; J. N. Blackman, vice-president; Louis Buchn, treasurer; Lawrence McGreal, executive committee.

When the point of this year's "round-up" was in consideration, I was reminded of the anecdote of the man and woman who were preparing for a summer vacation. The man wanted to go to the seashore and the woman to the mountains. There was a considerable dispute between the two which finally resulted in a compromise by going to the mountains.

To those members to whom there was a slightest suspicion of a doubt that Milwaukee, for a minute, was second to any other place, we propose showing them our long-headedness and keen-sightedness by giving them the time of their lives.

Milwaukee is just like Chicago—only not so much so. But, notwithstanding this last statement we think that the association, to a member, at the end of this meet, will cast a unanimous vote that "Milwaukee's the place."

It is to be hoped that none of you remember, verbatim, the secretary's report of last year, for fear that the deadly parallel will be drawn and the secretary pronounced (not accused) the victim of a chronic summer complaint. The disease (if there be one) is only an aggravated, acute attack which could be removed by a sort of osteopathy which would relieve undue compression and restriction on certain vital anatomical portions of the secretary's job.

As you all know, the secretary is paid with "conversation money." You have heard that story of the four bums playing poker out in the country. Their possession of greatest value being an old greasy deck of cards. The only real money in the

party was "conversation money," so when it came time for the first "say," Bum No. 1 says coolly, "I'll just 'betcher' a million dollars." It is then up to Bum No. 2. He coolly bets a billion dollars. No. 3 then coolly draws out, "I'll just see your million and billion and I will make it a trillion." Bum No. 4 looked perplexed, and after scratching his head threw down his hand and says, "Oh! just give it to that educated son-of-a-gun over there."

I merely rehearse this little incident to impress upon your goodly number emphatically and unambiguously that the secretary, being paid in "conversation money," the respective value of his services may be proportionately appreciated. That this is so is evidenced by some of the members having received as many as eight requests for the payment of their dues without even so much as a "stand-off" in reply.

Some of the members are also greatly delinquent in their response to the secretary's appeal for votes. There are also certain other matters of delinquency which certain members here present will readily appreciate without enumeration, which taxes the patience of the secretary to its extreme elastic limit. It is hoped that some of you take offense at this remark and supply the missing link in your co-operation with the secretary's efforts.

In this connection (in regard to the payment of dues) the Secretary announces that between the hours of 3 and 4 a. m., on every night of this meet, he wishes to be let alone and allowed to sleep and not be interrupted by any member who wishes to pay up his delinquent dues. On all other hours the secretary can be approached with great freedom in this respect.

During the past year, one of the greatest aims of our organization has been to gather in the stray sheep. The secretary is quite pleased to report that eleven new members have been added. We have lost seven members, but of these seven, five were on account of selling out and retiring from the talking machine business, only two resigning. This really makes a net gain of nine new members, the names of which are as follows:

Talking Machine Co., of Philadelphia; R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons, Toronto, Canada; Sherman, Clay Co., Seattle, Wash.; Phillip Werlein, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, Ia.; Walter G. Clark, Omaha, Neb.; Eilers Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Emanuel Blout, New York City; Wisconsin Talking Machine Co., Milwaukee, Wis.

This makes a total membership of 120, the largest in the history of the organization.

Since October 15, 1910, the secretary has collected and turned over to the treasurer \$2,363.42 for current dues, leaving \$45 still outstanding. It is to be hoped that the observation that this is the smallest amount we have ever had delinquent, will not in any way appease the disturbed conscience of those not in good standing.

During the past year there have been two special executive meetings held upon call of the president. The first at New York, Orange and Camden, August 4, 5 and 6, 1910, at which were present Messrs. Whitsit, Blackman, Buchn, Wurlitzer, Taft and Roush. At this meeting the following committees were appointed:

Press Committee—L. C. Wiswell, chairman; A. A. Trostler, R. Shaw, Herbert Royer, I. Davega.

Resolution Committee—J. F. Bowers, chairman; Lawrence McGreal, Burton J. Pierce.

Grievance Committee—H. H. Blish, chairman; I. S. Cohen, W. Barnhill, G. A. Mairs, Max Strasburg.

(Continued on page 32.)

Too much energy during the last two years, concentrated on instructing the dealers what lines to discontinue, has resulted in the most rapid increase of Columbia representation the trade ever saw.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 31.)

State Commissioners and Membership Committees—Geo. E. Michels, chairman, Nebraska Cycle Co.; R. Shaw, Western Talking Machine Co., Winnipeg, Can.; W. H. Ross & Son, Portland, Me.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass; Max Landay, Landay Bros., New York City; Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.; Edision Co., Newark, N. J.; Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Carl Droop, E. F. Droop & Sons, Washington, D. C.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Montenegro-Rheims Co., Louisville, Ky.; Ben Lee Crew, Phillips & Crew, Atlanta, Ga.; W. H. Reynolds, Mobile, Ala.; C. C. Koehring Bros., Indianapolis, Ind.; L. C. Wiswell, Chicago, Ill.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Lawrence McGreal, Milwaukee, Wis.; Lawrence Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Burton Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; National Auto Fire Alarm Co., New Orleans, La.; Houston Phonograph Co., Houston, Tex.; Ross P. Curtice Co., Lincoln, Neb.; Montana Phonograph Co., Helena, Mont.; Knight-Campbell Co., Denver, Col.; Consolidated Music Co., Salt Lake City, Utah; Southern California Music Co., Los Angeles, Cal.; F. M. Graves, Graves Music Co., Portland, Ore.; Eilers Piano House, Spokane, Wash.

The second meeting of the Executive Committee was held at Chicago, February 19 and 20, for the purpose of taking up matters of immediate interest to the talking machine trade, at which meeting were present the following members of the Executive Committee: Perry B. Whitsit, J. N. Blackman, J. C. Roush, Louis Buehn, J. F. Bowers, Lawrence McGreal and Rudolph Wurlitzer.

All jobbers carrying both lines were invited to be present, and the following were with us: L. C. Wiswell, H. F. Miller, Fred H. Putnam, Geo. E. Michels, W. H. Reynolds, Chas. Schmelzer, A. A. Trostler, Max Strasburg, Lawrence Lucker, Fred A. Sieman, W. G. Walz, Geo. W. Koehler, Ross P. Curtice, Mark Healy, E. H. Uhl.

A number of matters of considerable importance have been taken up by the executive committee and also by the secretary with both factories. Most of our requests to the factories have been granted.

The Victor Co. have agreed to give their distributors as nearly as possible sixty days' advance notice over the dealers on Victor cut-out record exchange propositions.

They are also extending the distributor and dealer the privilege of exchanging 10-inch cut-out records for 10-inch or 12-inch, as far as royalties will permit.

The Edison and Victor companies will not permit a dealer to requalify with another distributor when said dealer has been reported by the credit department of the National Association as having defaulted with three or more distributors in the payment of his account.

Tags in duplicate are being placed on Victor

machine boxes so that one can be removed for recording machine sales.

Upon request of the association the Victor Co. have agreed and did take back from the jobbers and dealers all obsolete cut-out records of 1909 and 1910 that were overlooked by distributors and dealers on previous exchanges.

The Victor Co. have decided that all 40-10 per cent. dealers must purchase at least \$600 worth of goods annually to entitle them to the 40-10 per cent. discounts.

Relative to our request that the Victor Co. arrange a scale of allowances in series of numbers for second-hand machines when taken in exchange, after a thorough investigation, it has proven practically impossible to do so, and the matter has been dropped for the present.

The Victor Co. have also agreed to confer with the executive committee shortly in advance of their different exchange announcements, whenever possible, so as to avoid imposing any hardship unnecessarily on the jobber.

Our suggestion that the Victor Co. do not permit the carrying of samples by the road men has been rejected for the present by the Victor Co., as they wish to give this further consideration.

The Victor Co. has, at our request, re-established the Victor record exchange bureau, which so far seems to be meeting with great success, and the Edison factory has virtually agreed to establish a bureau along the same lines.

Another matter taken up by the association with the National Phonograph Co. was the matter of the special clause in the wagon contract, which prohibits any dealer from selling any other make of musical instruments from any vehicle for a term of three years. We have received assurance from the Edison Co. that no undue advantage will be taken of all dealers who wish to handle other makes with his own vehicle, and the matter stands in that shape at present.

Regarding the matter of long-time credits, would say that this matter has been discussed thoroughly by the committee with Louis F. Geissler, as was the Victor letter on credits, a few weeks ago, asking the jobber's opinion as to the terms as outlined in said letter. I believe that Mr. Geissler will have an announcement on this subject to make in the very near future.

Your secretary went over the 10 per cent. exchange proposition with the Edison Co.'s officials in December, and when asked his opinion, called their attention to the fact that it would not work out to the satisfaction of the jobbers, although he believed it would be a good thing for the majority of the Edison dealers. At that time he understood that they would make special concessions to the jobbers, but found later that this was not done.

At the executive meeting in Chicago, February 19 and 20, a resolution was passed requesting Thos. A. Edison, Inc., to modify their 10 per cent. exchange plan to the jobbers. Up to the present time this request has not been granted, and no doubt this matter will be discussed fully at this meeting.

I would call your attention to the fact that we have not had an Edison cut-out list since February 1, 1910, practically a year and a half, during which

time we have had three satisfactory ones for one exchange.

In March, 1911, the secretary acted in conjunction with the Piano Manufacturers' Association of America in sending out proper notices, etc., to all the members in the State of Pennsylvania, regarding a bill before the Legislature of Pennsylvania, which if passed would have practically killed the instalment business in pianos, furniture and musical instruments. The matter was also taken up with the Victor and Edison companies, and I am glad to say that this bill was defeated.

The secretary wishes to call the members' attention to the proposed increase in freight rates on Victor Victrolas west of Chicago, and urgently advise all members present to use their influence toward having this matter defeated.

President Whitsit has appointed a special committee to meet with the Freight Revision Committee at the Plankinton Hotel at 10.30 a. m., Tuesday, the 11th, protesting against this increase and presenting arguments against same.

This committee consists of L. C. Wiswell, chairman; Lawrence McGreal, Geo. Michels, H. C. Koerber, Andrew McCarthy.

Two very great kindnesses have been extended to the members of this association which will contribute greatly toward their pleasure and happiness while in Milwaukee.

P. J. Keely, secretary B. P. O. Elks No. 46, extends in a letter to the members of this association and their friends the courtesies of their club rooms. Chairman of Arrangement Committee, Lawrence McGreal, has made special arrangements with the Milwaukee Athletic Club whereby every member of our association will receive a card making him a member of the club during our stay in Milwaukee.

This truly represents hospitality, and it will most certainly be appreciated keenly by every member of this association.

Milwaukee is known as one of the most hospitable, friendly cities in the Union; it is therefore within the province of every one of us to feel perfectly at home and enjoy himself to the fullest extent. Milwaukee is a city where veneers don't count; it is a place which verifies Kipling's saying, "The Captain's Lady and Susan O'Grady are sisters under the skin." It is up to every one of us to have a good time, each can feel (as we have been assured) that we own the city. We can be just as pompous and proud as the young man who went up to the license clerk and said, "I want a license to marry the best girl in the world." "Sure," commented the clerk, "that makes thirteen hundred licenses for that girl this season."

That we all came to have a good time is sure. Let's all join hands and have it. Remember that moral to George Ade's fable, "To appreciate civilization one must pace a few heats with the Indian now and then."

REPORT OF THE GRIEVANCE COMMITTEE.

H. H. Blish, chairman of the Grievance Committee, submitted the following report:

Officially nothing in the nature of a grievance has reached the chairman of the Grievance Committee. If any of our members has anything on his mind it has not leaked out. I am, therefore, led to be-

lieve we have passed a fairly peaceful period since our last convention. Unofficially, three or four individual cases of complaint have reached the ears of the committee, but nothing has been presented for action. All of which is respectfully submitted.

REPORT OF MEMBERSHIP COMMITTEE.

At the beginning of the year there were 156 jobbers, both Victor and Edison, in the United States. There were 117 who were members of the association. During the year every firm and every individual not a member of the association has been solicited by mail to join the association, and an application blank sent them. We have been able to secure the following members: Sol Bloom (Talking Machine Co., Philadelphia); R. I. Penick, Montgomery, Ala.; R. S. Williams & Sons Co., Toronto, Can.; Sherman, Clay & Co., Seattle, Wash.; Philip Werlein, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, Ia.; Walter G. Clark Co., Omaha, Neb.; Eilers Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Wisconsin Talking Machine Co., Milwaukee, Wis.; Emanuel Blout, New York City; making a total membership of 120. There are now thirty jobbers who are not members of the association. Respectfully submitted,
 GEO. E. MICHELS, Chairman.

REPORT OF PRESS COMMITTEE.

L. C. Wiswell, chairman Press Committee, submitted the following report:
 Your Press Committee desires to report that they have worked diligently endeavoring to give as wide publicity as possible to all notices and announcements pertaining to our association.

Your committee, immediately upon receipt of news matter, placed same in the hands of the trade papers for publication.

All members present can testify that the trade papers, especially The Talking Machine World, have had, during the past few months, many excellent articles pertaining to our association and the present convention, i. e., arrangements made for the entertainment of delegates, etc.

This small report would not be complete without a due vote of thanks and extension of our lasting appreciation to the trade papers, especially The Talking Machine World, for their support and good-fellowship.

Edward Lyman Bill, editor of The Talking Machine World, is due a special vote of thanks for the excellent full-page ads. he ran in The Talking Machine World, issues of May and June, in the interest of this convention.

LAWRENCE MCGREAL'S REPORT.

Lawrence McGreal, chairman of Arrangement Committee, made a report detailing the program which was carried out so successfully during the week.

TREASURER BUEHN'S REPORT.

Louis Buehn, treasurer, made the following report: It has been my privilege since the forma-



L. C. WISWELL, CHAIRMAN, PRESS COMMITTEE.

tion of the National Association of Talking Machine Jobbers at Buffalo in 1908 to hold the office of treasurer, and it is with considerable pleasure that I submit herewith my report showing the most healthy condition of our finances since our organization.

RECEIPTS.

| | |
|--|------------|
| Balance on hand, July 1, 1910..... | \$410.72 |
| Cash received from dues | 1,702.50 |
| Cash received from Report Blanks | 20.42 |
| Banquet receipts | 618.00 |
| | \$2,751.64 |

EXPENDITURES.

| | |
|---------------------------------------|----------|
| Printing | \$200.43 |
| Salary (J. C. Roush) | 375.00 |
| 1910 Banquet | 575.00 |
| Stenographers' fees 1910..... | 49.80 |
| Postage | 106.55 |
| Mileage for Executive Committee | 354.24 |
| Miscellaneous | 30.20 |
| | 1,691.22 |

Balance on hand

It is very gratifying to note the substantial increase in the cash on hand, this being particularly true when you take into consideration that we have absolutely no unpaid bills on file and that our secretary's salary is paid up until the expiration of his present term, September 15.

I feel that our entire membership is entitled to hearty thanks for the manner in which they have responded with their dues, and it is particularly gratifying that there is such a small amount on our books as delinquent.

EDISON POLICY DEFINED.

An interesting paper on "The Edison Policy," by Frank L. Dyer, president of Thos. A. Edison, Inc., was then read by F. K. Dolbeer, sales manager of the Edison concern, as follows:

The first announcement to which attention should be called, rather more as an actual achievement than as a prediction, is the change of our corporate name, and the inclusion within our activities of a large and lucrative business in connection with moving pictures. The coupling of Mr. Edison's name with the company, was, we believe, an important move, because he stands to-day pre-eminent as a man who has accomplished wonders in the past, and who may be expected to accomplish even greater wonders in the future. The public realize this, and they know that in an active commercial life of upwards of forty years Mr. Edison has never handed them a gold-brick. His cement and storage battery enterprises, to which he devoted so much of his time during recent years, are now on a commercial basis, and he has, therefore, turned his almost undivided attention to the development and improvement of the phonograph, with which his name has been so intimately connected.

Artistic Reproducing Disc Machine Designed.

We have recognized that for some years past a demand has been gradually growing for phonographs outside of the field of popular amusement; that is, in the field of artistic reproduction. Robert G. Ingersoll divided music into three classes—that which appeals to the head, that which appeals to the heart and that which appeals to the heels. In the past the phonograph has largely appealed to the heart and to the heels, but we now recognize that it should make an appeal to the head. For the past two years we have been devoting much time and expense to the perfection of a disc machine designed especially to make this appeal, but which we do not anticipate will seriously displace our present machines and records in the special fields they have always filled.

It would have been a simple matter to have copied the designs of our competitors, making only such changes and adapting such expedients as were necessary in view of patents, and in doing so we would not have been without precedent. We need only call your attention to the fact that probably the greatest invention in the phonograph art was the system originally introduced by us of selling goods under agreements to maintain prices. We

(Continued on page 34.)



PHOTOGRAPH OF SOME OF THE VISITING DELEGATES TAKEN IN FRONT OF THE HOTEL PFISTER.

Can you imagine anyone saying there would be no demand for Nordica records? Or Mary Garden records? Or Fremstad records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them? And does a manufacturer's policy shut you out of the profits in them?



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 33.)

have no fault to find that our methods have been copied, because if one method of doing business is desirable, it is well that such a method should be followed by all.

Mr. Edison Original in His Ideas.

Mr. Edison set his face like steel against copying any of the types or designs of our competitors, and has produced a new disc record based on his ideas that run back as far as 1878, when he took out a patent in England on the first disc phonograph ever made, and which, by the way, disclosed a double-faced record. This record is made of an exceptionally hard material, so that it may stand very rough usage, and the grooves are practically unwearable. A jewel stylus is used which does not require changing. Surface noises are reduced to a minimum. The record is rotated at a high surface speed, so that its perfection of detail is remarkable.

Notwithstanding this, by reason of the fineness of the record groove, a 10-inch record runs upward of five minutes, and a 12-inch record more than seven minutes—between one-third and one-half longer than any other disc record now made. Its tone is marvelously sweet and pleasing to the ear, being entirely free from the harsh, strident, horn tones that are often noticed in reproduction. It is essentially an artistic record—one that makes its appeal to the artistic sense of the hearer, and which can be heard over and over again with undiminished pleasure. The records in question will be 10 and 12 inches in diameter, generally double-face, although in the case of very expensive records they will probably be single-face. It may be of interest to know that in the development of this record Mr. Edison constructed and tested almost 3,000 separate reproducers and recorders.

New Product Ready for Fall Delivery.

Although we have not definitely settled upon the price, and while the records are considerably more expensive to make, are of superior quality, and run much longer than other disc records, yet we expect to be able to list them at prices and with such profits to the trade as will be entirely satisfactory. We confidently expect to have a fair size list of records ready for delivery in the fall, and the number will be added to as rapidly as possible until a catalog of substantial size is secured.

We recognize that the trade have looked forward with considerable interest to the introduction of this new disc record by us, and in some instances jobbers have expressed impatience at what they evidently thought were unnecessary delays. If they could, for one moment, appreciate the tremendous efforts and expense that are required to practically inaugurate a new industry they would realize that we have moved as rapidly as could be expected under the circumstances. It has come to our knowledge that in the case of a prominent typewriter company upwards of five years were spent in developing and introducing a new visible writing machine; and we regard the introduction

and development of the new disc machine and records as a much more difficult task.

Two Types of Machines Perfected.

On the subject of disc machines we were strongly hopeful that by this fall we would be able to present to the trade at least five different types, but in this we have been disappointed. We shall, however, have a high class enclosed horn cabinet machine, similar in appearance to the Amberola, and we hope also to be able to offer a considerably cheaper machine in time for the holiday trade. The larger machine will represent the very highest class of finish, workmanship and material. It will be equipped with the finest motor ever put into a talking machine, and the horn will present a continuous passage from the reproducer through to its mouth, without any joints to give trouble or leakage, and interfere with the reproduction. It will be so arranged that sound boxes of varying degrees of volume can be used from a soft low tone, suitable for the home, to a louder tone of great carrying power.

Important contracts have been made with noted artists from the opera houses in London, Paris, Berlin, St. Petersburg, Vienna and Milan, as well

as with some of the finest and best known orchestras in Europe. The trade need have no apprehension, therefore, as to the character and advertising value of the records we purpose putting out, and we believe our list will compare in these respects very favorably with that of any other company.

The introduction of the Edison disc machine and records will not be difficult, and in view of the name and reputation behind the goods, and their intrinsic novelty and merit. Many dealers and users are anxiously awaiting the advent of this great musical instrument.

Improvements in Cylinder Outfits.

So much for the new disc product; and now taking up the cylinder business, this should have your thoughtful attention, because it is through this line that a large majority of dealers will make their sales. We expect to materially improve our cylinder machines from time to time, and this fall many of the present options will be eliminated, and a smaller number of standard outfits will be listed, ranging from the Gem machine with straight horn, to the Amberola with concealed horn. This will eliminate many of the troubles which the trade have experienced in handling a larger number of outfits, each with different options, and will simplify the proposition very materially.

The improvements being made by us should clearly demonstrate our faith in the future of the cylindrical goods, as well as convince you that we do not in any way propose to lessen our efforts in promoting that line. We, therefore, urge most strongly upon jobbers not to diminish their efforts in pushing Edison cylinder phonographs and records. They are the machines which have always appealed to the working classes, and when the prosperity of the working man is re-established these machines will still appeal to him as strongly as ever. In fact, considering the country at large, they are now sold to a greater extent than any other type. Upwards of two millions of these machines sold by the Edison Co. alone are in the hands of the public, which means the sale of records in large quantities by those dealers who are active and enthusiastic enough to go after the business.

Record Exchange Proposition Discussed.

Before leaving the subject of phonographs, it would seem well to refer to a matter that appears to be the cause of considerable anxiety to some of our jobbers, although entirely satisfactory to others. We have reference to the 10 per cent. record exchange, as announced in our bulletin of December 31, 1910. It would seem unnecessary to discuss the facts leading up to the exchange in question.

The plan, as is well known, was not arbitrarily put into operation, but was seriously and carefully considered and fully discussed, and it was approved and endorsed by several members of your executive committee and by numerous other jobbers. Every jobber to whom the plan was explained approved it in principle, although in two or three instances the claim was made that an allowance of 10 per cent. was not sufficient to the



F. K. DOLBEER.

jobber and should be 15 per cent., the dealer to have an allowance of 10 per cent. This criticism was based on the fact that if dealers took advantage of the full 10 per cent. exchange they would return to the jobbers a larger number of records than the jobber would be privileged to return to us.

To this our reply was, that while in theory dealers would be in a position to return more records to jobbers than the jobbers could to us, and therefore the jobbers would be unable to reduce their stocks, yet we felt that the plan should be given a fair trial to ascertain whether or not dealers did return their full quota; and we further pointed out that jobbers had an opportunity to diminish their surplus stocks by obtaining credits on re-ail sales and on the establishment of new dealers. Therefore, the plan was tried out, and even before any returns were received by us, pessimistic predictions were made by one or two jobbers, and the attempt was evidently made to start an active propaganda against the plan, but without success.

Direful Predictions Failed to Materialize.

Statistics were obtained by your secretary, and we also requested reports from the jobbers, which, when compared did not agree, nor could they be expected to agree, as they were secured at different times. However, the figures showed conclusively that in most cases the dealers were not fully availing themselves of the opportunity given them, so that most jobbers were benefiting to some extent. The results thus compiled were only approximate, as they did not cover a full exchange period, but they certainly do not indicate that the direful predictions originating from certain sources had materialized.

In any event we are satisfied that our exchange plan is correct in principle. It presents a scheme that enables us to control our business conditions without being overwhelmed by the allowance of credits that may wipe out all of the profits for a long period, and while protecting the trade against the accumulation of obsolete and unsalable records to a liberal extent, it requires a fair degree of discretion in ordering records and discourages any tendency to order them regardless of their salability in certain sections.

We would ask that the jobbers continue to cooperate with us in this matter. Let them forget that there was a time when the factory assumed all the burden of improvident and reckless ordering. Let them give it a fair and impartial trial. If it develops that hardships are encountered, by reason of the fact that there should be a difference between the credit allowance to jobbers and dealers, we will endeavor to adjust those allowances to take care of the actual conditions. Obviously, we cannot tell precisely what these allowances should be until we have sufficient data of actual returns upon which to make our calculations. Jobbers and dealers know, from our record in the past, that we have always tried to deal fairly with them and to meet every contingency as it arises, in a fair and liberal spirit, and they need have no apprehension that the exchange proposition will be administered in any other way.

Jobbers to Handle Small Picture Machines.

With the change of our name to Thomas A. Edison, Incorporated, the moving picture business formerly conducted by the Edison Manufacturing Co. was absorbed, and in this connection reference is to be made to a small moving picture machine which we proposed to handle through some of our phonograph jobbers. This machine will embody all of the perfections of workmanship and material that appear in the Edison phonograph, and there will be an option as to the source of the light used, either acetylene or electricity. It will be capable of projecting a picture up to 3 or 4 feet in width, of a quality that will compare favorably with the large moving picture machines now used for exhibition purposes. At the same time, owing to the small size of the picture film used, we are able to get on a film 80 feet in length, as much of a picture as on an ordinary standard film of 1,000 feet. The price of the machine will

be in the neighborhood of \$50 and the films from \$1.50 to \$12, list, with substantial discounts to the trade. This machine will be ready for fall delivery, in time for the holidays, and its introduction, we believe, will fill a very large and active demand.

Profits Predicted for the Trade.

Having recounted as briefly as possible what our plans are, we do not think it requires much foresight to see what the future holds for phonograph jobbers and dealers. We believe that with the return of the country to normal conditions, the cylinder business can and will be developed to a point beyond the fondest hopes of anyone. There is no reason why it should not be when one considers how popular this form of entertainment has become.

With the advent of the Edison disc machine and records, an additional opportunity, not substantially in conflict with the cylinder business, will be offered to deal with a class of customers who probably could not be reached in any other way, and to whom the artistic appeal should be made; and with the introduction of the household moving picture machine an attractive side line is offered that should be a source of large profit to the trade.

Program for Monday Evening.

At 6 o'clock the party of more than 125 left the Pfister for the famous Schlitz Palm Garden, the original institution of its kind in the world. The mammoth resort was reserved for the convention, and while the party looked rather small in the big

place, enough noise was made to fill it. It wasn't all noise, for Lawrence McGreal, the energetic chairman of the arrangements committee, had placed two of his best machines near the party, and with the help of the orchestra there was some music in the air. Speeches were made galore and at times everybody talked at once. As a surprise to the jobbers, Manager Randolph put on Francesco Creator's great Banda Verdi, which has been playing a three months' engagement at the Garden. The band was hidden by a special screen of giant palms. A fine Dutch lunch, consisting of sandwiches, wieners, salat, with fine Milwaukee brew to wash it down, was served, and at 8 o'clock the party went across the street to see "A Gentleman from Mississippi" at the Davidson Theater, where a good stock company is holding forth.

Under the guiding hand of Lawrence McGreal and his committee of local dealers, assisted by the committee in charge of the day's entertainment, A. A. Trostler, H. H. Blish and Ross P. Curtice, things went along smoothly. After the show the party split up and went out to see Milwaukee after dark.

The weather is cool, that is, to Milwaukeeans, who have been sweltering under a 104 degree temperature for two weeks. Some of the Eastern and Southern jobbers don't think so, however, and are hoping for snow. The convention is being held on the seventh floor of the Pfister, facing Lake Michigan, two blocks East, and there is always a cool breeze.

THE DOINGS OF TUESDAY.

(Special to The Talking Machine World.)

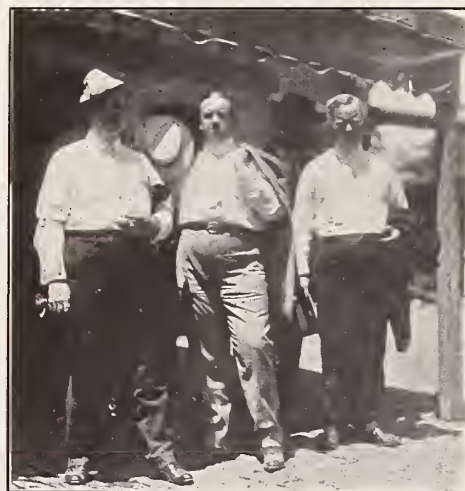
Milwaukee, Wis., July 11, 1911.

This was the "fresh air day" of the fifth annual convention of the National Association of Talking Machine Jobbers, and the members were indoors



THE PACIFIC COAST TRIO.

only to eat and sleep. Beginning with an excursion to the mammoth brewery of the Pabst Brew-



ASHTON, TAFT AND M'GREAL HESITATE.

ing Co. at 10 o'clock this morning, and ending with a joyous visit to Ravenna Park this evening, everything was out of doors. Even to-day's business session was held practically in the open air, for the delegates assembled in the salon of a lake passenger steamer. For the first time since the convention opened the jobbers really felt cool, but only for a few short hours.

Not one was "among the missing" this morning when the members and their ladies gathered in the lobby of the Hotel Pfister to take trolley cars to the great Pabst brewery for a look at one of the largest institutions of its kind in the world. Col. Gustave Pabst, president of the company, who, by the way, is a real patron of the talking machine, was on hand to welcome the jobbers at the door of the administration building. He was ably seconded by Vice-President C. W. Henning and Secretary Henry J. Stark. A fine-looking lot of guides took charge of the party and every step in the manufacture of beer was shown to the visitors.



UHL ADMINISTERING RELIEF—STUDY THE FACES GATHERED AROUND.

the tour winding up at the good old "Staendewirth" or "standing waiter," who is a big icebox with a lot of taps ready to pour forth the beer of quality to all who come and see—and drink. It was a prohibition crowd, this N. A. T. M. J., and no one drank—more than a couple. The ladies enjoyed it, too, and with the men were obliged to pose time and again for the battery of cameras and camera men who dog their heels at every step. There were characteristic poses and otherwise. Acting under a sudden but happy impulse,

(Continued on page 36.)



It is getting harder by the minute to **substitute** for the Columbia. There **is** no substitute for the Grafonola "Regent", for instance, and it was some time before there was a substitute for the "Favorite" at \$50. Same thing over again in this Fall's business—put a chalk mark on that!



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 35.)

someone forced "Bill" and Taft to pose together for a Bill-Taft picture. "Bill" was Edward Lyman Bill, editor and publisher of The Talking Machine World, and "Taft" was the well-known Boston talking machine jobber—E. F. Taft.

A visit to Milwaukee without seeing the Pabst



A PICTURE OF BILL—TAFT.

brewery is wholly incomplete, and by accepting the invitation of the genial Colonel Pabst the jobbers maintained the tradition.



GERSON, LANDAY AND SCHLOSS SAY "PROSIT"—NOTICE MAX'S FAR-AWAY LOOK.



A "COMBINATION" OF THE MANUFACTURERS OF TALKING MACHINE CABINETS—PICK THEM OUT.

Following luncheon at the Pfister, the jobbers prepared for the big lake ride, and duck trousers, yachting caps, and other sea-faring paraphernalia was dug out of trunks and suit cases. The majority would have passed at the Marine House or the Seaman's Rest for genuine sailors, captains, or deckhands at least. The good ship "Pere Marquette No. 4" was boarded at the docks on West Water street before 2 o'clock and at the appointed hour the lines were cast off and the visitors dashed



OF COURSE THE LADIES "SMILE."

through Milwaukee river to its entrance into Lake Michigan at the dangerous speed of four miles an hour. The bascule bridges made quite a bit with the delegation, despite the fact that some feared a calamity momentarily should the counterweights tear from their moorings and allow one of the heavy leaves to fall on the craft. The bridge-tenders were minding their own business, however, and there luckily was no repetition of the accident recently when a bridgetender not altogether sober raked off the upper deck of a Goodrich liner by releasing his brakes too quickly.

It was a pleasant period of three hours that the visitors spent in cruising the beautiful Milwaukee bay, than which there is none finer in America. The Texas delegation, consisting of Mr. Shaw,

and the State of Washington contingent, consisting of Mr. Kelley, naturally claimed that the harbors of the Gulf of Mexico and the Pacific coast, respectively, had this "skinned a mile." However that may be, it was an unwilling bunch of jobbers which was corraled by Secretary J. C. Roush for the afternoon business session in the salon. It might be said, too, that about half of the members refused absolutely to go inside, determined to keep in sight of land.

A wholesome Dutch luncheon, with all the necessary appurtenances thereto belonging, which included mineral water, was served in the hold of the "P. M. No. 4" all afternoon. Caterer Strauss,



ROUSH SAYS MILWAUKEE IS GREAT—HE'S THE MAN WITH THE WHITE SHIRT AND TURN-DOWN HAT.

of Milwaukee, did nobly in providing for the visitors, and his generous supply of eats, etc., vanished rapidly. There was only one incident to mar the pleasure of the afternoon, Mr. Neal, of Buffalo, accidentally striking a huge tackle suspended from the ceiling in the dark hold and cutting a gash in his scalp. While Mr. Neal was being attended to the crew removed all overhanging obstructions excepting the door frames, which continually formed obstructions to the hats and caps of the tall fellows until the cry "low bridge" became universal.

Without changing their yachting costumes, the jobbers continued their "fresh air flight" after dinner, going to Ravenna Park, the largest amusement



"CERTAINLY, WITH PLEASURE!" SAYS DOLBEER, AND HE IS IN THE PICTURE.

The Columbia sales-policy is that of the open shop for the dealer. He can make his own business decisions—and we will boost both his demand and his supply.



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Columbia Phonograph Co., Genl., Tribune Building, New York

resort in Milwaukee, where the management had provided special entertainment in the line of acrobatic features, vaudeville specialties of other kinds, and refreshments. The jobbers took particular delight in riding on the scenic railway, the roller coaster, the miniature railway, and taking the sensational tub ride down the spiral stairway. A few tried to stick on the human roulette wheel too long and just escaped severe bruises, the penalty of stick-to-it-iveness. There was plenty of music and as an honor to the visitors the management had

several large talking machines in the refreshment and dance halls.

Tired, but thoroughly happy, the jobbers returned to the city late this evening and gathered in open session at the Schlitz Palm Garden, where Francesco Creatore and his Banda Verdi played a special program for the benefit of the visitors. The athletes of the association went home early, to be fit for the great struggle at Athletic Park tomorrow, when East meets West in a battle for supremacy in the art of baseball.

stole) second, and on an overthrow by Pierce, went to third. Roberts fanned and the inning ended with the score 3 to 0 in favor of the East.

The West only scored six runs in their half of the first—only six. It was pie for Trostler's bearcats. Lucker hit a ripping single through McMenimen and took second on Buehn's passed ball. Wiswell reached the initial sack on a muffed third strike, and Lucker went all the way home. Foxy Wiswell stole second and Buehn overthrew second, sending Wiswell to the plate. Creed pounded a

THE BASEBALL GAME ON WEDNESDAY

(Special to The Talking Machine World.)

Milwaukee, Wis., July 12, 1911.

The West repeated its triumph of last year over the East in the annual baseball contest this morning, trimming the cream of athletes among the Eastern jobbers by the score of 14 to 4. There only was time for three full innings, as the game did not start until after 11 o'clock, and the heavy



EASTERN AND WESTERN TEAMS READY FOR THE FRAY.

hitting of the Westerners prolonged their innings until lunch time.

The entire party of jobbers and the ladies went out to Athletic Park, the grounds of the Milwaukee American Association Club, as early as 10 o'clock, making quite a formidable appearance in the huge grandstands as compared with the attendance at Atlantic City last year. The members of the two teams rode to the park in style, using rubberneck wagons pressed into service by the managers, while the lowly hoi polloi was obliged to take street cars. It was expected that Mayor Emil Seidel, who made such a hit with the members with his address of welcome on Monday noon, would pitch the first ball, but his honor was too busy and could not spare the time, much to his regret, of course.

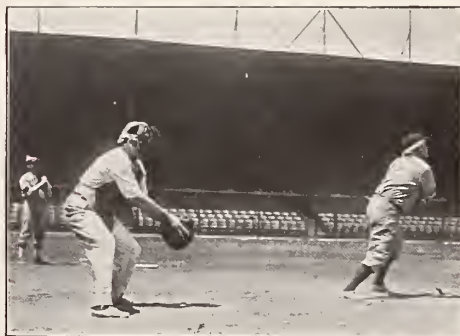
As Manager Trostler, of the Westerners, trotted his henchmen on the field to meet the bitter enemy from the Atlantic, there was a mighty cheer from the Western contingent. It was repeated when Manager Landay strode majestically into the grounds at the head of his Eastern jobber-athletes, his hands and pockets full of yellow bills, watches, diamonds, jewelry, pearls and junk, which the adherents of the East had entrusted to him as chief bettor to back their rather vociferous claims that the West would be licked up clean this time.

The teams warmed up—and warmed up—and

warmed up—until they could no longer practice in the face of the insistent cries of "play ball" from the bleachers and grandstands, and promised to get down to work or get thrown out of the grounds. Then the umpires, H. C. Brown, the doughty little champion of the Victor, and C. H. Wilson, general manager of the Edison, made pretty little speeches to the ladies, explaining in detail how baseball originated, progressed, and its future prospects. But for the fact that their voices were drowned out by more insistent cries to "play ball!" the umpires doubtlessly would be talking yet.

A sharp command from Umpire Brown, who took care of balls and strikes, and the great contest of the age was on!

The Eastern jobbers went to bat and after considerable good, bad and indifferent playing amassed the grand total of three runs, which, by the way, was more than half of the total earned during the entire game. McMenimen, who never had a grouch in his life and can sell Music Master horns and Pooley cabinets much, much better than he can play the national pastime, ignominiously fanned.



BUEHN BRACING FOR A CATCH.

(He repeated this performance several times afterward.) Moffatt hit to left field for two bases, and at once proceeded to pilfer the third sack, scoring easily on Towell's slashing home run to right. Royer died by the strike-out route and Gore hit a neat fly to Lucker, who was overcome by the glare of the sun and let the pill fall six feet outside of his reach. Mrs. Lawrence McGreal immediately dispatched Billy Schmidt to third base with a pretty and dainty little green parasol for Mr. Lucker. Buehn walked and yegged (meaning



TOUCHING THE BASE.

liner over second and stole that bag, scoring when Pierce hit through the same place. Pierce neatly pilfered second and third while Siemann was fanning out, and then crossed the plate on Roush's Texas leaguer. Davison hit to third and stole second and third behind Roush, after Trostler struck out and Fischer sent a stinging grasser through short. Lucker came to bat the second time but was out on Gore's fine stab of his line drive. Score: West, 6; East, 3.

Round Two—Wiswell cried "Nuff," and Creed came in from short to do slab duty, the Chicago man taking the short field. Blackman got a free trip to first and stole second. Morris hit the air thrice in the same place and retired to his bench with bowed head. Blackman stole third, but had to slide for it, and it was several minutes before the dust lifted and the umpires, after a conference, decided he was safe. McMenimen fanned again and Blackman scored on a passed ball, with Moffatt at bat. It took four strikes to convince Moffatt

(Continued on page 38.)



AFTER ROUSH AND THE BALL HAD MET.

Personally we are glad to say that we are the best of friends with every jobber from Milwaukee to There and back. But we don't believe in the politics that is sewing them (and their dealers) up in a sack.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 37.)

that he can't bat worth a cent and the half was over with the score: West, 6; East, 4.

The West scored four more in their half and it was seen that the East was groggy and could not last. East's second refused to throw up the sponge, however, and Referee Brown allowed the gory battle to proceed. Wiswell made a peach of a hit to the left field fence and Creed came through with a three-bagger, scoring the erstwhile pitcher. Creed came home on Royer's muff of Gore's throw of Pierce's snake-like grounder, and when Siemann got to first on a neat single, Pierce romped under the wire. Siemann took advantage of poor Looie Buehn and stole second and touched the plate daintily when Roush reached first on a muffed third strike. Roush beat it to second as Brown gave the pill a terrific swat through second, and the ball struck Roush squarely in the forehead. The portly secretary went down in a heap, but in a few moments was again on his feet, bawling out Umpire Wilson for calling him out. It was adding insult

to third on a stinging hit to first and Pierce brought both Lucker and Creed to the home station on a double, which he stretched to a triple, and then came home when Royer erred grievously in attempting to embrace Siemann's hit to first. While Roush was busily engaged in striking out, Siemann died on the circuit and the inning ended with the score: West, 14; East, 4.

As the Easts started to trip daintily into the field a roar came from the stands and hands stretched skyward, the spectators begged pitifully that the slaughter be stopped. Umps Brown and Wilson, at the risk of a severe beating, ran to the gate and called "Time" in their loudest tones. As there were no bottles or stones to be thrown, the Easterners submitted to the inevitable and in mournful silence sought refuge on their bench until the angry mob cleared off the field and it was found safe to venture forth to take the rubberneck back to the hotel.

Thus ended one of the most interesting and instructive games of baseball known to history. Instructive it was in this: "How the national game is NOT to be played."

The line-up and summary was as follows:

| West. | East. |
|---------------------------------|-----------|
| Creed-Wiswellpitcher..... | Moffatt |
| Piercecatcher..... | Buehn |
| Siemann1b..... | Royer |
| Davisson2b..... | Towell |
| Lucker3b..... | Gore |
| Wiswell-Creeds.s..... | McMenimen |
| Fischerlf..... | Roberts |
| Troustler-Silzerrf..... | Blackman |
| Roushcf..... | Morris |

Innings played—3; time of game—1.30; injured—Roush; trousers soiled by oiled diamond—Buehn, Blackman; scorer—Whitsit; assistant scorer—Miss Gertrude Gannon; grandstand umpires—O. K. Houck, Lawrence McGreal, E. F. Taft, G. A. Mairs, William A. Schmidt; field umpires—H. C. Brown, C. H. Wilson; water carrier and chief of medical staff—Joseph F. Gannon; grand keepers of athlete's valuables—F. K. Dolbeer, John L. Gately, Edward Lyman Bill, W. H. Duffe, O. A. Gressing; final score—West, 14; East, 4. Scene of next contest—Atlantic City, N. J.; probable winner—West.

ELECTION OF OFFICERS.

(Special to the Talking Machine World.)

Milwaukee, Wis., July 12, 1911.

Lawrence McGreal, Edison wholesaler and jobber, 173-175 Third street, Milwaukee, and one of the best known talking machine men in the United States, was elected president of the National Association of Talking Machine Jobbers at the executive session in the Red Room of the Hotel Pfister this afternoon. The selection of Mr. McGreal is considered a reward of merit to one of the ablest and most active workers in the trade and one who was among the earliest interested in the N. A. T. M. J. After the result of the balloting was announced, the choice being unanimous, Mr. McGreal thanked the members in a neat speech, saying:

"In accepting the honor you have extended me, I wish to thank you and assure you that I will do my very best to repay this confidence in giving the association such service as presiding officer as will warrant your approval.

"If I can render such splendid service or even approach the excellent work of my predecessors, Mr. Bowers and Mr. Whitsit, I will feel that in your action to-day you have made no mistake. It will be my constant endeavor to rule impartially and fairly in the conduct of my duties, and I earnestly ask the co-operation of all members in carrying out the work of my administration.

"To promote and foster what is for the best interests of the association (as I see them) will be my constant plan and purpose. I am your servant during the next twelve months; use me as you deem necessary and I will stand ready at all times to give the best that's in me toward the welfare of our splendid organization."

E. F. Taft, of the Eastern Talking Machine Co., Boston, was elected vice-president to succeed J. N. Blackman. J. C. Roush, of the Standard

Talking Machine Co., Pittsburg, was honored with re-election as secretary, and William F. Miller, of the Penn Phonograph Co., of Philadelphia, was the choice for treasurer to succeed Louis Buehn, of Philadelphia.

The executive committee will consist of the following: J. F. Bowers, of Lyon & Healy, Chicago; Perry B. Whitsit, of the P. B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati; G. E. Michels, of the Nebraska Cycle Co., Omaha, and C. A. Grinnell, of Grinnell Bros., Detroit.

Protest Against Change of Classification.

The proposition of the Western railways to change the classification of box and case machines from first class to double first class, which covers furniture, was a subject which formed the principal topic of discussion at all meetings. The discussion was brought to a head in the adoption by a unanimous resolution pleading with the railways to avoid this injustice and retain the present first class classification.

By a happy coincidence the Western Classification Committee, consisting of official representatives of all Western railways, met in Milwaukee at the same time that the talking machine jobbers were in annual session, thus affording the jobbers a most excellent opportunity to plead their case at first hand. Accordingly, President Whitsit was authorized to appoint a committee of five to confer with the railway men, consisting of L. C. Wiswell, chairman; Lawrence McGreal, Milwaukee; G. E. Michels, Omaha; Andrew McCarthy and E. C. Rauth, of St. Louis. At the time of the close of official business of the convention, no definite answer had been given by the classifiers, but the jobbers' committee received intimations that their protest would probably be heeded and the proposed advance annulled.



JUST ARRIVING AT THE GROUND.

to injury to call out a man who suffered a blow on the head that was heard downtown, but "rules is rules," and Roush came to the grandstand for sympathy. The best he got was to be called "Bone-head" and "Solid Ivory," because he was unhurt by the awful wallop. Brown tried to steal second and was actually caught stealing for the first time during the game. Davisson made first on a hit to right and Trostler struck out. Score: West, 10; East, 4.

Round Three—The challengers for the American title came into the ring much recuperated and the spectators believed they would go to the finish. The seconds tucked away the sponge and egged their principals on. After sparring and stalling, Towell knocked out a two-bagger and tried to stretch it into a triple, but was caught between the ropes, Pierce to Lucker. Royer fanned and Gore hit to short, reaching first when Siemann failed to get Wiswell's low throw. Gore made second on a passed ball and Buehn struck out, retring the side without a single score. Score: West, 10; East, 4.

Fischer started the West's half with a double to right and came home when Lucker reached first on a fumbled grounder. Roberts made a swell catch of Wiswell's tall fly. Creed advanced Lucker

The change of classification on box or case machines, which includes all hornless machines, such as the Victrola, Amberola, Grafonola, Multinola,



LAWRENCE M'GREAL, A CHARACTERISTIC POSE.

etc., would be one of the most serious handicaps the American and especially the Western trade has ever experienced. The change would double the freight rates now existing, and on long distance shipments, which all shipments to the West actually consist of, the margin of profit would be so small that it would hardly pay to do business. Not only is it feared that an increase by the Western roads would influence the Eastern roads to make a similar change in classification, but the increase in the West would apply to all shipments from point of original shipment in the East to point of destination in the West.

Protection in Instalment Sales.

The matter of protecting talking machine dealers in regard to instalment sales also demanded considerable time from the members at this ses-

sion. At present there are no laws giving protection in such cases, although other organizations, especially in the music trade, are fighting vigorously for such legislation. The convention, by resolution, authorized the president to appoint a committee of three to investigate and confer with other bodies, notably the National Association of Piano Merchants, which is doing valiant work along these lines. The committee's report doubtless will mark the course to be pursued in seeking such legislation, both State and national.

Asked to Modify Exchange Agreement.

A resolution also was adopted asking Thomas A. Edison, Inc., to make certain specified modifications of the present exchange agreement.

Automobile Trip to Donges Bay.

After the long session the members and the ladies were not slow in getting started on the automobile trip to Donges Bay, where Lawrence McGreal's committee on arrangements had prepared a splendid feast of chicken and waffles. About twenty-five machines were provided and by 5.30 o'clock the last of the jobbers were seated and sent away from the Pfister in the wake of a steady stream of purring and chugging cars.

At Donges Bay, which is on the shore of Lake Michigan, eight miles north of Milwaukee's center, and is reached by a beautiful winding road along the lake shore, the tables had been set and no time was lost in filling the inner man. There was no time for speech-making or addresses, everyone being busy with the delightful pastime of eating. The chicken was great and the waffles likewise, and when the time came to get back into the automobiles not a few demurred.

Enjoyed Outing Immensely.

The train of autocars swung out of the entrancing grove into the open country and away from the smoke and grime of the city. It was delightfully cool and as the machines rambled through wooded roads and overhills, every member of the party sat back and enjoyed the time of his life. Upon returning to the city, the party was taken to the Schlitz Palm Garden, where an open session was enjoyed until the midnight hour.



THOMAS H. TOWELL,

General Manager U-S Phonograph Co., and whom his association friends now term "Home-Run Tom," after his famous work at the association game.

business in general has not been up to the standard, the talking machine business has shown an increase each year, probably due to the very generous advertising campaign of the manufacturers, and the wonderful improvements made both in machines and records.

To-day, as near as we can calculate, there is an annual sale of approximately \$200,000 worth of talking machines and records in the city of Milwaukee alone. It is gratifying to the dealers who have invested their money and carry representative stocks to know that the factories are protecting them as far as possible from competition, and this fact alone, if nothing else, will give the dealer confidence in the future of the business and relieve him of anxiety occasioned by the fear of others stepping in and reaping the fruits of his labors after he has given the business his capital and time. We have unbounded faith and confidence in the factories, and believe that they will take proper care of the dealers in the way of providing some means of relieving them of stock which has become dead and unsalable through no fault of their own.

Some Commendations.

The object of this paper, however, is not to flatter ourselves and bolster up our achievements. We have a few suggestions to bring to your kind attention in this meeting.

First—We wish to compliment and thank the manufacturers for the extensive advertising campaign they have carried on so successfully and which has made it so much easier for the dealer to dispose of their respective goods.

Second—The introduction of Victor machines into many public and educational institutions. The new department under the good guidance of Mrs. Frances E. Clark (who, we are proud to say, was for years an official of our local public school system); the descriptive label on the opposite side of the Red Seal records; the fiber needle arm attachment on all machines; the new album system in the Victrolas; all these things have materially added to the promotion and salability of the Victor product and lightened the work of the dealer considerably.

Third—Last, but not least, the great help every dealer has derived from the visit of Mr. Schwenker, who has greatly helped the repair department of every concern and given every repair man valuable points in repairing and keeping in good running order the Victor machines.

Fourth—The untiring efforts of the Edison laboratories in bettering and improving their products have found their climax in the model "O" and "R" reproducers and the new Music Master horn. The excellent talent which they have lately acquired is very commendable.

(Continued on page 42.)

SCHEFFT'S ADDRESS AT CLOSING SESSION

(Special to the Talking Machine World.)

Milwaukee, Wis., July 13, 1911.

When the final day of the fifth annual convention arrived a number of members were among the missing. As most of the important business had already been disposed of, some of the jobbers who attended at a sacrifice of time, returned home before the close of the meetings to resume work without delay. There was considerable talk of shortening the annual conventions to three days at the most, it being believed that all of the business can be finished in that time and still leave enough time for enjoyment and amusement. While the proposition was not brought before the convention, there is much agitation in its favor, and the executive committee will probably take the matter in hand before the next session.

Memories of Atlantic City were brought back this morning when the jobbers went to McKinley Beach on Lake Michigan, at the foot of beautiful McKinley Park at Lake Drive and Lafayette place. It is certain that those who took to the water found as much enjoyment as on the ocean beach.

At 2 o'clock in the afternoon the members assembled for the final session. There was little left to do, for the jobbers' confreres on the freight classification matter found it impossible to make a final report and all other matters had already been disposed of. Most of the ladies took advantage of the offer of a sightseeing automobile ride and after the final session adjourned the men joined them in seeing the beauties of Milwaukee.

Following the presentation and adoption of a resolution thanking the various interests, individuals and organizations for the excellent provisions made for the convention—a resolution which

spoke the feeling of all visitors—the Wisconsin Talking Machine Dealers' Association, represented by Oscar Schefft, of Milwaukee, gave a message to the jobbers. Mr. Schefft spoke as follows:

Oscar Schefft's Address.

Organization is one of the main assets in every line of business. Unless a business is thoroughly organized you will never make a success of it. The Wisconsin talking machine dealers, realizing the fact that it is necessary for them to form an association, got together about four months ago. The result of several meetings was the formation of the Wisconsin Talking Machine Dealers' Association, following in line the examples set by the New York and Ohio associations. The primary object in forming our association was to foster good-fellowship and kindly feeling toward each other, and the promotion of all subjects which appear to be for the betterment and improvement of the talking machine business.

We are proud to say that we have accomplished a great deal along these lines. Dealers who heretofore were practically unknown to one another have come together in a friendly spirit and much good has already resulted from these meetings. The rumors that price-cutting was being carried on have been run down and we can assure you, gentlemen, that so far as we know and believe, every dealer is strictly living up to the contract with the different manufacturers. We sincerely hope that our newly-formed association will build up and show a good membership locally and through Wisconsin, because in union there is strength. (The ends attained by the National Association of Jobbers attest the value of this.)

The talking machine business holds a peculiar position in the business world to-day, that, although

Good Columbia Money You

We are moved to take this occasion, while the Jobbers' Convention is still in session at Milwaukee, to say a few things that have needed saying for quite some time.

First of all let us state that we have a full understanding of the jobber's point of view—and we admit that in a good many cases he is "up a tree." We are referring now **not** to the big retailer who sells at retail under a jobber's discount, who cannot legitimately be held down to a contract to carry any one line of musical product, but to the jobber whose business is that of **middleman**, representing **directly** the **factory**, and whose contract with the manufacturer calls for the handling of a single line.

This direct relationship of the jobber to the manufacturer only makes it all the more certain that he is pretty nearly the last man who should undertake to tell you what line to carry—for his interests are **tied up**; as one of them wrote to us, "the factory interests are identical with those of the jobbers'."

ARE YOURS?

We believe **YOUR** interest lies in carrying any line of goods that is in demand.

We believe that any policy of restricting you against doing that very thing is one that can last **only so long as you permit it**—and not three minutes longer. If there is any other side to that we wish you would suggest it.

All right then—**what is in demand?** How much money do you suppose you have lost, flat, simply because you could not supply a demand that amounted to a shout—for an enclosed horn disc machine to sell at \$50? During a period of six straight months on end, you had to see the Columbia dealer delivering \$50 Grafonola "Favorites" as fast as his factory orders could be filled, just because the Columbia Company was more progressive than the factory represented by your jobber.

That's only one example of what the Closed Shop for Retailers has done to you. And you can see it happen again if you keep your eyes open—and you've got to keep your eyes open in this business from now on if you never did before. The "Favorite" was an innovator—not our only innovation, but a recent one, and an extremely profitable one. Our plans for the Fall will bring out a few other "innovations"

If you are still permitting yourself to be
line, you are paying



- ¹ NORDICA
- ² FREMSTAD
- ³ MARY GARDEN
- ⁴ ALICE NIELSEN
- ⁵ ZENATELLO
- ⁶ BONCI
- ⁷ CAVALIERI
- ⁸ CONSTANTINO
- ⁹ LIPKOWSKA



The Columbia Grafonola

One of the Columbia money-makers that for six straight months

Columbia Phonograph Company,

Creators of the Talking-Machine Industry. Pioneers and Leaders in the Talking-Machine Art.

Are Missing Every Day

be shut out from the Columbia
g pretty high.



From Photos (C) by Mishkin, Dupont.

- ¹⁰ BAKLANOFF
- ¹¹ AMATO
- ¹² McCORMACK
- ¹³ BONINSEGNA
- ¹⁴ EMMY DESTINN
- ¹⁵ SAMMARCO
- ¹⁶ ANSELM
- ¹⁷ MARDONES



"Favorite" at \$50

new business that non-Columbia dealers could not even share in

en'l, Tribune Building, New York

ners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

likewise, that will have dollar signs all over them. Are you going to be content to stay shut out?

Demand? If any of the thousands who crowd the opera houses of America and Europe to hear Lillian Nordica should hear a salesman suggest that there would be no demand for Nordica records, they would wonder what sanitarium was one shy. And those Nordica records are **selling** at a fine margin—and all this time you have been shut out because of a **jobber's** contract!

Olive Fremstad, too. A Wagner night at the Metropolitan Opera would hardly get into the papers without her. Mary Garden? Oh, yes, Mary Garden: It is safe to say, even without any account of our sales, that there is a demand for Mary Garden records. **Rather**—when you realize that there is probably hardly a person among the fifty millions or so who read the papers, who doesn't know her face and fame. Alice Nielsen, Lina Cavalieri, Lydia Lipkowska, Emmy Destinn, Celestina Boninsegna and Eugenie Bronskaja, among the sopranos; and David Bispham, Zenatello, Bonci, Amato, Anselmi, Baklanoff, among the tenors and baritones; Kubelik, the violinist, and Josef Hofmann, the pianist—**every one** of them offered to music lovers in the Columbia list and **nowhere else**, and therefore every one of them fitting into a demand that **you** can only see increasing and which up to now you have not been able to share in.

We want to go on record once more as telling you that we not only believe in the policy of the Open Shop for Retailers, but have proved it profitable to them and can give you the names and dates; and that the only way for a manufacturer, jobber or dealer to build up this business safely and rationally is to make **quality of product** the foundation.

The Columbia sales policy of exclusive selling rights, which instead of strangling the dealer gives him **protection** in his own zone, is **right**. It gives us, as manufacturers, no underhand hold on the dealer, but it **does** give the retailer a mortgage on all the Columbia business that can be built up by him and by us in his neighborhood. It's fair, and it **works**.

We have the goods, we have the organization, we have the advertising, we have the demand, we have many thousand loyal, plugging dealers, we have a **doubled** and re-doubling business, and we want to see you share it!

Columbia Distributors were on the job all over the country every minute during the Milwaukee Convention. And their job is to take orders from you, not to issue orders to you. Pretty fairly busy at that! June sales totaled a huge increase over last June—maintaining our two years' unbroken record of monthly sales-increase.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 39.)

Edward Lyman Bill and his Talking Machine World deserve praise for his good work in acquainting the many jobbers and dealers with the current news every month. The World is a paper every jobber and dealer ought to have.

It is not all praise and comments that we have to offer to you, gentlemen. The Wisconsin Talking Machine Dealers' Association respectfully submit the following points as suggestions and criticism for your consideration.

First: The Exchange Proposition.

We refer in particular to the 500 Edison standard records, notification of which has been served on all dealers that these will be cut-outs on or about September 1, 1911. As it will take the average dealer too long on the present 10 per cent. exchange basis to eliminate these records, and as it will not carry out the intent of the manufacturer to have the dealer dispose of his surplus stock readily, we have suggested the following:

The Edison Co. to make an exception and take back the 500 Edison Standard cut-outs on the following basis: 1 Amberol for 1 Standard. The dealer to pay the difference in the cost of the records, and the 10 per cent. exchange proposition will

put the dealers in a position to turn his old unsalable stock into money, and will eventually assist the manufacturers and jobbers to sell more records.

With reference to the Victor records, it is our opinion that they are producing too many single-face records. We believe to cut out the single-face records which are made doubleface would greatly relieve the dealer in the amount of stock he would have to carry.

Second: The Division of Profit on Records.

Eight years ago, gentlemen, a dealer made a profit of 50 per cent. on all records. The profit has gradually been cut down to 40 per cent., and the difference of his profit has been put into the jobber's pocket.

This does not seem fair to us. The dealer today has a smaller market on account of the increased number of dealers. Where there was one dealer eight years ago, we have now as many as three and four in some localities. Further, consider that nearly all jobbers are competitors to the dealer in a retail way. It seems to us that the division of profit between the jobber and dealer is not fair nor reasonable. We have no suggestions to offer as to the price to be established but invite mutual discussion.

In conclusion we wish to thank the National Association for convening in this city and Mr. Mc-

Greal for his untiring efforts in bringing this about.

We wish to thank you, gentlemen, for this opportunity afforded us to be present at this meeting, and we trust that our suggestions and criticism offered in this paper will be taken in the spirit in which they are given, namely, the betterment and improvement of the talking machine business.

Close of Convention.

The convention closed to-night with an elaborate banquet in the Fern Room of the Hotel Pfister at 7 o'clock and the annual grand ball in the Red Room at 10 o'clock.

During the day Louis F. Geissler, general manager of the Victor Talking Machine Co., put in his appearance and was greeted heartily by all.

Another late-comer was Arthur E. Burson, of Santa Barbara, Cal., who is on his way East with models of his new automatic stop device for talking machines.

The jobbers who attended the fifth annual convention liked Milwaukee, and they want to come back in later years. It is the general opinion that never before has the N. A. T. M. J. been so lavishly entertained, nor so well received as in Milwaukee on this occasion. To Lawrence McGreal, new president of the association, man of affairs, good friend and jolly good fellow, is due the largest share of the credit.

THE JOBBERS' BANQUET WAS A PRONOUNCED SUCCESS

(Special to the Talking Machine World.)

Milwaukee, Wis., July 14, 1911.

Thursday night the convention closed with a banquet in the Fern Room of the Pfister Hotel. The room, with its decorations and its beautifully-gowned ladies, presented a very pleasing appearance. On either end of the speakers' table was a floral talking machine, one in the form of a Victor and another in the form of an Edison.

Jas. F. Bowers, who has fairly won the reputation of being one of the best toastmasters in America, presided, and his witty remarks evoked rounds of applause. Mr. Bowers prefaced his introduction of each speaker with some witticisms which were warmly received.

He paid a great tribute to the accomplishments of the talking machine men, particularly the creative department, and praised the association's efforts in promoting trade welfare. He stated that Frank L. Dyer, president of Thos. A. Edison, Inc., had sent a communication which would be read by Carl H. Wilson, general manager.

Mr. Wilson prefaced the communication of Mr. Dyer by stating that he did not know who first invented proxies, but their existence gave him the opportunity of presenting himself as proxy for one of the most honorable men, Frank L. Dyer.

FRANK L. DYER'S PAPER.

The following address, entitled "A Look Into the Future," by Frank L. Dyer, president of Thos. A. Edison, Inc., was read by Mr. Wilson:

In addressing the talking machine jobbers at their annual convention, where I suppose the usual harmony has prevailed, and especially when addressing them after finishing one of those banquets for which this association is famous, it behooves me to strike a note of encouragement and cheer. For some of you the past three years have been hard and trying. But remember that they have been much harder and more trying to jobbers in numerous other lines. The actual pinch of poverty has been felt by the working man, and even the bloated capitalist has had his trials in carrying on his business in a way that will meet the exactions of the federal authorities. But "let the dead past bury its dead." The future to all of us holds out hopes for a sound and recovering business. Industrial conditions never stand still, and no one yet has been so pessimistic as to believe that we are moving backward.

Edison Disc Officially Announced.

Undoubtedly there are a number of jobbers who sincerely believe that the day of the cylinder business is past. To such men we offer our new disc, which will be an assured factor in the business in the near future. But those predictions, in my opinion, are groundless, and there has been a confusion of cause and effect. To those jobbers whose cylinder business has fallen off, let me tell them that the reason is not that people do not want to buy phonographs, but because they are not able to buy phonographs.

The cylinder machine, because of its low cost

and other good points, has always appealed to what Mr. Bryan has called "the common people"; and I believe for many years to come it will continue to appeal to them. I cannot bring myself to the point of believing that concurrent and simultaneously with the panic of 1907 the working people of this country suddenly evinced a distaste for the phonograph. It is too much to believe that the two phenomena were separate and developed at the same time merely as a strange coincidence. It is much more rational and logical to assume that one was the effect and the other the cause of that effect.

Cylinder Phonographs Still a Factor.

Remember that there exists at the present time upward of \$120,000,000 as an investment by the American public in cylinder machines and records, and when that vast property is considered it will be seen that it cannot become obsolete for many years. Count the number of machines and records you are selling, and not the dollars you sell them for; and probably most jobbers will find, machine for machine and record for record, that they are selling more Edison phonographs and more Edison records than of any other type. This I submit to you is the desirable business. A lawyer who has many small clients is in a better position than one who has a few large clients, because if a few of those large clients should become capricious and turn their patronage from him, greater inroads would be made upon his income

than if an equal number of smaller clients should turn from the other.

Effect of Supreme Court Decisions.

The definite settlement by the Supreme Court of the doubts and uncertainties previously existing as to the scope of the Sherman law will undoubtedly prove of tremendous good. Capitalists are now reasonably well informed as to the extent they can go to in the formation of new and efficient industrial machines for carrying on their business. Additional employment can now be given to labor, and former rates of pay and days of work can be re-established. The laboring man will be in a better position to buy the products of the farm and factory, and this means that the manufacturer and the farmer will be able to produce more goods and supplies, necessitating the employment of more labor and the payment of more satisfactory wages.

Fortunately, the crop outlook is good, so that the farmer will be able to fulfill his share of the development. Thus, through the immutable operation of the law of supply and demand a normal industrial condition will be reached where labor will be fully employed, factories fully occupied, farmers selling their supplies at fair prices, and the other agencies and instrumentalities of our commercial life working in a satisfactory and normal way. This re-establishment of proper conditions is now in process and will come with gradually accelerating rapidity. The phonograph business will receive its share of the returning prosperity, and I predict that with the coming fall, and especially during the coming year, jobbers will be entirely satisfied with the extent of their business.

The putting out by the Edison Co. of a high-type disc machine and record will make it possible for dealers to sell to a class of people to whom they have not appealed in the past; but I do not think that it will have very much effect upon the large bulk of the people to whom the cylinder machine has always appealed and whose friends and neighbors have purchased such machines.

Record Proposition May Be Changed.

The Edison Co. have always co-operated with its jobbers in a fair and honorable way. It has made great financial sacrifices for its jobbers, because it has always recognized that its own prosperity depended upon their prosperity. The only bone of contention at present existing between jobbers and ourselves is the record proposition now in effect, but I sincerely and honestly believe that that proposition contains the germ of the right idea, and, while it may have to be changed to meet the actual conditions, it is certainly not unreasonable for us to ask that it be given a fair and impartial trial. Do not be too impatient, and remember that while the difficulties of a single jobber might be adjusted cheerfully, yet we must treat all jobbers alike, and we cannot afford to grant concessions to one that are not granted to all.

Let me emphasize in conclusion that we have no thought of relinquishing our efforts to push the cylinder business, and we will continue to make improvements both in machines and records, of which definite announcement will be made in due course. We are putting out a disc machine to meet an entirely different kind of demand from what has always existed for cylinder machines. We have no intention of marketing a disc machine or record that will interfere with the cylinder business or that will take the place of the cylinder business. It is well that jobbers should be thoroughly apprised of this fact in order that they may be in a position to meet the demand for cylinder machines.

Letters from Notable Personalities.

Mr. Bowers then read communications which had been received by the secretary from various guests expressing their regrets.

Thos. A. Edison wrote that inasmuch as he intended to take his first real vacation in Europe next month with his family, he was extremely busy until sailing time, and therefore was unable to attend.

Eldridge R. Johnson stated that he hoped the feeling of mutual confidence, so beneficial to all interested in the talking machine trade would continue to grow and that producers, merchants and

consumers would receive their just proportions of benefit.

Frank L. Dyer wrote that his arrangements would not permit him to be present, but desired his good wishes conveyed to all.

Leon F. Douglass expressed his regrets and stated that he was just leaving on a bear and lion hunt in the California mountains. He said that it was the ambition of his life to get back into active business.

Emil Berliner, in sending greetings, expressed the opinion that the educational side of the talking machine might be very considerably developed.



FRANK L. DYER.

B. G. Royal said that he expected to come up to the last moment, but unexpected circumstances prevented him from doing so.

LOUIS F. GEISSLER'S ADDRESS.

The toastmaster then introduced Louis F. Geissler, general manager of the Victor Co., whose remarks were upon the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributors and Dealers."

Mr. President, Toastmaster, Ladies and Gentlemen: It has been suggested that I choose for discussion the topic, "The Probabilities That the Future Holds for the Victor—For Its Distributors and Dealers." I have been asked to attempt to prophesy, to look into the future, but, to do so somewhat intelligently, I would ask you to engage with me in a reminiscent mood. I want you to go back ten years—those of you who can—for some of our distributors are so young in the business that they may not be able to recall the year 1901 in the talking machine business, and that was the date of the incorporation of the Victor Talking Machine Co. A very short space of time, is it not? A decade has produced what you all know as the Victor Talking Machine Co. of today.

As my own mind reverts to the conditions of that date, and I see in my mind's eye the Victor factories and organization as they exist to-day, it seems a veritable Arabian Nights tale—an Aladdin's lamp. I do not intend this talk as an advertisement for the Victor Talking Machine Co.—we do that through our national and international publicity campaigns.

It is not necessary for me to take advantage of this appearance before you for that, and I trust that in talking about my company you will assume that I do so only as an emblem of your interests and ours in the sale of talking machines and records. I want this to be a hard-headed talk; a free and full discussion, as it were, upon my part, of some of the things of which I know you think much and have wondered much.

I have never before felt like talking at one of our business banquets; in fact, it embarrasses me to no inconsiderable extent to do so now, but it has been my pleasure, in my business capacity, for

almost six years now, to have met each one of you and to have shaken you by the hand; and by this time we should feel very well acquainted, and I shall presume upon my business and social friendship for each one of you to talk to you in this friendly and confidential manner.

The Victor Organization.

In 1901 our esteemed president, Eldridge R. Johnson, gathered about him practically the entire board of directors of the Victor Talking Machine Co. as it exists to-day. In 1906 I was honored with a place upon that board; in 1910 B. G. Royal, an old-time personal friend and collaborator with Mr. Johnson in his earlier days at the bench, was called back from Europe, where he was in the Victor interests, to join our board of directors. In 1910 our efficient chief accountant, W. J. Staats, was admitted to the board and made comptroller of the company.

Every man of the Victor directorate, excepting Thos. S. Parvin (who has not been well for a great many years), is an active working man; each selected by our president with especial reference to the filling of some fitting position. I doubt if there exists another manufacturing or commercial institution, with interests as great and diversified as ours, that has a board of directors that works together as courteously, as considerately and as effectively as does the board of directors of the Victor Co.

We have, during the month—and every month—about twenty-five meetings, inclusive of directors, executive committee and "special" committee meetings. For such meetings our president has laid down the maxim of "full and free discussion of all subjects pertaining to the business." Everything is there discussed from the sinking of a well in the Delaware river for the production of steam to turn our wheels to the expenditure of a million dollars for an advertising campaign to sell our goods.

Without in the slightest removing the responsibility, or relieving the respective heads or directors of their respective responsibilities, each has, however, at these meetings inculcated into him much of the affairs and duties of each of the others. Whether the subject under discussion be the price of copper, lumber or shellac; the labor situation; the extension of our factories; legal affairs; conditions of our patents in Europe or the copyright law throughout the world; the affairs and relations of our distributors, or finance, they are discussed and listened to as carefully by the entire board of directors as though each were in charge of the whole affair.

And what has this secured? It has evolved a directorate that operates as smoothly and has progressed as efficiently as a well-trained football team.

As a result, there has been effected, through this directorate, an organization in the various laboratories, factories and other departments which, I assure you, is as pleasant to work with as it would be possible to imagine could exist in any large corporation.

Mr. Johnson's wonderful spirit of liberality and broad-mindedness has tied to him inalienably the interests of all the men who have helped him, in whatever degree, to his success. I mention and emphasize this condition of our organization because it is all important to your interests. You do not know, you cannot appreciate (because of the intricacies of our business) the absolute necessity of a harmonious management.

A gentleman—and one qualified to make the statement—remarked to me only recently that he would be willing to wager that if the Victor Talking Machine Co. were turned over to the United States Steel Co. to-morrow, with all its management, that there would not be a wheel turning in a week. An exaggeration, no doubt, but highly illustrative of the great detail and the delicate poise of the talking machine industry. I hope you will not consider me rambling from my subject, i. e., "The Probabilities of the Future." The future must be built upon foundations laid in the past.

(Continued on page 44.)

Any time you get tired of being told where you "get off at", remind yourself that with the Columbia line, under the Columbia policy, you quickly settle the only question that really counts—where you "get on at". You run your own business and we back you up in it.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 43.)

We will now pass to that very important situation upon which our business is based—

The Patent Situation.

Any one operating a factory or a business fundamentally based upon patents is fully appreciative of the intricacies of the patent situation. There is probably no industry on earth so young as the talking machine industry that is so fully covered by patents and patent claims. The Victor Co. has been particularly fortunate in the successful maintenance of its patent claims. Perhaps this is because the Victor Co. steals no man's patents; appropriates no man's ideas. It has paid large sums to outsiders for valuable patents; it has paid queenly recompenses to patentees all over the world, many times, for patents of doubtful value; many times looking far ahead into the future, when time might or would mature the value of a patent.

Its own employes are encouraged in every possible manner to invent; they well understand that a liberal reward awaits them. I desire you to follow me closely upon this "patent section" of my talk. I would remind you of the statement in my prologue, that this talk was not intended to be an advertisement for my company. I am talking to you on matters that your pocketbook may eventually be more interested in than your brain is to-night. I am quite positive that our letters to you, touching on patents and patent suits, are, in the great majority of cases, consigned to the waste basket.

We have, during the last ten years, sent out many letters on this subject; our competitors or infringers have sent out their answers, perhaps many times refuting our claims and pooh-poohing our prophecies. Had you followed these matters as you should, you would now know that my statement, that we have made good in each and every case so far adjudicated, and to which we may have called your attention, is correct. The affiliated interests of the maker, the distributor and the dealer can be forcibly illustrated by citing the business and profits that each has acquired in selling certain goods which are the results of certain patents.

For instance, you and we should be profoundly grateful to the fates and good fortune that brought to us the original Berliner patent, acquired by the Victor Talking Machine Co. That gave us our start in the disc machine. Improvements, inventions and patents followed almost too rapidly to be noted. Improved sound boxes; tone arm machines, then the characteristic "Johnson taper arm and goose neck," which gave an interest to the business that you all remember. I will mention only a few of the most brilliant achievements, but patent claims by the thousand might be injected.

The remarkable Auxetophone was brought out by our company after an expenditure of nearly \$75,000 in patents and developments—all this before one machine was marketed. It served and is still serving its purpose, and helped us on in

development and advertisement. Following this, as you all will remember—for it has been an epoch maker—came the Victor Victrola, to which both you and we are beholden for mammoth business strides. Well thought out, planned years in advance of its introduction, was the Victor Victrola. Patents were secured the world over. If I mistake not, we control the enclosed horn or Victrola situation by the ownership of some two hundred and twenty-eight separate claims, passed by the Patent Office of the United States.

We are suing a rival manufacturer of disc machines for the infringement of seventy-two out of these two hundred and twenty-eight patent claims. We have touched in circular letters very plainly, striking straight from the shoulder, on the action of this infringer, so further reference thereto is not necessary. Now, in this endeavor to impress upon you how much the patent situation has advantaged you and will continue to advantage you in the future, I would call your attention to a recent occurrence in the courts, of which little has as yet been said, but it means so much.

You are all aware with what glee numerous small manufacturers, past infringers and even foreign manufacturers—who would fain dump their trashy product upon American soil—have awaited the expiration of the Berliner patent. The date which they fixed for its expiration was Feb. 19, 1911; the date which the Victor Co. had fixed for its expiration was Feb. 19, 1912; and, as you are now no doubt all aware, final adjudication proves that next year is the date, and not this, of the expiration of the Berliner patent, but the all important denouement now takes place. Follow this closely:

At least as early as 1896 Eldridge R. Johnson perfected a new process, an absolutely new invention for the manufacture of disc records known as the "Johnson cut record process." A great step forward in the art dated from the employment of the Johnson invention.

In 1908 a patent was granted to our Mr. Johnson for his invention, and in 1911—most opportunely and just one year before the expiration of the Berliner patent—the United States Circuit Court of New York City has decided that this "Johnson cut record" patent is valid, and this means a further control by the Victor Co. of the most perfect disc recording process thus far invented, and valid for fourteen years after the expiration of the Berliner patent. Therefore, in view of the fact that the only fundamental patent for records and making them that will be in existence next year will be the "Johnson cut record" patent, the enormous value of this decision to yourselves and to us must be very apparent.

For the benefit of those among you who have not interested themselves much in the mechanical side of the business, I will try to illustrate the three processes of recording, so that you may grasp the meaning of the expression "Johnson cut record" process.

First.—We had what was known as the "up and down," or "hill and dale" Edison employed commercially almost exclusively on cylinder records in this country, but upon disc records in

Europe, to some considerable extent, for nearly ten years past.

Second.—Following this, in 1895, appeared the Berliner etching invention for recording disc records, wherein the stylus, by a lateral vibration, pressed or squeezed the wax film aside.

Third.—In 1901 commercially appeared and was employed the "Johnson cut record," and from that year dates the great commercial use of records made by this art of recording.

The "Johnson cut record" patent or process, generally speaking, embodies a cutting stylus or microscopical plow of the most delicate imaginable perfection, which, while laterally undulating, cuts out and removes from the recording plate the waxy spiral, recording far more perfectly than by any preceding processes—absolutely a new conception. That this invention should be adjudicated in our favor by the court in a most carefully written, broad and unequivocal decision, at such an opportune time, is certainly a well deserved dispensation of the fates and incalculably important to our representatives.

We have now discussed, somewhat, the "organization" and the Victor strength under the "patent situation." I take it that the third topic is of exceeding interest to you, and one which all merchants can fully appreciate from every standpoint of view, because it is usually the cause of most harassment; that is

One's Capital and Financiering.

To represent a line of goods; to put money into and place investments in a stock of merchandise of a new factory, or of a concern of a mushroom growth, or one possibly just organized, in the full expectancy of only an ephemeral existence, every merchant knows—and some of you have learned—is a hazardous undertaking. The clean-up generally results in great financial loss, usually many times that of the expected profit.

To deal with and exploit the wares of any company whose organization and policies are of that insecure and doubtful character, which make their future doubtful, or whose financial management seems to be entirely in the interests of the insiders, dwarfing the expansion of the enterprise, assailing its financial credit and making hazardous investments of every dollar in their line, is certainly a condition to be deplored, and one to be avoided by every level-headed business man. You have all seen a number of such concerns come and go during the last few years. It is well that you should be satisfied and assured upon the all important matter of the financial strength of the factories that you represent.

They must carry on immense and expensive developments; immense sums of money and quick assets must be always available for emergencies if their position of world's leadership in this distinctively American industry is to be retained. We feel this responsibility keenly as a company. We appreciate the millions of dollars that other people have invested in our goods, and we cannot afford to let ourselves at any time approach a condition of doubt on finances.

Slumps will come. Unlooked for and expensive emergencies will arise and panics will occur. The

talking machine industry, as yet, is comparatively a new one. The piano industry is admittedly established. You can form an amalgamation of piano companies, incorporate a new company and list and sell their stock to advantage on the New York Stock Exchange.

Our industry has also outlived the term of a "fad." It has been steadily developing for thirty years, but I doubt if, in an emergency, a talking machine factory could go into the market and borrow one-fourth the money (unless it had the best of securities to offer) that a piano manufacturer might. Looking towards this very condition, and in order to keep clear of money lenders, our directors have, from the very beginning, financed most conservatively.

Like a good merchant who loves his business; who intends to stay with it; to sink or swim with it, the Victor directors have put every dollar's worth of their profits back into the business. There has been no exploitation of that company—6 per cent. on the common stock and 7 per cent. on a small proportion of preferred stock is all that has ever been taken out of it.

Increase of Victor Co.'s Capital.

Incorporated for \$2,500,000 in 1901, with \$180,000 in cash invested, the Victor Co. was enabled, through its careful, economical management and the enormous business through a series of years, to write off (out of its then fully earned capital stock and surplus) the sum of \$2,300,000 in the year 1908, the original estimated value of its patents and good will, these two items being carried upon our books at present at \$2. This year our capital stock was increased by the addition of \$2,500,000 common stock to \$5,500,000. This capital is entirely paid in, as is a surplus of no inconsiderable sum in addition thereto. The Victor Co. is, in my opinion, as strong financially as any bank in America. There can be no run upon it—there are no creditors, excepting for the current monthly accounts. Its cash securities and quick assets are of a size sufficient to make it improbable that any new financing or borrowing would be necessary for many years to come, no matter what the emergency.

Relative to ownership and control of the stock of the Victor Co. you are probably aware that it is a very close corporation, there being at the present date but about twenty stockholders, the directors of the company themselves controlling a large proportion of the stock, and Eldridge R. Johnson, by personal ownership, controlling a majority of the stock of the company, thereby insuring (without any danger of interference from outside parties) a continuance of the present progressive policy of the company. I sincerely hope that my hearers will appreciate that the foregoing statements are made exclusively for the purpose of enabling you to make up your own minds as to the probabilities of the future of the Victor interests.

To be sure, such statements as I have just made regarding finances are available to every merchant, through the mercantile agencies, and are published in the New York financial books; but these are, I know, not always available to our distributors and dealers. Bankers know more of these affairs than our merchants, but it is well that you should understand them, and we want you to feel fully acquainted with us in every particular and in every department.

Victrola and Horn Types of Machines.

Let us now jump from the factory to the distributors and dealers' store. There is where you live, and it is there that you have the greatest interest in my topic, i. e., "The Probabilities of the Future." The thought uppermost in your mind just at present, relative to our wares, will be the influence or strife between the Victrola type of machine and the horn type. The matter of when and how to introduce the respective new styles—to try to handle the market conditions in as intelligent a manner as possible—has been the subject of a great deal of thought on our part for several years past.

I believe that the hornless type of machine will

have an enormous sale for the next year or eighteen months, but I have no idea that it will entirely supplant the horn machine. I believe that, after a reasonable period, the trade will come back, to a considerable extent, to the horn type of machine. If you have but the horn machines and your competitor has the hornless, your customer will probably go from you and buy the hornless style, but, when the choice is given to your customer, when the machines are placed side by side, then he no longer must have either one style or the other. Being able to take a choice, it is my opinion that the peculiar tone qualities of each style will make its own converts.

We shall not drop any styles of horn machines from our forthcoming catalog. We shall gradually complete our line of Victrola types, and unquestionably, in the end, the line will be perfect and comprehensive; one that will meet every demand that can be made upon it and regarding which we feel so certain and secure that we shall be



LOUIS F. GEISSLER.

willing to throw the gauntlet to any competitive manufacturer, either American or foreign. The hornless machine, down to a very cheap price, has already been sold in Europe for several years past. We have shipped hundreds of thousands ourselves, but over there it has in no wise supplanted the horn types.

The largest German manufacturer's catalog, recently issued—if my memory serves me correctly—illustrated forty-two styles of talking machines, of which but eight were hornless types, and this manufacturer ships his goods through all sections of the world, excepting North America. The prospects for the future development of trade—especially on account of the new interest that has been given to the talking machine industry by the introduction of the Victrola—are very flattering, indeed. I will not expatiate further upon that point, but if our people will read carefully the printed matter that we send out, the various circulars and the "Voice of the Victor"—every word of them—they will get ideas therefrom and suggestions from other dealers which they could profitably emulate.

The Victor in the Public Schools.

I wish now to touch upon our "Public School Educational Department," to which we have been calling your attention for the last few months by various letters and circulars.

I shall not attempt to go into the many details of this subject. Suffice it to say it has been a dream of mine for four or five years past to have at the head of such a department a person who knew how to handle it. I interviewed dozens of people—applicants, men and women—and finally found my "man" in the person of Mrs. Clark, who came from Milwaukee, Wis., where she was a most enthusiastic promoter for the Victor in the public schools. I thought the Victor in the public schools could be made the third greatest advertising influence for the Victor Co., rating, I would say: First, our national magazine and other advertising; second, the value of the influence of our Red Seal catalog; third, the anticipated value of the influence of the Victor in the public schools.

Mrs. Clark, this department's head, has personally visited many of the large cities of America; is to-day in San Francisco, Cal., with a suite of exhibition rooms in the heart of the exhibitors of school supplies, in the St. Francis Hotel. The largest educational body in the world is meeting there at present. She is fully equipped to start effectively the influence of the Victor among thousands of the teachers there. She never fails to secure an audience of the most influential teachers of music wherever she goes. These people are interested; looking about constantly for new things; very receptive; they want to improve; every year they make additions of one kind or another to their school paraphernalia; the Victor appeals to them.

There are 550,000 school rooms in America. There are thousands of graduates passing out into the world, every one of whom will have heard and have something to say about the Victor, if you assist to make our scheme a success. We have already mailed you circulars and literature telling you "how to do it" and "how not to do it"; what selections to play; what selections not to play; giving you the benefit of years of experience on the part of a public school music teacher. Your way and my way of going about this would never do. You cannot sell a public school teacher as you would sell a gentleman and lady in their parlor.

It is an influence on the talking machine which I should be pleased and expect to have our competitors emulate, and I should be glad to have competitive machines sold there as well, for if you can only realize what it means to have a talking machine made a part of the curriculum of the public schools, and made so by choice and love of the article, then one of the most important probabilities and possibilities that the future holds for the Victor, its distributors and dealers, will be realized. I will not hold you longer on that subject—it is a dream, but can be made real by the intelligent enterprise and physical hard work of our dealers.

Two Conditions to Be Considered.

The future holds for the dealer, in my opinion, two new conditions, and has removed from it, to a considerable extent, one other condition, which made, in the beginning of the talking machine business much of the extent thereof. The two new conditions are harder work and larger sales than in the past. The condition so largely removed is that of novelty and curiosity, which sold goods.

The talking machine is no longer an absolute novelty. People are no longer astounded by the uncanny effect of listening to a human voice from a record, which influence sold thousands of machines in the beginning.

People no longer fall over one another to buy them; there is no necessity for that, for they are now offered for sale in innumerable places. The people all have some sort of an impression of

(Continued on page 46.)

It's a ground-floor proposition, this Columbia Exclusive Selling Rights plan—*ground* floor, *front* door, *open* door; fair and above board, proved and profitable. You meet the Columbia demand, you build up a business in Columbia product—and no dealer is permitted to take any part of it away from you.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 45.)

what a talking machine will do and they can now buy them everywhere, whenever they get ready. They are no longer a new invention, but, set over against the loss of that influence is the much more valuable one of a large national conversion to the merits of the Victor.

The business is assuming more the nature of pianos, sewing machines, automobiles, life insurance soliciting, etc., with the advantage in our favor that when you interest your customer seriously with the Victor—once you get your customer before the horn you convert him and make him wish to own one. It is a pleasurable ownership, whereas most of the other articles are a dire necessity, and purchased generally as such. When each of our distributors organizes his force of solicitors—as a few of them have done—they will be surprised at the satisfactory results of that kind of work.

The larger trade of the future also demands special work upon the sale of records. I am free to admit that, considering the number of machines that have been sold, the record business is in a comparatively unsatisfactory condition. Your dealers should be taught to look upon the sale of a Victor as just an incident—an entering wedge for Victor business. There are innumerable ways of keeping up the interest of Victor owners thereafter and selling records thereby. You must go to this end of the business hard; you must think it out; you must have clerks who are willing to do the physical exertion necessary to sell goods.

Biggest Six Months in History of Victor Co.

It is wonderful what some men accomplish who try. It is remarkable how some men can go right into the territory of others and show them how to do business and make them feel like a back number; make them admit to themselves, at least, that they have been asleep. In the establishment of distributors and dealers we have observed this time and again. You must not have the pace set for you by the laziest man or the least enterprising. There is certainly no concern in America that attempts to do more for their customers—their distributors and dealers—than does the Victor. We must have this hard work on your side to keep that factory running and growing. In consideration of what the company does to create a market for its wares, it is not only our right to expect this hard physical labor, but we demand it from such of you as are not already giving it.

We are in no wise satisfied with our business; we are in no wise satisfied with our accomplishments. One of the best guarantees, one of the most potent influences at work for your good, for the good of all Victor interests, is the fact that the Victor Co. does not consider a thing that it is selling to-day as fit to market, fit to sell, compared to our ideals and what we hope eventually to work up to. Mind you, this feeling and spirit of dissatisfaction is not engendered by a

desire to make more money. We are in the game and we want to make a success of it; we want to play the game for all it is worth; we wish to sell twice as many goods as we do to-day for the same net profits, if necessary—not double our profits by so doing.

We will give you the benefit of a lower percentage of profit if you will give us the benefit of a higher percentage of sales. We work like Turks, every one of us at the factory. We are on the job—either in the office or elsewhere—all the time. We believe that we worry and think a great deal more of your interests than you do of ours. We have in the past, and shall in the future, consider your interests primarily, for, without a satisfied clientele we cannot have a prosperous factory.

We have just closed the biggest six months of our entire history—the first six months of 1911 having surpassed, by a very satisfactory percentage, the last six months of 1910. This is a gratifying situation, because mercantile affairs generally throughout the country, the first six months of this year, have not been booming. It seems the talking machine business has been especially blessed. The last six months of this year will surpass by far any other similar period.

I am sure all of you who are interested in the Victor, and have the Victor interests at heart, will stand loyally by us, read carefully our letters to you; consider our suggestions and weigh the justice of our requests on seemingly minor points. In return for which I promise you continued solicitous interest in your affairs and the wisest direction of your policies of which our company is capable.

WM. GEO. BRUCE'S TALK.

Wm. George Bruce, secretary of the Merchants and Manufacturers' Association of Milwaukee, spoke on "The Purpose of Organization," in part as follows:

The invitation to speak at this gathering was accepted with a readiness which I can only explain in the charm which your industry has had for me rather than in any practical knowledge I may have of the same.

The art of reproducing sound has always appealed to me. From the time the first tinfoil sound reproducer made its appearance I have watched with interest the development of this wonderful idea. I was the second man in Milwaukee to own a phonograph and to experiment with its possibilities. This was some eighteen years ago. At that time there was considerable uncertainty as to what special direction the uses of the phonograph would take. It was known that there were three possible applications for the instrument, namely, commercial, educational and entertainment. It was then believed that the greatest future would be found in the commercial channels.

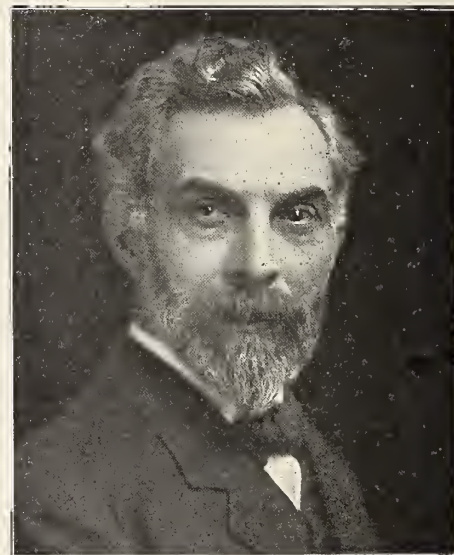
Experiences of the Past.

Instruments were placed in newspaper and telegraph offices and in various commercial houses. The salesmen exploited earnestly the phonograph as an aid to business routine. Experiments were made

again and again, but the results did not appeal, in a general way, to the business man.

The effort to utilize the talking machine for educational purposes was confined to lessons in foreign languages and was attended only with moderate success.

In the meantime the pleasure or amusement feature of the phonograph grew steadily in favor with the public. The demand was met by enterprising manufacturers and promoters. They increased the volume and variety of records, improved their machines, and the accessories and energy and zeal



WM. GEORGE BRUCE.

gave a tremendous momentum to the entire business. With each improvement followed clearness of sound, naturalness of tone and a wider range of sound reproduction until perfection was reached.

The inventor and the manufacturer were equal to the opportunity that was before them, and with a true American spirit developed the mechanical side and brought to the highest degree of perfection the modern talking machine.

The Third Stage.

This, the modern talking machine, has, in my judgment, reached the third stage in its development. The first was the inception of the idea of reproducing the human voice, the second the improvement in the machine and its attendant devices, and the third the application and uses of the same.

The period which has been reached would indicate that all the uses for the talking machine had been anticipated. But, with the lapse of time there are constantly unfolded new uses for the sound reproducers or new applications of old uses.

This is illustrated in the use of the machine as a factor in education. At one time it served to give individual lessons in foreign languages, to-day it serves entire classrooms and whole schoolhouses in teaching almost every branch known to popular education. It takes the place of high-priced instructors

in music, in elocution, in history, in geography and travel description.

The mission that is upon you, gentlemen, who are the warriors on the firing line of commercial conquest, it seems to me, is clear and unmistakable. You who are in immediate touch in the selling field and with the patrons and lovers of the machine are not only entrusted with the commercial exploitation of the same but also with the promotion of its extended and widened usefulness.

The Value of Organization.

Your organization has an object and purpose which cannot be minimized and which should impress themselves upon every member. The objects of trade organization are fourfold:

First, to dignify the calling and pursuit of its members.

Second, the elimination of trade abuses and weaknesses.

Third, the exchange of ideas strengthening of correct method and usage.

Fourth, the cultivation of social contact and personal friendships.

You are engaged in a calling of which you may justly be proud. The factors with which you are dealing have an elevating influence upon mankind. You bring into the homes of the humble as well as of the well-conditioned the richest treasures of civilization.

You should infuse your activities with enthusiasm and a realization that you are making an important contribution to the sum of human happiness.

The Duty of Business Men.

There is also a common duty which falls upon every business man and therefore is shared by you, namely, to hold high the banner of integrity and honor.

The American business man owes it to himself and to his country to purify the methods and dealings between man and man. If this nation is to command the respect of the civilized world, if it is to hold its prestige for vigor and honor, it must depend largely upon the character and stability of its commercial factors.

The duty then to attain high standards in commercial dealings is upon every business man, to the end that we may be worthy of the great Republic under whose flag we live and whose blessings we enjoy.

Frank A. Cannon Heard From.

He was followed by Frank A. Cannon, in introducing whom Mr. Bowers gave an interesting automobile experience which elicited roars of laughter. Mr. Cannon, who is secretary of the Citizens' Business League, is a bright and witty speaker. His subject was "Talking Machines I Have Known," and the subject afforded Mr. Cannon an ample opportunity to display his entertaining powers as a story-teller. He related some personal experiences with various kinds of talking machines which greatly amused the audience.

Mr. Cannon then spoke of the serious side of the talking machine, emphasizing its powers as an



FRANK A. CANNON.

educator and its tremendous influence upon the nation. He stated that it was the one product of human brains and skill which preserved the voices of the great singers and the great speakers, not only for this generation but for those that follow.

EDWARD LYMAN BILL'S SPEECH.

At the conclusion of Mr. Cannon's remarks, the toastmaster introduced Edward Lyman Bill, editor of The Talking Machine World and The Music Trade Review. His subject was "Success in Business." He said:

I am going to take for my text success, for that is what most of us are desirous of obtaining during our short tarry on this little globe, whirling through space.

Decided successes may be generally traced to definite causes—sometimes a fortunate combination of circumstances called by some luck.



EDWARD LYMAN BILL.

But, I have always been a believer that luck is another name for hard work—that business success does not come by chance. It comes by serious application—by close attention to details—by energy—by system.

Non-success can always be traced to inability—lack of personal characteristics or an insufficient will power—indifference—and; there are many people who cannot accomplish any degree of success.

To win out in this busy work-a-day world requires some forces usually traced to some reasonable and easily explained cause.

Take away ambition and you take away the chances of success, for the world's advancement is gauged by man's ambition.

To be perfectly satisfied means a state of retrogression—to be dissatisfied is to desire more—to win more, mentally, financially and spiritually.

Ambition always works overtime and never on the eight-hour plan.

If we do only what we are ordered to we find no pleasure in the accomplishment—we are laboring against our will and that is a slaving proposition.

Consequently, blessed and fortunate is the man who gets pleasure out of his work. It is he who endeavors to do the best possible—the best in him. It is he who attempts more—hence accomplishes more.

We should aim to improve our work and not make our plans theoretically but practically.

Results can be obtained and the best results in any line of enterprise may be only accomplished through concentration.

We should constantly seek a better knowledge—a better general understanding of the possibilities which are around about us.

You can never know too much. Properly fortified you can hold out indefinitely. Read and study all you can secure in your particular line, for, recollect knowledge is power.

Never rest on well-earned laurels, for rest means rust.

Always look for something beyond and there is much to be accomplished in the future in this talking machine industry.

In the first place, we must consider that the one great foe to the development of the talking machine business has been ignorance on the part of the dealers to properly appreciate the possibilities of the talking machine business—ignorance on the part of the salesmen to thoroughly learn their profession, for salesmanship is a profession—ignorance and indifference, on the part of many who are deeply interested, to successfully counteract the inertia which is usually observable no matter in which direction you may look.

The talking machine business affords oppo-

tunities for many energetic ambitious business men but we must never overlook the advantage of special education in order that the best results may be attained.

In no industry which comes to mind has there been more beneficial and instructive literature distributed than in the talking machine line and yet intimate knowledge of trade conditions compels me to admit that much of this splendid work has lacked appreciation.

Now, I do not mean this in a personal sense; but, you gentlemen, who have dealings with the retailers in every part of the country must understand full well that they have not profited as they should by the educational matter which has been sent to them.

Herein lies a vital defect. Without steady and persistent effort that defect will still remain.

We must arouse and stimulate interest—we must equip ourselves for the work which lies before us.

To listen to some of the claims which are made one would imagine that the talking machine trade was composed of men who had waxed rich through enormous profits and that conditions were imposed which were unhealthy and unjust.

Now, as a matter of fact there is no trade (and I am acquainted with a few) which has done more or as much for its constituency as have the creative forces in the talking machine line.

When you consider for one moment the vast educational campaign which is being carried on—the great experimental departments which are maintained at an enormous expense—the publicity departments which are never ceasing in their endeavor to create public interest—the advertising power through which millions of people are being reached—we will have to at once concede that the talking machine manufacturers have done their part—thoroughly and well.

There may be of course certain disagreements—certain differences of opinion which will constantly arise between the different departments of the industry.

That is but natural for all men cannot view the business situation in the same light, no matter how closely their interests may be interwoven, but it is through friction of the right kind that better results will be obtained.

We should recollect that mental friction produces energy of the kind which keeps the world moving; and we should recollect that business rivalry always creates better results and aids success of any kind.

On the other hand, recollect the fact that sometimes a little nut on a little bolt that works loose forces the rest of the mechanism into a serious mix-up.



J. F. BOWERS, THE POPULAR TOASTMASTER.

Recollect that it is through harmony that advances are made; and we should recollect that we can never get ahead by attempting to cut over quicksands, for we are liable to be engulfed.

Success is not possible without optimism.

The great West has been developed by an optimistic spirit and all of the really great men of this section of the country carved their way to success with their own muscles—with their own brains and their own determination.

We can all learn a lesson by studying the lives of the great men who have made history in this specially favored section, where the talking machine men of the nation are meeting for friendly conference.

Such meetings should result in permanent good as they mean a mixing of men and ideas from different sections of the country.

I have many friends in the talking machine trade with whom I take exceeding pleasure in breaking bread on these annual occasions, and after all, if you eliminate friendship from life, you take from it much that is enjoyable.

"Oh you of the far, broad Western plain
Or you of the Eastern shore;
I call you into my life again,
And I hear your words once more.
And, though I stray in a stranger way,
It counts not when nor where;
You shall walk with me
To that silent sea;
For I haven't a friend to spare, not one,
No, never a friend to spare."

Ball Closes Proceedings.

At the conclusion of Mr. Bill's remarks the toastmaster announced, after a Byronic quotation, that the program would be still continued in the form of a ball.

This program then followed, which lasted until the wee sma' hours.

Those in Attendance.

Those present at the Milwaukee meet were: J. Newcomb Blackman, Blackman Talking Machine Co., New York; Louis Buehn, Louis Buehn & Bro., Philadelphia and Pittsburg; Louis Jay Gerson, John Wanamaker, New York; J. C. Roush, Standard Talking Machine Co., Pittsburg, Pa.; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Mr. and Mrs. E. H. Uhl, Rudolph Wurlitzer Co., Chicago; W. F. Davison, Perry B. Whitsit Co., Columbus, O.; Fred A. Siemon, Rudolph Wurlitzer Co., Chicago; E. F. Taft, Eastern Talking Machine Co., Boston; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Max Strasburg, Grinnell Bros., Detroit, Mich.; H. L. Boyer, M. Steinert & Sons Co., Boston, Mass.; Mr. and Mrs. Burton J. Pierce, J. W. Jenkins Sons, Kansas City, Mo.; Geo. D. Ornstein, Victor Co., Camden, N. J.; Julius A. J. Friedrich, Otto P. T. Friedrich, and Julius A. Friedrich, Grand Rapids, Mich.; Milton H. Lowy, Lawrence Lucker, Minneapolis, Minn.; Max Landay, Landay Bros., New York City; Harry A. Ellis, The Talking Machine Co., Philadelphia, Pa.; Edwin G. Schloss, E. Schloss & Co., New York; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; F. K. Dolbeer and C. H. Wilson, Thos. A. Edison, Inc., Orange, N. J.; W. H. Reynolds, Mobile, Ala.; H. C. Brown, Victor Co., Camden, N. J.; G. A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; Charles Koehring, Musical Echo Co., Indianapolis, Ind.; Miss Gertrude F. Gannon, Wisconsin Talking Machine Co., Milwaukee, Wis.; William A. Lucker, St. Paul and Minnesota Phonograph Co.; V. B. Taylor, Victor Talking Machine Co., Camden, N. J.; Wm. P. Hope and A. N. Chandler, Thos. A. Edison, Inc., Orange, N. J.; E. Percy Ashton, American Phonograph Co., Detroit, Mich.; Mr. and Mrs. O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; Geo. W. Shultz, Shultz Bros., Omaha, Neb.; Edwin G. Grau, G. L. Michels, Omaha, Neb.; E. L. Krech and Elizabeth McCarthy, Lawrence McGreal, Milwaukee, Wis.; Mr. and Mrs. Geo. C. Silzer, Harger & Blish, Des Moines, Ia.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; Mr. and Mrs. Daniel G. Williams, Udell Works, Indianapolis, Ind.; Wm. A. Schmidt, Law-

rence McGreal, Milwaukee, Wis.; Mark Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; W. E. Ludlow, Wulschner-Stewart Music Co., Indianapolis, Ind.; John Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; Allan Welbern, O. K. Houck Piano Co., Nashville, Tenn.; C. H. Arbenz, Knight-Campbell Co., Denver, Col.; G. H. Eichholz, Milwaukee, Wis.; J. P. Werlein, P. Werlein, Ltd., New Orleans, La.; J. N. Swanson, Houston Phonograph Co., Birmingham, Ala.; E. J. Schefft, C. Schefft & Sons Co., Washington, D. C.; Clarence E. Gore, E. Droop & Sons Co., Washington, D. C.; Wm. C. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; Harry B. Levy, the Aeolian Co., St. Louis, Mo.; Jos. F. Gannon and H. R. Fitzpatrick, Wisconsin Talking Machine Co., Milwaukee; H. H. Clubb, Los Angeles, Cal.; S. W. Goldsmith, Victor Co., Camden, N. J.; H. W. Condon, Condon Autostop Co., New York; Harry W. Krienitz, Milwaukee, Wis.; James I. Lyons, Chicago, Ill.; J. E. Meagher, Lyon & Healy, Chicago, Ill.; Eug. Zimmerman, Peoria Phonograph Co., Peoria, Ill.; Henry Heinrichs, Koehler & Heinrichs, St. Paul, Minn.; John L. Gately and C. K. Bennett, Victor Co., Camden, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo., and Oklahoma City, Okla.; Lewis H. Clement, the Whitney-Currier Co., Toledo, O.; R. J. Keith, The Talking Machine Co., Chicago, Ill.; H. L. Conover, the Talking Machine Co., Chicago, Ill.; W. S. Moffatt, N. Y. Talking Machine Co., New York City; M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; B. E. Neal, Neal, Clark & Neal, Buffalo, N. Y.; H. B. Hopkins, Lyon & Healy, Chicago, Ill.; Robert Shaw, Western Talking Machine Co., Winnipeg, Can.; O. A. Gressing, Aeolian Co., Indianapolis, Ind.; W. H. Duffe, Eilers Music House, Spokane, Wash.; Mr. and Mrs. G. W. Huver, Mr. and Mrs. H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.

Convention Notes

(Special to The Talking Machine World.)

Milwaukee, Wis., July 14, 1911.

So far as exhibits are concerned the center of attraction was the new Edison disc machine and records which were displayed at the Plankinton Hotel. The visiting jobbers were very much interested in this new Edison product. The cabinet was placed at one end of a large room and seats were arranged so that the audience at all times had an opportunity of testing the tonal qualities of this new machine, the appearance of which the trade has been awaiting for some time. The comments were distinctly favorable and enthusiastic.

The carrying power of the new Edison machine was surprising; and, while at first the listener might be inclined to say that the volume of tone was mellow, yet, the fact quickly became apparent that it has full, round, penetrating tones. Seventy-five and one hundred feet away the music from the new Edison product could be heard with perfect distinctness.

The Edison Kinetoscope was also shown and attracted great interest. This is a moving picture machine which certainly opens up wide possibilities in this particular line. It will retail probably for about \$50, and although no definite policy has been as yet announced by the manufacturers, it is presumed that some of the Edison jobbers will handle this new product.

Messrs. C. H. Wilson, F. K. Dolbeer and C. E. Goodwin extended an invitation to all of the visiting jobbers to inspect their product, and they were much gratified at the attendance and at the favorable comments passed.

The Pooley Furniture Co.'s exhibit of cabinets was one of the busiest of all during the convention. H. E. McMenimen, who, with William K. Dewar, the general superintendent of the Pooley works, is in charge, will be remembered as the "Music Master" horn man. Mr. McMenimen still

retains a financial interest in the horn and will remain connected with its manufacture as heretofore. The Pooley cabinet is mounted with a popular style of hornless machine. The interior arrangement of the record file is admirably devised, and as one talking machine man put it, it is almost literally true that the record answers its name automatically. By the simple pressure of a small lever, the desired record is at hand, ready to be placed on the machine. The file is a good protection for the records, as each disc has a separate compartment. The Pooley hornless record filing cabinet contains the Pooley amplifying sounding-board, which gives horn disc machines a decidedly augmented tone quality and music value. Any



H. N. McMENIMEN.

type of disc machine may be mounted in this cabinet, the lower part of which contains the Pooley disc record filing device. The cabinet offers a new field to those customers who have purchased horn machines, as it presents possibilities of a new sale without allowance for old machines.

The Geuder, Paeschke & Frey Co., manufacturers of tinware specialties, exhibited their latest product, an automatic stop for talking machines. By this means the mechanism is locked as soon as the needle reaches the end of the disc and all damage to records by reason of the jumping of the needle is eliminated.

During the convention many of the visitors took advantage of the invitation of L. C. Parker, manager of the big department store, in the heart of the city, to attend the series of special Victor concerts in the handsomely appointed parlors. As a special feature, Manager Parker treated the visitors to a program by a combination of the Auxetophone and the Knabe-Angelus player-piano, in which he was assisted by Manager A. E. Goodell, of the piano department. It was the first time most of the visitors had ever heard this combination, and the idea doubtless will be adopted in other cities without delay when the delegates return home.

In spare moments, too, the jobbers also visited the special U. S. Phonograph Co.'s exhibit at the big show rooms of the Milwaukee representative, the Hoefler Mfg. Co., on West Water street. There were special Edison concerts at the Law-

For Exchange—One Walnut Pianola in first-class order, with \$100 worth of music, some never having been used. Will trade for 650 Edison 2-minute records. Address "Exchange," care The Talking Machine World, 1 Madison avenue, New York City.

rence McGreal house and Victor programs at the Wisconsin Talking Machine Co.'s new parlors.

One of the most popular exhibits in the Pfister was that of the Udell Works, Indianapolis, in charge of D. G. Williams, assisted by Mrs. Williams. Twelve styles of cabinets, including the latest product, No. 455 for the Victrola IX., in all woods and finishes were shown and admired.

Max Landay's exhibit of the Talking Machine Supply Co.'s needles also attracted wide interest.

The Clubb song illustrator shown in the Pfister parlors by the Picture-Disc Co., 553 South Los Angeles street, Los Angeles, Cal., was a center of interest, not only for the jobbers, but for hundreds of Milwaukee people and guests at the hotel.

An automatic stopping device for talking machines was shown by the Condon Auto-Stop Co., of 25 Broad street, New York, at the convention headquarters. H. W. Condon was kept mighty busy explaining the little device, which retails at \$3 each and is one of the most convenient adjuncts to the talking machine ever invented. It requires no skill or mechanical ability to attach the Condon Auto-Stop to any machine. The Auto-stop is provided with a gauge, making it universally attachable to any size machine and for any size of record.

Every day a new program of enjoyment and entertainment was presented, the success of which was due to the efforts of the various committees, which follow: Monday—A. A. Trostler (chairman), H. H. Blish, Ross P. Curtice. Tuesday—Max Strasburg (chairman), Fred H. Putnam, Geo. D. Mairs. Wednesday—Max Landay (chairman), J. N. Blackman, R. H. Morris. Thursday—George L. Michels (chairman), Frank Davisson, Wm. H. Reynalds.

Max Landay, of Landay Bros. and the Talking

Machine Supply Co., New York, was very much in evidence every day. Max did his little "stunt," as chairman of Wednesday's entertainment, very much to the satisfaction of everybody, and was one of the most popular figures at the convention.

John Herzog, general manager of the Herzog Art Furniture Co., Saginaw, Mich., was present at the convention and enjoyed meeting with the jobbers.

Miss Gertrude Gannon, the only lady jobber in the United States, graced the business session with her charming presence on Wednesday.

Lawrence McGreal, the newly-elected president, certainly gave the boys a great time in Milwaukee. The entertainment program surpassed anything heretofore planned.

Louis F. Geissler, general manager of the Victor Co., reached Milwaukee Thursday afternoon.

Probably the business sessions of the next year's convention will be covered in two days.

It should be understood that the Talking Machine Jobbers' National Association is composed of Edison and Victor jobbers.

The attendance was not as large as was anticipated, but without doubt the terrific heat had much to do with keeping some members away.

A number of the jobbers left Milwaukee early Thursday morning, and therefore were unable to be present at the banquet.

DORIS JOINS SHEPARD FORCES.

W. H. Doris, who for the past six years has been associated with the Outlet Co., Providence, R. I., as a Victor salesman, has severed his connection and joined the forces of the Shepard Co., of the same city. Mr. Doris is a most successful salesman, and

has done much to introduce the Victrola and Red Seal records in his territory.

HOW THE TALKING MACHINE INFLUENCES.

At one of the recent Elman concerts in San Francisco, a request card from a Victor enthusiast in the audience was handed to Mr. Elman, a facsimile reproduction of which is herewith given.

Will Mr. Elman kindly play if possible the Minuet in G, Beethoven, of which there is an exquisite record for the Victrola?

ELMAN REQUEST CARD.

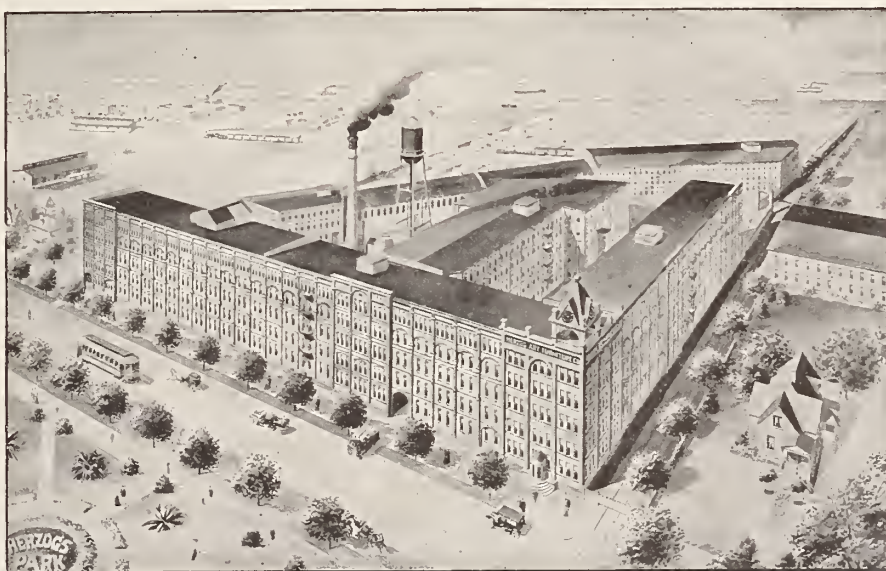
This unique and unusual incident in connection with a recital performance shows the wide and remarkable influence of the Victor Victrola.

The J. B. Brown Music Co., of Los Angeles, Cal., recently gave a delightful Victrola recital of selections from the opera "Aida," which attracted large and enthusiastic audiences.

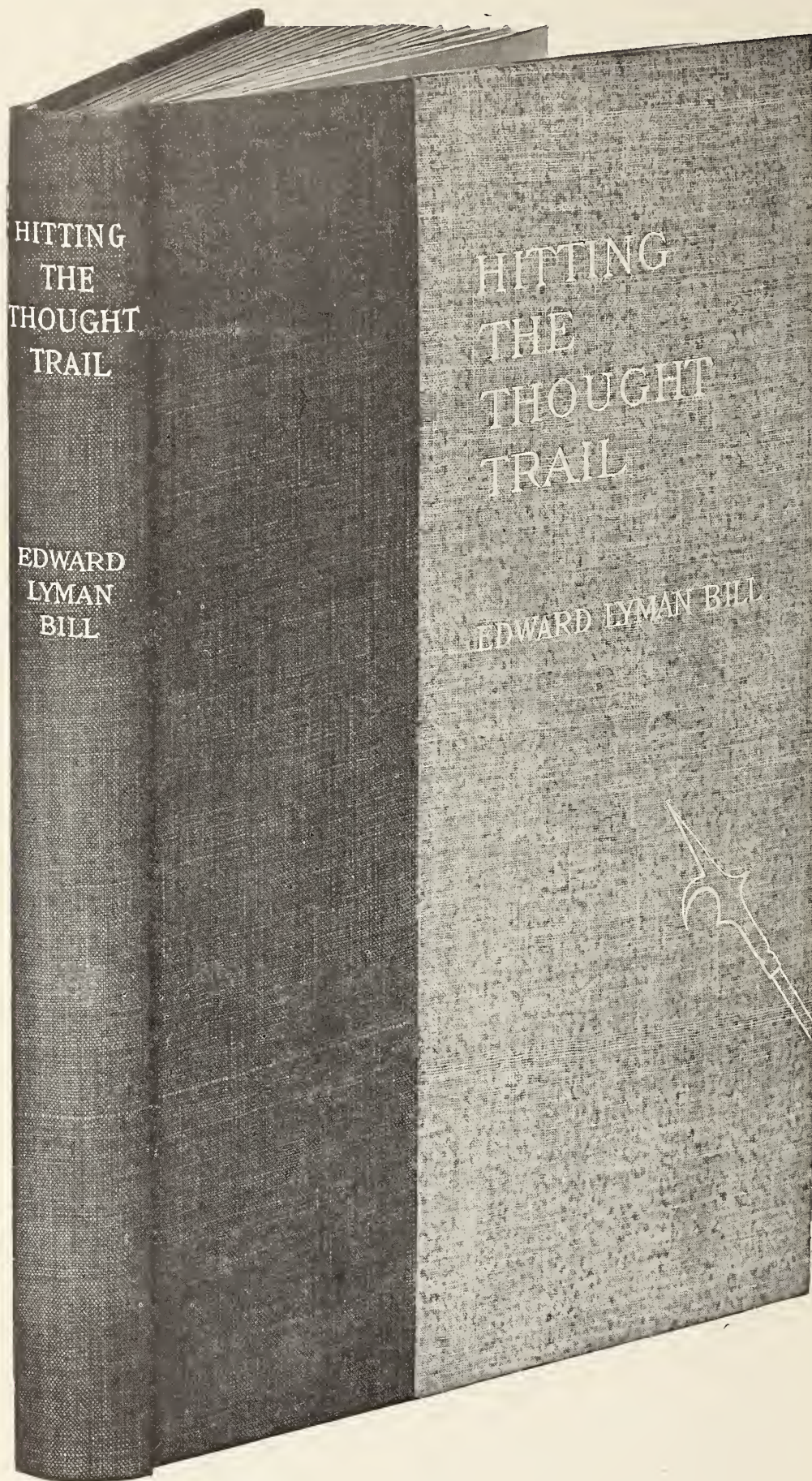
At the recent closing exercises of the Los Angeles State Normal School, Miss Philleo, president of the graduating class, presented a Victrola to the school, which gift was accepted by Dr. Millspaugh in a very graceful speech in behalf of the school authorities.

The old argument that there is no friendship in business was exploded long ago. Three-fourths of all the business transactions are based on friendship.

— THE HOME OF THE FAMOUS —
HERZOG RECORD CABINETS



HERZOG ART FURNITURE CO.
SAGINAW, W. S., MICH.



The above illustration shows the exact size of "Hitting The Thought Trail."

It contains over 200 pages and the price for single copies delivered anywhere in the United States is \$1.75.

Money will be cheerfully refunded in each case where it is desired after an examination has been made of the book.

CHEROUNY PUBLISHING CO.

17-27 Vandewater Street - - New York

NEEDLES

We Import the
Highest Grade
Needles In the World

We sell them to the Job-
bing Trade at a lower price
than you are now paying
for cheap American made
needles.

We pack our needles in
the Highest Grade Litho-
graphed Tins and Envelopes
at the same price you pay
for cheap printed envelopes.

We are now selling our
needles to the BIGGEST
JOBBERs in the United
States and we expect to
sell to all of them in a
short time.

We ask you to CONVINCE
YOURSELF by sending for
samples and quotations.

Talking Machine
Supply Company

400 Fifth Avenue, New York

IMPORTERS OF HIGH GRADE
NEEDLES

and Manufacturers of

HIGH GRADE REPAIR PARTS
for all makes of machines.

Get Our Catalog

TEACHING VOICE CULTURE.

The Edison Phonograph Being Utilized for the Purpose of Teaching Singing by Correspondence—Opens Up New Field for Additional Sales—Some Pointers Regarding How the Phonograph Is Used as an Educational Factor in the Domain of Singing.

A new use to which the phonograph is now put—as an aid in teaching voice culture, or singing, by correspondence—was referred to in the last issue of The World, the information being derived from the Edison Phonograph Monthly. This new use opens up an immense field for additional sales. Instead of being used only as a means of entertainment, the phonograph can in this connection be made to contribute to the direct education in voice of those who are interested in learning to sing, and they are many. What town is there, no matter how small, that does not have its half dozen or more choirs, composed of people who love to sing, but who have had very little opportunity for learning how to sing correctly? These musicians, who have voices to begin with, can now, through a correspondence course, given with the aid of the Edison, improve their voices, learn the fundamental principles of singing, and make rapid and substantial advancement toward real musicianship as singers.

The use of phonograph records, for teaching and demonstrating the correct principles of voice culture and singing is the very latest development in the art of teaching singing. This art has long suffered for lack of thorough, practical and interesting teaching and application. The greatest need of vocal students has always been voice models which they could copy and imitate and refer to as ready reference and reliable guides when any vocal difficulties presented themselves.

The usual method of taking private lessons with a teacher, in which the teacher sings tones and exercises for the pupil to imitate, has often proved a failure, because teachers only very rarely are possessed of good voices, and are able to sing correctly themselves.

The records used with the Edison phonograph solve this need of the vocal student in a wonderfully successful and convincing manner. They actually sing the teaching of the lessons so clearly that it seems as though the pupil were personally in the presence of his teacher. The records are always on hand at the pupil's service. His teacher will sing the model tones and exercises any time the pupil desires—not merely once or twice, but the same exercise a hundred times, if necessary.

The exercises are sung precisely alike every time; they are always right; they are sung when the teacher is at his best—not cross or indisposed. Anyone with a voice can master even the most difficult things in singing, such as runs, embellishments, etc., with such a means as this at his disposal. The model records demonstrate and bring to the mind the teaching of the lesson so clearly and forcibly that they have been truly named "photographs of the voice."

These records are very different from all other phonograph records, because they have been made and arranged for the sole and special purpose of demonstrating the correct principles of singing—not for entertainment. All their phonograph vocal records are made chiefly for entertainment, but to a singer who wishes to study the principles of voice culture these records are especially useful, because they sing clearly separate illustrations of every principle and essential of voice culture and singing in progressive order.

L. C. McChesney, manager of the advertising department of Thomas A. Edison, Inc., Orange, N. J., who was in attendance upon an annual convention of advertising men in Buffalo, N. Y., for a few days last week, got back July 10. On the 29th he leaves with his family for a vacation at Pearl Point, Lake George, N. Y.

NEEDLES

Experts in the Laboratories of the Largest Disc Record Manufacturers in this country have, after severe tests, agreed that our needles are the BEST IN THE WORLD FOR FINISH AND REPRODUCTION.

We have, on account of our rapidly growing needle business, installed a special packing department in New York, which enables us to put up our high grade needles in any special envelope you desire PROMPTLY.

Avail yourself of the enormous advertising value in selling needles under your own name or specially designed package.

SEND FOR SAMPLES
AT ONCE.

Our needles are of the highest grade and are sold for less than the cheap needles you are now using.

Talking Machine
Supply Company

400 Fifth Avenue, New York

IMPORTERS OF HIGH GRADE
NEEDLES

and Manufacturers of

HIGH GRADE REPAIR PARTS
for all makes of machines.

Get Our Catalog

The *real* question for the dealer is *how* to sell—not what *not* to sell. The Columbia sales-policy recognizes that fact. That's why it *is* a sales-policy.



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Columbia Phonograph Co., Genl., Tribune Building, New York

SOUTHERN CALIFORNIA BRIEFLETS

Wiley B. Allen Co. Featuring the Grafonola—
The "Talking Machine Shop" Opens Up—
Some Recent Visitors to Los Angeles.

(Special to the Talking Machine World.)

Los Angeles, Cal., July 9, 1911.

The Wiley B. Allen Co., of Los Angeles, have been making an extra feature in their advertisements of the Grafonola "Favorite;" very clever copy was used, and the results exceeded their most sanguine expectations. The Grafonola Regent, Junior, has been received by all the Los Angeles dealers with great satisfaction, its beautiful lines and exquisite tone being very much admired.

Mr. Janey, of the Red Cross Drug Co., Columbia and Edison dealers, of Santa Barbara, was a recent visitor in Los Angeles.

Phil Roche, Columbia dealer in Fillmore, made a business trip to Los Angeles a few days ago.

"The Talking Machine Shop" is the name of a new concern about to open on Fourth street, between Broadway and Spring. Besides D. Wolf-skill, who has been in the florist business for years, the firm will consist of Albert Wayne and Frank Moreno, whose connection with the talking machine business is too well known to mention. They will handle the Columbia and Victor lines exclusively.

Tucson, Ariz., has a new music house, which has recently been opened by Herman J. Efker, formerly with Geo. T. Fisher. He will conduct this business under the name of "The Music Store." He will carry a full line of all musical instruments, making a special feature of the Columbia line exclusively.

C. E. Stubbs, of Stubbs & Bohnert, San Bernardino, Cal., called at the Columbia wholesale house and increased his already large order for Grafonola Favorites.

E. W. Scott, local manager Columbia Phonograph Co., San Francisco, is spending his vacation in Los Angeles, as the guest of W. F. Stidham. The latter has left A. G. Farquharson in temporary charge of the Los Angeles branch.

O. A. Lovejoy, manager wholesale department Southern California Music Co., has gone East to attend the Jobbers' Convention and will visit the factories of all the leading manufacturers.

GEO. P. METZGER TO EUROPE.

The Publicity Manager of the Columbia Phonograph Co. to Enjoy Well-Deserved Vacation.

George P. Metzger, manager of the Columbia Phonograph Co.'s advertising and general publicity department, at the executive offices, New York, sailed for Europe, with Mrs. Metzger, on July 15. This is his first trip abroad, and those who know what brilliant and painstaking work he has accomplished since being in the service of the company will wish him the pleasantest kind of a time and a safe return. Mr. and Mrs. Metzger, who take the "Arabic," of the White Star line, will be back late in August.

RECORDS BY HERBERT'S ORCHESTRA

Just Made Under the Baton of the Famous Operatic Composer at the Victor Factory.

A couple of weeks ago the Victor Talking Machine Co., Camden, N. J., notified their dealers that Victor Herbert and his orchestra had just completed a week's engagement at the Victor laboratories, with a resulting series of brilliant records.

The company say: "Our enthusiasm over these records leaves no doubt in our minds but that the trade is going to be equally as enthusiastic, and we are therefore losing no time in presenting these records to the public in a special list, consisting of five very striking numbers, to go on sale just as soon as you receive them."

The list follows: 10-inch purple label—60050, "The Rosary" (Nevin); 60051, Melody in F (Rubinstein). 12-inch purple label—70046, Liebestraum, "A Dream of Love" (Liszt); 70047, Air for G string (Bach); 70048, March of the Toys, from

"Babes in Toyland" (Herbert). Mr. Herbert upon hearing these records was most enthusiastic in his praise of the Victor Co.'s success in obtaining such splendid reproductions of his orchestra and gave them his full approval.

Further, in announcing the engagement of Mr. Herbert, the company make the appended statement: "Victor Herbert needs no introduction to the American public—his great work as composer and conductor has established his fame in every home where music is known." The simple statement that he has entered into an arrangement to make records of his orchestra under his personal direction, exclusively for the Victor, follows: "I have entered into an agreement with the Victor Talking Machine Co. to make exclusively for them, under by personal direction, records of Victor Herbert's orchestra; and have entered into this agreement because of the artistic merit of their goods and because of the great names represented in their record catalog."

FLAMES WERE SUPPRESSED.

An explosion in one of the laboratories of Thomas A. Edison, Inc., Orange, N. J., Monday, used for the manufacture of chlorine, caused a fire resulting in a damage of \$500. The employes suppressed the flames, and no one was injured.

WHAT ABOUT THESE REPRINTS.

Lawrence Lucker, the well-known Minneapolis jobber, will have to explain to his friends the newspaper reprints which have been going the rounds of the trade regarding his recent marriage, and the reproduction of the bride and groom's photos.

ENJOYING LARGE SALES.

The Louis Book & Cigar Co., San Antonio, Tex., are having some large sales of high class talking machines and records, and recently placed a big order with Hyatt Lemoine, who travels for the Columbia Co. in that section.

The Columbia business has multiplied so fast during the past year that there's no need of telling you—except to say to you, over our signature, that it is *just getting started*. You will remember this with pleasure about next February if you act on it now.



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Columbia Phonograph Co., Genl., Tribune Building, New York

TIMELY TALKS ON TIMELY TOPICS

During one of the hot days this week, namely, July 11, The World was in Orange, N. J., calling on some of the department heads of Thomas A. Edison Co., Inc. In hunting up a certain party for some special information a peek was taken into the library. Much to the surprise of the newspaper man the impressive hall was occupied solely by Mr. Edison, who sat close to an electric fan in a comfortable position, trying to keep cool, in which effort he was evidently successful. Mr. Edison cordially beckoned to The World to come in and make himself at home, an invitation accepted with alacrity. Doubtless the "Wizard" was contemplating the new disc proposition, for he had a number before him on the table, and the chances were they were being critically examined. It had previously been ascertained that Mr. Edison was giving his personal attention to perfecting the new product; that he had already devised six different speakers for the machine, and that some wonderful results in the reproduction of the vertical cut had been attained.

However, The World had not dropped in to quiz anyone about the forthcoming disc, but to ascertain about Mr. Edison's trip to Europe. It appears his family are now abroad with the exception of one son. "Oh, yes," said he, "I am going abroad Tuesday, August 2. My family are there now, and I will be away about six weeks. You see they took an automobile along, and I will probably tour the Continent with them. I am feeling fine—never better. The weather is awful outside, but I am exceedingly comfortable." Mr. Edison has not been in Europe for many years; in fact, not since the last Paris Exposition, in 1878, when he was given the premier gold medal for his phonograph. On account of Mr. Edison's absence, F. L. Dyer, president of the corporation, who intended going to England with Paul H.

Cromelin, their managing director in that territory, will probably forego his trip.

The efforts of the record manufacturers of England to have the new copyright bill, now approaching final passage and in the hands of the Parliamentary committee, amended so as to recognize their contentions for a compulsory royalty charge, may be crowned with success. Up to the present, or rather recently, allowing for late news to change the situation, the composer or writer reserved all rights or privileges of reproduction. Sir Sidney Buxton, chairman in charge of the bill, has been convinced this is not a "fair deal" to the talking machine trade, whose product is now ranked as educational in the broadest definition of the term, and therefore are entitled to recognition in the copyright scheme. Members of the line who made representations to this effect have been advised to prepare a statement of their claims to a standing in this respect, when it will receive due consideration. It is believed that the arrival of Paul H. Cromelin, managing director of the Edison interests in London, and who will represent the American manufacturers as a body, will be materially beneficial, as he carries credentials from the State Department to Ambassador Reid and in this may be said to be on an excellent footing to have his views taken up and acted upon officially, as a matter of international courtesy and comity.

A merchant of Johannesburg, South Africa, who arrived in this country recently, and an importer of American goods, said: "American specialties are much in demand because they are so different from goods manufactured in England and Germany. I think that although the Germans and English manufacture cheaper lines, the spending power of the working classes in the Transvaal is so high that the people can afford to pay for a higher grade of

goods. American-made talking machines are selling, and the only trouble is we cannot get enough stock. You cannot do business down there from catalogs. They demand samples. There is only a 3 per cent. preferential tariff in favor of English goods, which is not at all formidable."

While The World has referred more or less in detail to the vast field which is being opened up by the Victor Talking Machine Co. in connection with their public school work, dealers should appreciate the company's efforts at their true worth, if only from a strictly commercial standpoint. The June issue of The World reported the address of Frances Elliott Clark at the Waldorf-Astoria Hotel, New York, last month, quite fully, as well as other material bearing on the same subject; for the importance of the question and its ultimate bearing on the trade per se cannot be minimized, let alone be overlooked. In fact, too much cannot be said of it.

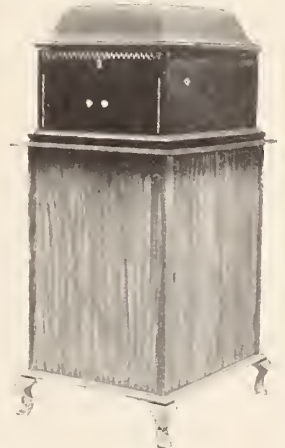
The preliminary steps have now been followed by very complete lists of records suitable for the schools, and include almost everything of note and that are recognized as standard by the test of time and general appreciation in the "world's treasury of song," as it has been happily termed. These selections begin with "a few numbers chosen to illustrate various facts and phases of music not ordinarily understood by children and not easily taught, save by hearing the real music." Then follow national songs of the different principal nations and music for various occasions, really a wonderful array, probably 400 in all. The instructions that have been formulated for the handling, care and use of machines and records in the schoolroom are also very complete and informing, and also the position of the dealer in connection with the entire proposition—nothing could be better, as he is the source of supply and his enthusiasm is not expected to go far beyond creating prospects and closing sales. To illustrate what rapid advances are being made in this field of endeavor—one of splendid

(Continued on page 50.)



E. SCHLOSS & COMPANY

"House of Values"



MAKERS OF

THE PERFECT FILING DISC CABINETS

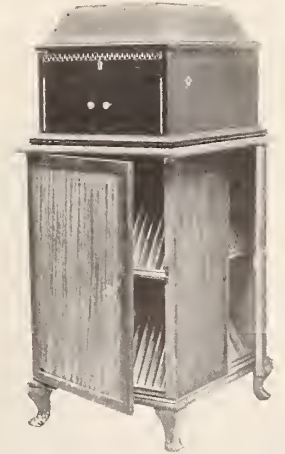
with the newest ideas in exclusive designs
to match all the prevailing size machines.

WRITE FOR CATALOGUE

E. SCHLOSS & CO.

Grand and East Streets

NEW YORK, N. Y.



The Columbia Phonograph Company is the one manufacturer in this line of business whose broad policy places its dealers in the position of business men dealing with a business condition—others are bound down as manufacturing representatives, even to the extent that they cannot choose whatever stock they may wish to carry.



Columbia Phonograph Co., Genl., Tribune Building, New York

TIMELY TALKS ON TIMELY TOPICS.

(Continued from page 49.)

promise and practical results for the trade at large—it may be added that the Victors are now in the schools of Milwaukee, Minneapolis, St. Paul, Chicago, Los Angeles, Des Moines, Cedar Rapids, Grand Rapids, Greeley, Col.; Lewiston, Idaho; Buffalo, N. Y.; Atlanta, Ga.; Washington, D. C.; Houston, Tex., and others. Many normal schools and colleges, viz.: Whitewater, Oshkosh, Milwaukee, Wis.; Cedar Falls, Ia.; Emporia, Kan.; Clark University, University of Illinois, etc., are using them in courses of musical appreciation.

Along other lines of interest to dealers is the "voice culture" teaching by means of the phonograph. On another page—though The World has mentioned it before—appears an account of this enterprise or method, in which the product of Thomas A. Edison, Inc., is employed. The records are different from others, because they have been made and arranged for the sole and special purpose of demonstrating the correct principles of singing—not for entertainment. The particulars of this opportunity for increasing sales of this line of Edison goods—carried on in a correspondence school—is worth investigating.

Possibly the most important as well as interesting announcement made at the Jobbers' Convention in Milwaukee was contained in the address of Frank L. Dyer, president of Thomas A. Edison, Inc., "A Look Into the Future," of which the full text appears elsewhere with the report of the proceedings. This relates to the forthcoming Edison disc record, which the trade has been patiently waiting for these many years, so to speak. Mr. Dyer said, in his reference, the first to officially appear as emanating from his corporation: "Undoubtedly there are a number of jobbers who sincerely believe that the day of the cylinder business is past. To such men we offer the disc, which will be an assured factor in the business in the near future." President Dyer, in concluding his forcible address, which was listened to closely, especially by jobbers handling the Edison product, made it clear that the new "high type disc machine and record" was placed on the market to "fill a long-felt want," but they are not to take the place of the cylinder phonograph. This he emphasized by saying: "We have no thought of relinquishing our efforts to push the cylinder business, and we will continue to make improvements, both in machines and records, of which definite announcement will be made in due course." The next thing is when will the new Edison product be definitely ready to go on sale! Later it was learned the outfit—two types—will be ready by the fall, in time for the holiday trade.

Don't stop when you have won your first victory. Don't rest when you have gained your first point. Don't relax when you have made your first sale. It is not a goal; it is only a step forward. Follow it up!

CHICAGO DEALERS ORGANIZE.

Form Permanent Organization and Elect E. T. VanDenmark as President—Something of the Objects and Purposes of the Association.

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1911.

At a meeting held this afternoon, Parlor L 28, Great Northern Hotel, definite steps were taken looking toward the formation of a permanent organization to be known as the Chicago Talking Machine Dealers' Association.

The meeting was the result of preliminary gatherings at which temporary officers were elected. These officers are as follows: President, E. T. VanDenmark; treasurer, Edward Selbman; secretary, J. S. Reynolds. The meeting to-day was disappointing in point of attendance, owing to the extremely hot weather, and it was decided to postpone the formation of a permanent organization until September, but plans were set in motion with a view to thoroughly posting dealers throughout the city as to the object of the new organization, and to secure a representative attendance at the September meeting.

On motion the president was authorized to appoint a committee to draft constitution and by-laws and to submit same for ratification at the September meeting. Mr. VanDenmark appointed on such committee J. S. Reynolds, T. F. Deuther, and Ed. Selbman.

The secretary was instructed to prepare a statement of some of the objects sought to be obtained by the new organization, and to mail it to the various dealers throughout the city. Among the objects suggested by President VanDenmark and others present were the following:

The establishment of reasonable minimum advance and weekly payments in instalment sales.

The adoption of measures "to prevent the use of this market as a dumping ground for discarded lines of machines and records."

The prevention of misleading advertisements of talking machine goods.

The prevention of price cutting.

Among those active in the organization of the new association are the following, all being dealers whose places of business are located outside of the loop district: E. T. VanDenmark, 305 East 43d street; Edward Selbman, 2033 Milwaukee avenue; J. S. Reynolds, 1563 Milwaukee avenue; E. J. Melich, 3916 West 12th street; C. Reichardt, 733 Milwaukee avenue; H. Reichardt, 954 Belmont avenue; T. F. Deuther, 1700 West Chicago avenue; Abel Burman, 5749 West Chicago avenue.

The next meeting will be held on Monday afternoon, September 11, at 2 o'clock, at the Great Northern Hotel.

Quality competition gives ample room for getting trade and holding it. Quality competition is creative, enlarges the demand, and often places a merchant or manufacturer above price rivalry.

Mr. Southern Dealer:

**In VICTOR TALKING MACHINES
and EDISON PHONOGRAPHS**

Do you know that Mobile is your Best Market?

¶ Our prices and goods are the same, but our Freight Rates and Service are beyond comparison with more distant Jobbers. Your Stock and Investment can be reduced one-half.

¶ We carry the Stock, and fill orders the same day received. Think this matter over, and let us have a few lines from you asking us to prove our claim. This Service is yours for the asking.

REYNALDS MUSIC HOUSE
167 Dauphin Street, MOBILE, ALABAMA

If the Columbia product cannot sell in competition on merit it cannot sell at all —and so we do not attempt to prevent dealers from buying competitive goods if they wish to.



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Columbia Phonograph Co., Genl., Tribune Building, New York

IN THE MOVING PICTURE FIELD.

The Synchronization of the Talking Machine and the Moving Picture Projector Seems to be the Uppermost Topic in the Talking Machine Trade These Days—A Radical Evolution—Moving Picture Theaters Now Form an Important Feature of Urban and Rural Life—Their Educational Importance.

In Paris, it is reported, the talking machine and the moving picture projector have been successfully synchronized and used with satisfactory results in public exhibitions. Mr. Edison has devoted some attention to a plan for the simultaneous use of the two contrivances and has made such progress as to give a number of private exhibitions. We have not heard of a commercial exploitation of this means of amusement in this country, but it is the next development to be looked for in what has grown within a few years into a gigantic business.

The moving picture theatres now form an important feature of urban and rural life, says the Sun. Scarcely a village is without its show. The regulation of the performances from a moral standpoint has enlisted the efforts of numerous agencies, official and volunteer. A long step in the improvement of conditions has been taken by the arrangement of appliances which allow the room in which the pictures are shown to be kept light throughout the displays.

To the scenes now actually depicted by means of film and lantern there can be slight if any objection. The larger manufacturers submit their products to a unofficial board of censors, whose approval is received before public exhibitions are made. Love and adventure, comical incidents that appeal particularly to the common taste, are the staple goods. But the pictures are used to advantage for educational purposes, for the implanting of patriotic thoughts and to show current incidents of passing or historical interest. A periodical devoted to the trade, now before us, contains advertisements of "reels" showing "The Coronation of George V.," "The Declaration of Independence," and such promising dramas as "A Cowboy and a Lord," "The Ghost of the Vaults" and "Greater Love Hath No Man." One company offers pictures of the Fifteenth Cavalry at Fort Myer, taken by permission of the Government, whose officers undoubtedly had a thought of enlistments. Prize fight films attract more attention than others, but the squared circle by no means monopolizes the camera man's activities. The secretary of the National Board of Censorship says in this connection:

"The motion picture is doing for dramatic art what the invention of the printing press did for literature, and to get the perspective of an invention of this sort one must look at it not in terms of purely amusement phase, but from the standpoint of an invention which will supply humanity with a means of expression and impression along many lines. Someone has predicted that the time will come when the business done in educative motion pictures alone will bear at least the same propor-

tion to the entire motion picture trade as the enormous text book business now bears to the entire publishing output. * * *

"The censoring committee insists that there shall be no sensationalism and no representation of crime except with the object of conveying a moral lesson. 'Crime for crime's sake' is condemned. Certain socially forbidden themes are of course proscribed, and any leaning toward oversensationalism is discouraged. But for the extreme demand which is sometimes made, namely, that all pictures of crime or violence be forbidden, the board is compelled to point out that such a standard would prohibit practically all of Shakespeare and the other classics and even some of the best Biblical motion pictures that have been made, and would likewise make impossible such historical pictures as the 'Life of Washington.'"

The opinions of at least part of the trade on the possibilities of the moving picture are expressed editorially in the Moving Picture News: "It can be used for the teaching of every subject. Foreign lands can be brought on the curtain and the minds can be taught geography and physiography, showing the actualities of these sciences far better than they can be obtained by the reading of the various school text books; in fact, everything can be illustrated, and it can be made a pleasure and not a hardship for the youth of to-day."

Of the regulation of this business the News says: "In Chicago one municipal department controls picture houses; in New York seven. Just six too many." This town should adopt a simple method of controlling and overseeing "picture houses."

OWES LIFE TO TALKING MACHINE.

That he owes his life to the song of a talking machine is the opinion of Herbert Baker, a leading attorney of Greeley, Colo., and son of E. G. Baker, a pioneer, who last week was given up for dead and who to-day is at work and well on the way to permanent recovery.

One afternoon last week Baker was lying in bed too weak to move or even to care what became of him, when through the open window floated the music of a talking machine and the song "Oh, Think of the Home Over There." This aroused him and he burst out laughing, saying:

"Not much. I'm going to think of the home over here." With that he jumped from his bed, dressed, and there was an immediate change for the better in his condition.

Another argument for the mental curists.

ORIGINALITY.

People are always talking about originality; but what do they mean? As soon as we are born the world begins to work upon us, and this goes on to the end. And after all, what can we call our own, except energy, strength and will? If I could give an account of all that I owe to great predecessors and contemporaries there would be but small balance in my favor.—Goethe.

AT LAST! Condon-Autostop

Patented



A Fool Proof Automatic Stop

The ONLY real effective device for all Disc Talking Machines

"A Necessity Though An Accessory"

A thin, light plate is PERMANENTLY fastened to the reproducer; a fine edge on the bottom of this plate is engaged in a cleft spring of a disc plate carried by the record disc, which disengages the needle from the record, STOPS the playing of piece and revolution of motor

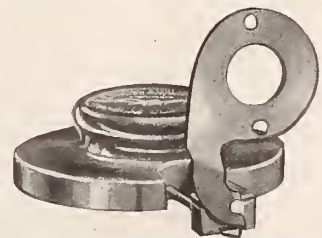
Instantly, Permanently, Easily and Positively

no counting, figuring, marking or measuring!

"A Synonym For Simplicity"

Right at the end of the piece, where now you find it most inconvenient

"It Stops Right There"



Condon Auto-Stop Co.

JOHN F. TALMAGE,
President.
WM. A. CONDON,
Secretary and Treasurer.

25 Broad Street
NEW YORK, N. Y.

MUSIC IN THE SCHOOLS.

Some Interesting Information Sent Out to Dealers by the Public Schools Educational Department of the Victor Co.—An Interesting List of Records That Can Be Utilized in the Schools Where Victors Are Now Prominently Featured.

The Public School Educational Department recently inaugurated by the Victor Talking Machine Co., under the direction of Mrs. Frances E. Clark, who has had much successful experience in the use of the Victor in schools in the West, is already making rapid strides, and the prospects are that a surprisingly large number of schools will open in the fall fully equipped to look after the musical education of their scholars, with the Victor talking machine as a medium. The campaign has reached a point where the chief difficulty is the question of ways and means by which suitable outfits can be obtained by schools is the proper selection of music to meet the needs of the different educational institutions, for the scheme has already proven successful and the majority of educators are willing to acknowledge the fact.

In a recent letter sent out by the Public Schools Educational Department of the Victor Co., the question of obtaining a machine and suitable assortment of records is answered as follows:

"In some cities and towns it will be thought best to ask the school board or committee to appropriate money to equip each school with a Victor, just the same as with maps, globes, etc. In many cases this will not be practicable, and the expense is so very small compared to the return in use that each school neighborhood can easily raise money to buy one and at the same time be doing very effective school extension or missionary work with the parents. Any medium that brings the parents and patrons into the school and in co-operation with school work is a public benefactor. You can borrow from any dealer a Victor with sufficient records to give a concert. Have it sent in a few days beforehand, and let the children hear a num-

ber of the beautiful records. They will carry the news home and the parents will be interested to come and hear them also. If possible, have the children learn and sing some of the songs—and then hear the artist sing them. Give the children a matinee in the afternoon and invite the mothers who may not be able to come at night. A small admission fee will bring enough money to make a good payment on the instrument. Pay part of it and devote the remainder to purchasing records, giving another concert soon after to raise the balance. This gives the opportunity for the parents to hear a second program, and to become interested in what the children are doing.

"The cost is so small that there is no reason to embarrass the dealer by asking for a long-time payment scheme. It will be much easier to raise the money at once, and pay for the instrument and a goodly supply of records in thirty or sixty days."

The problem of proper music is practically solved by the Victor Co. in their carefully prepared lists of records especially suitable for instruction purposes and which include the best known and most distinctive folk and national songs of Ireland, early England, later England, Germany Italy, Spain, France, Austria and Russia, together with the record numbers, names of composers and recording artists. Another list contains songs for special occasions, such as songs of springtime, songs of the sea, songs of summer, songs of eventide, songs of the Christmas season, songs of warfare, songs for church and praise services, songs of Eastertide and the well-loved songs of our grandmother's day.

The last and best of the lists issued up to the present is entitled "Some of the things we can teach in the schools with the Victor," and is devoted to examples of the various forms of vocal and instrumental music. The contents of the list are well worth reproducing and are as follows:

VOICES.

- Soprano.
88289 My Mother Bids Me Bind My Hair (Haydn)..... Farrar
88027 O Recall Not One Earthly Sorrow (Sonnambula)..... Sembrich

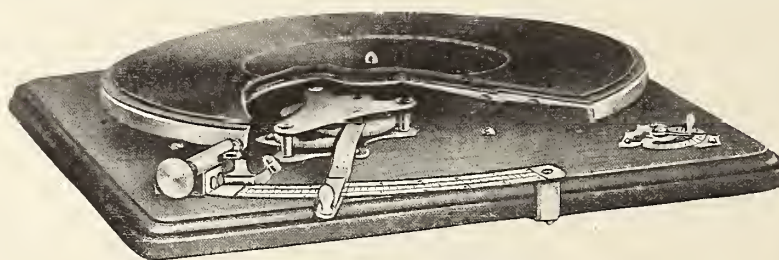
- Alto.
88188 Stille Nacht (Gruber)..... Schumann-Heink
Tenor.
64139 Four-Leaf Clover (Brownell)..... Williams
Paritone.
88029 Prologue—Pagliacci (Leoncavallo)..... Scotti
Bass.
85020 The Palms (Faure)..... Plancon
HEAD TONE.
88073 Lo, Hear the Gentle Lark (Bishop)..... Melba
88299 Mad Scene—Lucia (Donizetti)..... Tetrizzini
ENUNCIATION.
88181 Room for the Factotum—Barber of Seville (Rossini)..... De Gogorza
PHRASING.
74131 Sound an Alarm—Judas Maccabeus (Handel)..... Williams
88016 Ave Maria (Bach-Gounod)..... Eames
74070 Honor and Arms—Samson (Handel)..... Witherspoon
EXPRESSION.
64078 A Dream (Bartlett)..... Williams
64120 I Hear You Calling Me (Harford-Marshall)..... McCormack
88061 On with the Play—Pagliacci (Leoncavallo)..... Caruso
PATRIOTIC SONGS.
16495 Hail Columbia..... Macdonough and Haydn Quartet
NATIONAL SONGS.
Songs of All Nations Given in SPECIAL LIST.
FOLK SONG.
74100 All Thru the Night (Welsh Air)..... Williams
BALLAD.
74157 Killarney (Balfe)..... McCormack
88193 Bonnie Sweet Bessie (Gilbert)..... Farrar
SACRED SONGS.
16742 Nearer, My God, to Thee (Lowell Mason)..... Haydn Quartet
74198 Open the Gates of the Temple (Knapp)..... Williams
64092 Lead, Kindly Light (Newman-Dykes)..... Williams
87076 Abide With Me (Monk)..... Farrar
2373 Onward Christian Soldiers (Sullivan)..... Trinity Choir
ART SONGS.
88040 The Erlking (Schubert)..... Gadske
RECITATIVE AND ARIA.
74126 Behold and See (Messiah)..... Williams
ORATORIO.
64018 He Shall Feed His Flock—Messiah (Handel)..... Emma Juch
31770 Hallelujah Chorus (Handel)..... Victor Chorus with Sousa's Band
74088 If With All Your Hearts—Elijah (Mendelssohn)..... Williams
OPERA.
88085 Habanera—Carmen (Bizet)..... Calve
96200 Sextette—Lucia (Donizetti)..... Sembrich-Severina
Scotti-Caruso-Daddi-Journet
70036 Sextette—Lucia (Donizetti)..... Victor Opera Sextette
87075 Flower Song—Faust (Gounod)..... Homer
89018 Home to Our Mountains—Trovatore (Verdi)..... Caruso-Homer
95203 Prison Scene, Act V.—Faust (Gounod)..... Farrar-Caruso-Journet
89001 Forza del Destino—Swear in This Hour (Verdi)..... Caruso-Scotti
OVERTURE.
31382 Tannhauser (Wagner)..... Pryor's Band
WALTZ.
31294 Blue Danube (Strauss)..... Pryor's Orchestra
MARCH.
31102 Stars and Stripes Forever (Sousa)..... Sousa's Band
BACCAROLLE.
87502 Night of Love—Tales of Hoffman (Offenbach)..... Farrar-Scotti

SONORA AUTOMATIC STOP

(Patents Applied for Throughout the World.)

The Only Positive Automatic Stop in Existence.

Adjustable to All Makes of Disc Machines.



List Price, \$5.00

This attachment may be set to stop the mechanism the instant a tune is finished—a positive necessity after its advantage is once realized.

Among other things, it will count the grooves on the record for you which is essential.

Anyone can adjust it—within a few minutes—and it may be attached to ANY disc talking machine.

No Talking Machine of value is complete without an automatic stop, and it will not be long before we get the Trade and the Public to realize this fact.

Orders are already coming in from all parts of the country, and our present capacity for manufacturing this article will soon be taxed to the limit. Dealers should not hesitate in placing their orders without delay, so as to secure prompt deliveries.

SONORA PHONOGRAPH CO.

78 Reade Street, NEW YORK, N. Y.

The Columbia sales-policy is a policy of progress and co-operation, not one of repression and restriction. Columbia product fits in with the policy, too.



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Columbia Phonograph Co., Genl., Tribune Building, New York

- BERCEUSE.
31582 Lullaby (Jocelyn-Godard).....Bourdon
MENUETT.
74073 Menuett (Mozart).....Powell
GAVOTTE.
64140 Gavotte (Mozart).....Elman
CONCERTO.
74026 Concerto (Mendelssohn).....Powell
MUSICAL INSTRUMENTS.
Violin.
74163 Humoresque (Dvorak).....Elman
Cello.
74044 Traumerei (Schumann).....Josef Hofmann
Harp.
70031 The Fountain (Zabel).....Sassoli
Harp, Violin, Viola, Flute.
4815 Kathleen Mavourneen (Crouch).....Instrumental Quartet
Cornet—Duet.
16546 See the Pale Moon (Campana).....Clarke-Kenecke
Trombone.
5346 Oh, Dry Those Tears (Del Riego).....Arthur Pryor
Balalaika (Russian Mandolin).
60036 On the Wings of Song (Mendelssohn).....
Balalaika Orchestra
Piano.
71040 Fantasie—Impromptu (Chopin).....Backhaus
Flute.
70026 Wind Amongst the Trees (Briccialdi).....Lemmone
Bells.
16825 The Coming of the Year.....Church Bells
String Quartet.
31756 Danse Caprice (Grieg).....Vienna Quartet
ORCHESTRA.
31819 Midsummer Night's Dream—Overture (Mendelssohn).....Victor Concert Orchestra
4184 Cavalleria Rusticana—Intermezzo (Mascagni).....
Victor Orchestra
BAND.
31160 Pilgrim's Chorus—Fannhauser (Wagner).....Pryor's Band
On the music question the Victor Co. have to say in their latest letter to the various educational authorities:

"From the lists enclosed you will see how you may give special programs of various sorts, suiting almost any need. You may teach all the patriotic songs from the records, many of them being made over especially for school use. You can teach all the old Scotch, English and Irish folk songs—simply listen to the singers—play again, humming the melody—hum it through once more, listening for the words—then sing with the instrument.

"Have half-hours once or twice a week before school in the morning, or a half-hour after school on certain days, or a concert on Friday afternoon for the grammar grades. Use the Victor as a reward for a studious class—giving a special half-hour program to the room which has the best record in spelling, or number, or attendance, or promptness. Keep it going—use it in different rooms—somewhere every day. Carry it about and make it a part of the school life, not as entertainment or only for great occasions. Use it for some clear purpose of teaching. The simple hearing of the great things over and over is, however, teaching of the best sort—teaching an appreciation and knowledge of music.

"At first play a promiscuous program all of classic records—later classify and direct the playing toward a certain composer, or nationality or author. Use the records to correlate with your studies in literature—the songs of Burns, Shakespeare or Tennyson—make clear the man and his time. Having played a number of records a great many times, as the 'Home to Our Mountains,' the 'Miserere,' the Sextet 'Berceuse,' from Jocelyn, and Schubert's 'Serenade,' etc., and having given the title and composer each time, at the end of the term have a test to see if they have learned to know these masterpieces—allowing the pupils to write the name of selection, composer and singer or player.

"In the lower grades use much instrumenta-

music—violin, cello, orchestra—especially those giving bird calls. A fine list of primary songs is being made as rapidly as it is possible.

"The special lists will give you an abundance of material from which to choose. The catalog is well supplied with marches for passing of classes, and special records will be made for that purpose. Many of the numbers are being used for classic dancing, posing and pantomime. It is hoped that special records may be prepared for accompanying the folk dances, rhythms and games now so much used.

"The Victors are now in the schools of Milwaukee, Minneapolis, St. Paul, Chicago, Los Angeles, Des Moines, Cedar Rapids, Grand Rapids, Greeley, Col.; Lewiston, Idaho; Buffalo, N. Y.; Atlanta, Ga.; Washington, D. C.; Houston, Tex., and many others. Many normal schools and colleges—White-water, Oshkosh, Milwaukee, in Wisconsin; Cedar Falls, Ia.; Emporia, Kan.; Clark University, University of Illinois, etc., are using them with splendid effect in courses of musical appreciation.

"The Victor Co. and their dealers will make every effort to co-operate with the schools and make this the greatest advance movement in school music that has come to us in a decade.

"We believe that music is the greatest single force in the education of the whole child, especially his perceptive, imaginative and emotional faculties, in our school curriculum. It has needed a miracle to bring this power to bear on the vitalizing of the best impulses of all the children in our matchless country. 'The Victor in the Schools' is that miracle."

EDISON BRIEFLETS.

Recent Callers at the Factory—Phillips Attends Credit Men's Convention—F. K. Dolbeer Discusses Business After a Six Weeks' Trip.

Recent callers at the works of Thomas A. Edison, Inc., Orange, N. J., included the following: A. E. Caldwell, Ball-Fintze Co., Newark, O.; George R. Youmans, Youmans Jewelry Co., Waycross, Ga.; Samuel Siegel and A. J. Llewellyn, of the Siegel-Myers Correspondence School of Music, Chicago; Charles Calderwood, of W. J. Dyer & Bro., St. Paul, Minn.; J. A. Rickard, J. A. Rickard & Co., Schenectady, N. Y.; J. N. Blackman, Blackman Talking Machine Co., New York City; A. Lasus, New Rochelle, N. Y.; Mr. and Mrs. Lawrence H. Lucker, Minneapolis, Minn.; A. Curland, Plaut-Cadden Co., Norwich, Conn.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; W. G. Walz, W. G. Walz Co., El Paso, Tex.; Louis Buehn, Louis Buehn & Bro., Philadelphia and Pittsburg, Pa.

At the annual convention of the National Association of Credit Men, in Minneapolis, June 13 to 15, E. H. Phillips, credit manager of Thomas A. Edison, Inc., Orange, N. J., was a delegate. On his return he said those in attendance were in most optimistic mood as to conditions in the future, and predicted an early and a great fall for business.

The Edison records of Toots Paka and her tal-

ented band of Hawaiians are commanding a ready sale wherever these unique artists have appeared on the vaudeville circuits. Each record is a distinct novelty, being in native dialect and sung to the accompaniment of weird and sensuous music.

During the latter part of June F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., returned from a trip of six weeks, visiting jobbers and dealers in the Middle West and other parts of the country. He was impressed everywhere with the outlook for an extremely prosperous fall and winter. The business of the country is governed to a great extent by agricultural conditions. Therefore, Mr. Dolbeer figured, considering the crop prospects, that trade for the last four months of the year is sure to be of a generous character. The genial sales manager is a close observer, and being one of the best known and successful credit men in the country, his judgment is of unusual value.

ATMOSPHERE IS CLEARED.

So far as the patent situation is concerned the atmosphere has been emphatically cleared by recent decisions of the Federal courts. With the opening of the year no small amount of misinformation was current regarding certain important inventions, and doubtless not a few people were honest in their opinions. The courts, however, are final in such matters, and no matter what may be one's personal judgment or inclination or belief the judicial deliverance is the ultimate word to which all must bow, gracefully or otherwise. The easiest way in such concerns is invariably the best way.

If your trade journal does not suit you, write and tell the editor so, for that workman is just as anxious to make the publication valuable to you as you are anxious to have such a paper.

A LETTER TO THE TRADE.

To the Trade—A report has gained circulation that we do not manufacture our own cabinets, but buy them in the white and finish them.

This is not the truth—we are our own manufacturers. The cabinets you buy from us are distinctly a Schloss product.

When manufacturing these cabinets we aim to be infinitely better than the average, and at least a little superior to any. To accomplish this is no easy matter, but we know how, because our forty years in business has made this possible.

Therefore, you buy satisfaction when you buy the Schloss cabinets, because we give you the best finished and finest constructed cabinets ever produced, being just right in every detail.

It is not within the bounds of possibility to make them better, because expense is our last consideration, and quality the first. In fact, we leave nothing undone to produce cabinets representing our highest ideals.

We have something special for Victrola IX, also cabinets adapted for Victor O to Victrola XII, prices ranging from \$5.75 to \$15.50. May we mail you the prints? Very truly yours,

E. SCHLOSS & Co.

The Columbia policy of Exclusive Selling Rights has succeeded, and is spreading, because it is safe, sane and reasonable, and there's money in it. It gives the Columbia dealer a good market, good product, good profit and protection.



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Columbia Phonograph Co., Genl., Tribune Building, New York

CONDON AUTOSTOP CO. ORGANIZED.

Incorporated for the Purpose of Making the Above Device—Something of Those Interested—Claimed to Be Positive in Results.

The Condon Autostop Co. have been incorporated at Albany to engage in the manufacture of a device to automatically stop the record and motor of all disc talking machines. The company acquires its name from a device which has been patented by E. T. Condon, Jr.

The officers of the company are John F. Talmage, president; William A. Condon, secretary and treasurer, who are directors of the company with Mr. Mills and E. T. Condon, Jr. The company is located at 25 Broad street, New York City. Mr. Talmage is on the directorate of one of the Hill railroads, and has lately been elected a director of the D., L. & W., is identified with mining interests, and is also a director of the Colima Lumber Co., of Colima, Mexico.

The Condon Autostop device is well styled by



THE CONDON-AUTOSTOP.

the company "a synonym for simplicity," and "its effectiveness has been well demonstrated." It only consists of a small, thin plate permanently attached to the reproducer of the talking machine, and a disc plate which is put on the machine over the record disc. The reproducer plate has a thin knife-like edge which engages a small spring on the disc plate at the conclusion of the piece, thus instantly, effectively and automatically stopping the playing of the piece and the rotation of the record. The device is well made, and its durability is unquestionable. The inconvenience experienced by the necessity of stopping the playing of the machine by the present method is known to all, and the advantage of the Condon Autostop will be heralded with delight by all users of the talking machine. The inquiries and orders received by the company have been far in excess of the optimistic hopes of the officers of the company.

J. O. PRESCOTT IN EUROPE.

June 18 last J. O. Prescott, who returned from Japan early in the year, where he was general manager of the American-Japan Phonograph Mfg. Co., of Tokio, sailed for Paris via "La Savoie," of the French line. He expected to look the trade over a little on the other side before returning, and attended the coronation of King George V. in London.

THE TRAVELER'S RIGHTS.

Courts Do Not Seem to Agree with Rules Laid Down by Railroads Regarding Loss of Baggage—Two Interesting Cases.

According to recent decisions in the courts the railroads of the country are not privileged to make hard and fast rules by which the traveling public is to be bound while on the premises of the railroads or in dealing with the latter. In other words the courts are holding that the traveler still has a few rights that public carriers are bound to respect and are seeing that those rights are maintained.

Only recently the Appellate Division of the Supreme Court denied an appeal of the New York Central & Hudson River Railroad from a traveler's successful demurrer to their special defense to his suit to recover \$550 for a lost trunk. The court held that as the agent did not ask the value of the trunk when it was checked, the announcement in small type on the back of the ticket limiting the railroad's liability to \$150 for baggage had no bearing on the case.

A later decision of interest to travelers is that handed down by the Court of Appeals recently holding the New York Central Railroad Co. liable for the loss of personal property sustained by Mrs. Julia M. Hasbrouck, a prominent resident of Kingston, N. Y., while a passenger on the Boston & Albany Railroad, one of the subsidiary lines of the company.

Mrs. Hasbrouck sued to recover \$1,500, the value of four rings, and a sum of money, which she asserts disappeared from her suitcase while she was on her way to Natick, Mass. The lower court awarded her a verdict for the full amount, the Appellate Division affirmed the judgment, and now the highest court in the State has decided in her favor.

The railroad company contended that in the event of a recovery of damages Mrs. Hasbrouck should be limited to \$100, as provided in the ticket purchased by her, but the court held that part of the contract between passenger and company applies to baggage that has been regularly checked and not to hand baggage retained in the possession of the passenger. While the question was not raised during the trial, it was suggested that Mrs. Hasbrouck was guilty of contributory negligence, in that her suitcase was not locked at the time she delivered it to one of the company's agents. This contention was not upheld, the court holding that Mrs. Hasbrouck had proved delivery to the company and failure on its part to re-deliver on her demand.

According to the case as reported in the Law Journal, Mrs. Hasbrouck was the only witness who testified at the trial. The railroad company did not put in any evidence, but rested on a motion for non-suit. The property was missed while Mrs. Hasbrouck was on her way to Natick, on May 23, 1908, to attend a reception at a school which her daughter was attending. On reaching this city she left the suitcase at the Grand Central Station and went out to make some purchases. Before

buying her ticket to Natick, she says, she made certain that the rings and \$20 in money were in the bottom of the suitcase, where she had placed them earlier in the day.

INJUNCTION AGAINST DEALER.

Phillip Axelrad Restrained from Selling, Giving Away or Dealing in Victor Machines and Records for Less Than Their Established Price—Judge Hough's Decision Rescinded.

June 26 a preliminary injunction was signed by Judge Lacombe, United States Circuit Court, New York City, enjoining Philip Axelrad, trading under the name and style of Bibliotica Romana, 65 St. Marks place, from selling, dealing in, or giving away Victor machines or records for less than the established price. The suit was brought by the Victor Talking Machine Co., Camden, N. J., a temporary restraining order being issued June 16. Argument on the motion for a preliminary injunction was heard later.

On the latter date Horace Pettit, general counsel for the Victor Co., also argued a motion to have Judge Hough rescind his decision vacating an order regarding the expiration date of the Berliner patent, and reinstate his original injunction against the Sonora Phonograph Co., New York. It was granted.

THOS. H. MACDONALD IN NORTHWEST.

July 1 Thomas H. Macdonald, consulting engineer and director of the Columbia Phonograph Co., General, Bridgeport, Conn., whose inventions have made him known wherever talking machines, records, etc., are made, left New York for a short sojourn in Rochester, Minn. The journey is undertaken for the benefit of his health and on the advice of his physician, as Mr. Macdonald has been a sufferer from an acute attack of stomach trouble. It is believed a stay in Minnesota will restore his usual good health.

Recently the famous inventor returned from a month's pleasure trip to the Coast, stopping en route to visit the company's principal stores and greet the managers, many of whom are personal friends. Mrs. Macdonald is in Europe.

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

A GREAT EDUCATIONAL FACTOR

Is the Miniature Victor Theater Recently Exhibited at John Wanamaker's in Conjunction with Great Victor Victrola Display—Seen in Many Cities During the Past Twelve Months Under the Able Management of Ernest John—Its Purpose and Accomplishments Worthy of Record and High Praise—Interesting Chat with Ernest John.

No one factor in the great campaign of publicity which has been conducted by the Victor Talking Machine Co. for years past has excited more admiration and comment from the general public than the miniature Victor Theater which has been exhibited in eight or ten cities during the past twelve months by Ernest John, as an aid in illustrating his lectures and other educational work in behalf of the Victor Victrola.

In connection with the great special display of Victor Victrolas at Wanamaker's New York store from June 14 to 28, when over two hundred of these instruments were shown in the main auditorium just adjoining the talking machine department, the Victor Miniature Theater formed a timely and interesting feature of this great event.

Under the direction of Mr. John concerts were given at stated intervals throughout the day; the effect of many of the records was heightened by the excellent work of the organist in charge of the auditorium pipe organ. Large audiences were in attendance at all the various recitals, and they were given a realistic idea of the various operatic

"In the various cities many singers, musicians and others of highly cultivated musical taste who were somewhat skeptical about the wonderful progress of the Victor machine and the perfection of the record, came to me after the concerts and extended congratulations, and stating that their skepticism had been changed to enthusiasm.

"The Victor Miniature Theater has also proven a great stimulus to the dealers and their friends, who invariably are invited by the jobber to attend whenever concerts are given, so that not only are the people of the city wherein we display the theater interested, but the distributor is able to interest the customers and friends of his dealers.

"Yes, I agree with you that the educational value of this miniature theater is incalculable. It affords me an opportunity not merely of introducing the voices of the great artists, and the scenes in which they appear in opera, but I am enabled to give the actual 'atmosphere,' owing to our ability to follow the moods of the music with admirable lighting effects. Then, too, there is an added opportunity of descanting in the form of a talk on the number



ERNEST JOHN.

than descriptive. To quickly understand and to enjoy its amazingly subtle eloquence, one must have a point of departure, in other words, know the conditions and causes by which it is inspired.

"The choicest adjectives count for nothing in



"MISERERE," FROM "TRUFAATORE"—ALDA AS LEONORA.



"VESTI LA GIUBBA," FROM "PAGLIACCI"—CARUSO AS CANIO.



SEXTETTE FROM "LUCIA."

numbers when sung by distinguished artists. For instance, Caruso's wonderful record, "Vesti La Giubba," from "Pagliacci," did not only convey to the ears of the audience the actual voice of the great artist, but they could see his presence on the stage just as he appears in that same song at the Metropolitan, with all the beauty of stage settings.

The lighting effects were in keeping with each requirement, and the illusion, whereby a complete stage setting appears to evolve from a Victrola, was so perfect that both eye and ear were satisfied. Thus those who attended not only got a new conception of the value of the Victor Victrola but were enabled to appreciate operatic impressions without the presence of the great artists.

In the opinion of the writer this work of Victor exploitation which is being carried on by Mr. John by means of this miniature Victor theater ranks unquestionably as among the most advanced and progressive forms of publicity in any industry.

Just think what has been accomplished and can be accomplished in cities where opera is seldom or never sung, where everything is more intimate and people are more inclined to be receptive than in cities like New York!

In an informal chat with Mr. John about his experiences he said: "The Victor Miniature Theater has proven an immense success in whatever city or town it has been introduced. The plan is to send out invitations in advance of its appearance to the better class of people in the city, and give a series of programs made up of ten selections including numbers that appeal to all tastes. These programs as introduced in conjunction with the scenic effects have given the greatest pleasure and excited the admiration not only of the audience, but of musicians and musical critics.

produced, or the artist who sings it, or the Victor machine which reproduces it. It is a vehicle which gives plenty of room to carry ideas to the public in a most convincing and interesting way.

"The trouble is that music is more suggestive

establishing a real appreciation of music. One solid fact is worth reams of oratory, and, until an actual foundation is laid, the best of music must always remain a mere indefinite tangle of impressions."
(Continued on page 56.)



GREAT DISPLAY OF VICTROLAS AT WANAMAKER'S—MINIATURE THEATER SHOWN IN POSITION.

The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Favorite," for instance, and the Columbia records by Nordica, Fremstad, Nielsen, Garden, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. It can't last, but meantime *you* are losing the money.



26

Columbia Phonograph Co., Genl., Tribune Building, New York

A GREAT EDUCATIONAL FACTOR. (Continued from page 55.)

sions, to all except the musically elect. The point to which all this leads commercially is sufficiently obvious.

"This work of mine goes positively to the root of the matter. The evident melodies of popular music are grasped even by a child, the less evident melodies of classical composition require intelligent consideration; and, because of that very fact, because we really respect and enjoy the elusive, rather than the evident, they actually do become a joy forever!

"There's a very real inspiration about work of



ELLIS HANSEN.

this kind. One is actually adding something to the sum total of human happiness, and if one result of such work is that the dealer sells a \$5 record in place of a 60-cent one, I imagine no one, not even the purchaser, will feel the need of commiseration."

The Victor Miniature Theater is the invention of Ellis Hansen, the manager of the window display department of the Victor Co. It was a slow development, and first occurred to Mr. Hansen on his trip to Paris in 1907. At that time he secured many pictures of grand opera and also desired data covering lighting effects and stage illusions which he first introduced the miniature theater to the public in Sherman, Clay & Co.'s establishment in the Christmas of 1908.

It made a decided hit and was considered one of the most unique productions ever shown on the Coast as a means of exploiting any specialty. It did not, however, satisfy Mr. Hansen, as the connection between the stage picture and the Victor talking machine was not sufficiently clear to make the kind of impression that he wanted to promote the sales of Victors and Victor records. When he joined the Victor forces at Camden,

N. J., he enlarged the model which he used in San Francisco four times and first exhibited the completed theater during the convention of Talking Machine Jobbers at Atlantic City last year. Shortly after Ernest John, realizing the possibilities, took it on the road to aid him in illustrating his lectures, and he has been scoring success after success with this device ever since.

In the picture of the great Wanamaker Victor Victrola display on page 55 the Miniature Theater may be seen in front of the regular stage of the auditorium. No means, however, can convey an idea of the illusion whereby the Victor Victrola first stands out prominently on the "drop" curtain, until it "dissolves" into the various operatic scenes as they are produced.

The display at Wanamaker's in New York, and which was later shown at Wanamaker's in Philadelphia, called forth the highest praise from not only Louis Jay Gerson, manager of the talking machine department, but the members of the Wanamaker institution, who appreciated how difficult it is to arrest the attention of New Yorkers at any time in musical matters, particularly where so many free musical events occur weekly.

That the concerts under Mr. John's supervision at Wanamaker's did attract and interest is indeed a tribute to his ability and to the very novel and effective medium which he adopted to bring about these satisfactory results.

A PERSISTENT SALESMAN.

The Method of the Book Agent Which Should Be Studied, but Not Emulated.

While there are things in this incident not to be commended, yet the point as to shrewd, industrious persistence is one that cannot be overlooked:

On the way to the railroad station one morning a man in Cohoes was halted by a book agent, and being a great reader he bought a book for \$5.

"It will be something to read on the train," he thought, as he gave his name and accepted a receipt.

It was a dull book, however, and the Cohoes man left it at his office; but on his return home that evening there was another copy on the library table, and his wife explained that the agent had left it, and had collected \$5, saying that such were her husband's orders.

The Cohoes man was wild with rage. "If I had that agent here," he growled. "I'd kill him, the dastardly hound!"

"Why, there he goes now," cried his wife. "Look—hurrying down the street toward the station!"

The Cohoes man rushed upstairs for his coat and shoes; but while he was dressing, a neighbor came along in a motor-car. He halted the neighbor from the window.

"Hurry down to the station and hold up that chap for me!" he cried. "That chap with the books! see?"

"Sure," said the obliging neighbor; and he put on full speed and soon reached the agent.

"That man up there on the hill wants you," he said.

"Oh, yes," said the agent, as the train steamed in. "That's Mr. Smith. He wants one of my books. Do you mind taking it for him? It's \$5, please."

Then the train steamed off, with the agent on it, and the motorist sped back to Smith again.

"Here's your book," he shouted, holding it aloft, "and you owe me \$5!"

ESCHEW PROGRAM ADS.

Better to Make Cash Contribution, if Desired, Than to Have Name in Such Publications.

Certainly it is good policy to "stand in" with churches, "social life" and all good movements, but a most foolish and extravagant way to show your good feeling is by advertising in the sporadic publications, called "programs" or "souvenirs," with which these movements frequently manage to corral the coin. Of all forms of advertising this is the least advisable. Usually the number of copies printed are so few that when cost is figured on the basis of issue it will be found out of all proportion with that of a newspaper ad, and if you measure the effect by yourself you'll note how fleeting, if any, is the impression created.

Give, if you will, and, if you can, give freely; but keep your name out of all such publications, for as sure as you appear in one you are marked by every other fraternity or association that may adopt this means of swelling their funds. Then, as the Dry Goods Economist says, if you refuse to one what you have granted to another, the invidious distinction marks you as an enemy to a cause which promptly becomes resentful and by word of mouth creates more harmful publicity than all the programs can ever counteract.

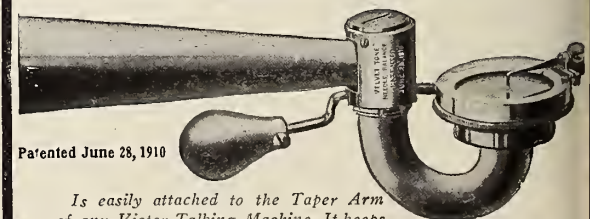
Appearing in none, you can retain an impartial attitude to all and firmly give the why and wherefore for your position. There are plenty of good ways of showing liberality.

Velvet Tone Needle Balance

FOR

Victrolas and Victors

Preserves Records Like New!



Patented June 28, 1910

Is easily attached to the Taper Arm of any Victor Talking Machine. It keeps sharp needles from cutting the records and also prevents scratching. Retail price, \$2.00 (either Gold or Nickel). Money refunded if not satisfactory after one week's trial.

Catalog on application. Discounts to the trade

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

ATLANTA PUBLIC SCHOOLS

Have Adopted Victor Talking Machines with Success.

(Special to The Talking Machine World.)

Atlanta, Ga., July 9, 1911.

Victor talking machines have been recently established with splendid results in Atlanta public

any other system or invention of the present generation.

The photograph reproduced herewith is a vivid illustration of one of the things the Victor machine is doing for the Atlanta school children. It shows the children of the Luckie street school, of which Mrs. Thomas is principal, marching and drilling to brass band music, played on a Victor

tary marches played by Sousa's band, by the Marine Band, and others of the most celebrated organizations in the world, giving the youngsters the magnificent martial rhythm which makes marching a veritable joy, and at the same time inculcating in their minds a love of good music for music's sake.

This, however, is only one phase of the talking machine's usefulness in the schools. People in America are coming more and more to realize that music is a real force in human life, and that for good music to be spontaneously appreciated the love of it must be inculcated in childhood. A child should know the music of the world as it knows its history, its civilization, its kingdoms and governments, its sciences and its literature. The Victor machine has made it possible for children in the public schools to have this opportunity. Good music, real music, has thus been made a part of the course in these Atlanta schools, and with such splendid success that educational leaders predict the system will eventually be adopted by every community, large and small, in the entire land. In fact, it is already being widely adopted in the most progressive localities.

In addition to its regular records, embracing practically all the music in the world worth while, the Victor people have a special educational catalog, a sort of musical "school library," from which records of folk-songs, familiar airs, patriotic songs, records suitable for kindergarten and primary grades, may be obtained in infinite variety. The company is establishing, in fact, a regular educational department, which will not only furnish the ideal records for music in the schools, but short and interesting stories of the composers and of their works.

The talking machines used in the Atlanta schools have been bought through the Phillips & Crew Co., Victor distributors, who are taking an active interest in the movement.

The committee of the Automobile Club of Paris, France, elected Thomas A. Edison an honorary member by acclamation at a meeting held July 5.



SCHOOL CHILDREN OF ATLANTA MARCHING TO VICTOR MUSIC.

schools, and the new departure marks the beginning of an important epoch in the progress of education in the South.

Atlanta, as usual, is taking the lead in a movement which is destined in the near future to mean more in advancing the cultural side of public school education, both in cities and smaller towns, than

recently purchased from the Phillips & Crew Co.

In this school, and in the eight or ten others where talking machines have already been installed, the children march in and out of the class-rooms, conduct all their wand-drills and calisthenic exercises, no longer to the old tunes banged out on a piano, but to the stirring strains of splendid mili-

New Idea Cabinets
FOR
Victrolas IX, X and XI

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

LAWRENCE McGREAL
MILWAUKEE, WIS.



IX A
Capacity 200 10 or 12-inch records



IX B
Capacity 100 10 or 12-inch records



X
Capacity 140 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

FROM OUR CHICAGO HEADQUARTERS

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

Review of Trade Conditions—Hot Weather Has Depressing Effect on Trade—Many Visitors to City Within Past Month—The Talking Machine Co. Carry on Vigorous Campaign Despite Weather—L. C. Wiswell's Clever Booklet—New Retail Store Opened in Chicago—Columbia Co. Make Excellent Showing for Business During Past Six Months—Lyon & Healy's Summer Talking Machine Window Display Highly Praised—Improvements in Retail Record Department—Arthur D. Geissler to Spend Vacation on Pacific Coast—Kreiling & Co. to Bring Out New Model of Their Device—Cabinet Business Active with Salter Mfg. Co.—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, July 10, 1911.

Although June, according to the majority of the jobbers and large retailers, was the first month this year that failed to show a material increase in business as compared with the corresponding month last year, the showing is considered a good one. In the first place, June of 1910 was an exceptionally good month, and weather conditions were far more favorable than this year, when the extreme heat and general business conditions were deterrent factors. That the month made an even break and in some instances a slight increase over last year is cited as showing the vitality of the talking machine trade. Another good feature is found in improved collections.

This section of the country has experienced so far in July the hottest weather known for years, and the depressing effect on all lines of trade is in evidence. Nevertheless, it was interesting to note that three \$200 machines were sold at retail by one of the local houses one morning this week. Of course, too much significance must not be placed upon this, as the sales constituted an oasis in the prevailing but perfectly natural trade dulness.

Distinguished Visitors.

There have been quite a number of well-known members of the trade in Chicago the past month, the majority of them, however, passing through on vacation trips. To-day and to-morrow jobbers and factory representatives will be arriving by every train, bound for the convention in Milwaukee. The latter part of next week Chicago will no doubt resemble a convention town, as many of the conventioners will take the opportunity of spending several days in the Western metropolis.

Mrs. Frances E. Clark, who has charge of the Victor Co.'s educational department, which has for its purpose the promotion of the use of machines and records in the public schools, was in the city last week on her way to the Pacific Coast, where she will attend a number of teachers' and music supervisors' conventions and make addresses in the interests of the work in which she is engaged.

Victor H. Emerson, manager of the recording department of the Columbia Co., was a recent visitor at the Columbia Co.'s Chicago office. He was on his return from a vacation spent in California.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobbers and Victor dealers, Los Angeles, Cal., was in Chicago recently on his way East to visit the factories. He will attend the convention on his return.

"Ted" Geissler, the athletic young son of Edward Geissler, vice-president of the Geo. W. Birkel Co., of Los Angeles, came to Chicago recently with the glee and mandolin clubs of Leland Stanford University. The boys were brought here by the Santa Fe Railroad Co., who paid all their expenses. The clubs gave no less than sixteen concerts on the way at the company's various eating houses and hotels. "Ted" had a fine time while here visiting his cousin, Arthur D. Geissler, who

was a member of both clubs when he attended Stanford, and George A. Keith, who was the leader of the mandolin club for two years. "Ted," with several of his brother collegians, left for the East to "see Broadway" before returning home.

Sam Goldsmith, of the Victor Co., recently returned from an extended business trip covering Montana, Colorado and Utah. He has been taking a rest at Calumet, Mich., prior to the convention.

Geo. D. Ornstein, manager of traveling salesmen for the Victor Co., and J. L. Gately, district manager for New York and New England, has been spending several days among the trade on their way to Milwaukee.

M. Dorian, auditor for the Columbia Co., was in Chicago recently on his return from a trip among the company's branches which took him to the Coast.

Vigorous Hot Weather Campaign.

"There is no question but that the summer dulness in the talking machine business is largely a matter of the mental attitude of the trade," remarked Roy J. Keith, sales manager of the Talking Machine Co. "It has been proven again and again that the dealer who does not lay down during the heated term, but keeps plugging away vigorously, using his brains to devise new plans, can do a good business in what is otherwise the deadest season of the year. We are following these lines this year. We have increased our sales force, are sending out more trade literature and have increased our expenses all along the line instead of cutting them, and are very well satisfied with the results. Every one of our salesmen carries with him data of no less than twenty-five original plans for stimulating business, and dealers who take advantage of them are reaping fine results."

Information for Prospective Dealers.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, is the author of a most valuable little booklet on "How to Become a Talking Machine Dealer," which has been printed in most attractive form by the house, and is being used with excellent effect in the wholesale sales campaign. The booklet gives just exactly the information that the dealer, who is considering putting in talking machines needs, and gives it in succinct and lucid form. The stability given to the talking machine trade by the maintenance, in contradistinction to other lines, of the rigid one-price system is dwelt upon most convincingly. The contracts of both the Edison and Victor companies are summarized and described and requisites for qualifying with both companies are given. Several suggestions for qualifying orders are also presented. A chapter is also given to the manner in which Lyon & Healy co-operate with their dealers in the matter of turning over to their dealers inquiries received through their extensive advertising and the work done by their traveling salesmen in helping the dealers consummate sales. A number of letters from dealers telling of sales made through the aid of Lyon & Healy bring the book to a close.

New Retail Stores.

"The musical tone music firm, sellers of food for the ears," is the novel manner in which the R. H. Golding Co. characterize themselves. The company have just opened a new talking machine store at 1013 Montrose boulevard, handling Columbia goods exclusively. The front part of the store is fitted up in a thoroughly artistic manner as a reception room, and little suggestion of a business establishment is given. A library table Grafonola occupies the center of the room, which is furnished to resemble the parlor of a home. Mr. Golding, who has been an expert salesman in other lines, is only a recent acquisition to the talking machine trade. Judging by the evidence of brains and energy he has given, he should prove a distinguished success.

Pappas & Gramas have opened a new piano, art goods and talking machine store on Wilson avenue just west of the Northwestern Elevated Railway. They have a handsome establishment, and are planning a vigorous campaign on Victor goods.

The Reichert Piano Co., of 732 Milwaukee avenue, have leased the larger corner store adjoining the present location, and will greatly enlarge their talking machine department, putting up several fine booths. They handle both Columbia and Victor lines.

C. L. Fischer has opened a Victor talking machine and musical department in Gilmore's department store at Kalamazoo, Mich.

Hillman's department store, State and Washington streets, have enlarged their talking machine department and are starting several new booths.

John E. Moyer, of Dixon, Ill., has sold out his furniture business and will devote himself entirely to his talking machine business, handling larger Edison and Victor stock than heretofore.

J. Bart Johnson, Jacksonville, Ill., moved into a fine new store with six handsome booths devoted to the demonstration of Victor and Edison machines.

Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is highly gratified with the business transacted in the extensive territory under his direction for the first six months of this year. A material increase over 1910 was scored all along the line. He has just received a letter from General Manager George W. Lyle expressing his satisfaction with the volume of the company's June business.

Mr. Fuhri was in New York the middle of last month, and while there met Col. F. B. T. Hollenberg, the big Columbia jobber of Little Rock, Ark., who was on his way to Europe for the summer.

The Columbia branch in New Orleans will move into a new store on Canal street this month. It is a fine modern building with a commodious basement, something rare in the Crescent City.

E. C. Poore, formerly assistant to Manager McMurtry, of the Columbia's branch at Kansas City, has succeeded J. L. Burr as manager of the Omaha office.

Manager C. F. Baer reports rather an unusual condition and that the Chicago office in June showed a slight increase over May, and quite a material gain over June of last year. The various types of Grafonolas are still hampered by the inability of the factory to keep pace with the demand. Collections made an important increase last month.

The company have offered \$25 to the branch house selling the most "Mignons" during July. Mr. Baer has offered to turn the prize if gained over to the retail sales force, and everybody is hustling for the honor and the money.

Good Summer Window.

Lyon & Healy have installed their annual summer talking machine window display. It takes up the entire space from the Wabash avenue entrance to the corner, and depicts a camping scene with the campers enjoying the strains from a Victrola. The main object of the display is to show the adaptability of the \$50 and \$75 Victrolas for vacation use because of their portability.

The extensive improvements to the retail record department on the fifth floor are practically completed. The color scheme has been changed from green to brown, and in each of the twelve record booths the windows opening into the record sales room have been replaced by doors, thus permitting the attendants to enter the room and, therefore, enabling the use of Victrolas instead of horn machines for demonstration purposes.

L. V. B. Ridgeway, who travels Illinois for the L. & H. talking machine department, is spending a month's vacation on the Pacific Coast. Before

(Continued on page 60.)



"OUR" TWO GREATEST VICTORS

This year we can afford to add a little color to it.

At the same time we celebrate the independence of our country we want to bring you to a full understanding of the independence of The Talking Machine Company.

It was six years ago this month that we cut out the retail end of our business. It took nerve—lots of it—but it was a wise move.

We Now Have the

**Largest Exclusive Wholesale
Victor Business in the World**

Mr. Dealer: We can help you sell Victor goods at retail. We've got the largest stock in the country.

Everything in it is at your disposal. Furthermore, we've got a method of reaching that retail prospect of yours direct. You'll be interested in our plans. Write us.

The Talking Machine Company
137 N. Wabash Ave., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 58.)

he returns he will visit his brother as manager of the Portland store of Sherman, Clay & Co.

Annual Wurlitzer Picnic.

The Chicago branch of the Rudolph Wurlitzer Co. will be closed all day on Saturday, July 15, the occasion being the annual Wurlitzer picnic, to be held this year at Fox River Park, near Aurora. Assistant Manager Fred A. Siemon is chairman of the committee on arrangements, and his associates are Elkeen Cameron, retail talking machine manager; T. T. Clancey, John E. Kurtzknabe and C. E. Eichholze. The Wurlitzer Brass Band will furnish the music. The usual athletic events and ball game will take place.

Geissler to the Coast.

Arthur D. Geissler, general manager of the Talking Machine Co., will leave on July 14, with his wife and family, for the Coast. After locating Mrs. Geissler and the boys at Ross Valley, Marin County, for the summer, Mr. Geissler will, as usual, visit his friends and customers among the



TWO PROMISING TALKING MACHINE MEN.

Coast dealers, returning to Chicago in about a month.

The accompanying photograph shows two potential talking machine men, who are laying a foundation for future business success by cultivating sound physiques. They are A. D. Geissler's two sons, Allen, aged four and one-half, and Kenneth, commonly known as "Scrubby," aged three and one-half years. They were snap-shotted on the beach of Lake Michigan near the Geissler residence. The sturdy kids go bathing with their athletic father before breakfast each morning, and spend a large part of each day on the beach and in the surf.

Carries Big Edison Stock.

James I. Lyons carries a more extensive stock of Edison records than ever before at his new location at 10 West Lake street. Not only does he carry a full assortment of both regular standard and Amberol records, but makes a specialty of the farm list. Mr. Lyons' jobbing business is steadily growing.

New Tiz-It Model.

Kreting & Co., manufacturers of the Tiz-It horn connection for cylinder machines, are working on a new model of their device, which will be ready within a few weeks, and which the firm feel confident will be received with favor by the trade.

Salter Progress.

With the increased capacity available this year the Salter Manufacturing Co. have been enabled to accumulate a good stock of all styles of Salter disc and record cabinets, and are, therefore, prepared to make quick shipments. The company will issue a new edition of their catalog in the near future.

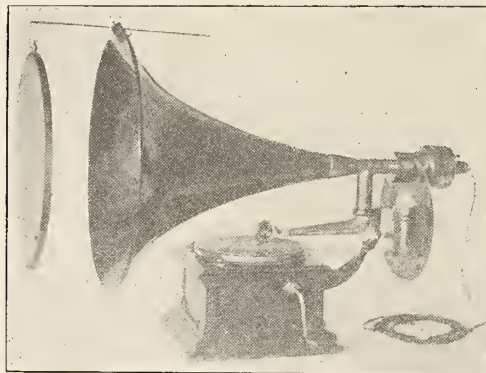
NEW CLUBB SONG ILLUSTRATOR

Invented by a Pacific Coast Talking Machine Man, Is a Clever Contrivance—Can Be Used in the Wareroom or the Home.

(Special to The Talking Machine World.)

Chicago, Ill., July 8, 1911.

Harry H. Clubb, a well-known Pacific Coast talking machine man, for several years past manager of the Wiley B. Allen Co. at Los Angeles, has been in Chicago for several days exhibiting the new club song illustrator to the local trade. It is an attachment for all makes of talking ma-



THE CLUBB SONG ILLUSTRATOR.

chines, and by means of a powerful lantern attached to the rear of the machine throws views illustrating the records onto a screen hung from the rim of the horn and making the pictures ap-

pear practically in the mouth of the horn. The slides or films are on a disc the same size as the talking machine record, and this disc is automatically revolved by the power of the machine, showing the pictures, one at a time, as the record progresses. The machine is especially adapted for the use of dealers in advertising talking machines and records in the windows as well as for recital work. The attachment does not obscure the tone of the machine and will be adapted for universal home use, as either electricity or kerosene can be used in the lantern. The device is controlled by the Picture Disc Co., of Los Angeles, of which E. H. McPherron is president; H. H. Clubb, vice-president and general sales manager; R. A. Whitehead, secretary and treasurer. The company have their own factory already in operation and will be ready to deliver machines in time for the holiday trade. They will start out with a catalog of twenty films and will bring out films each month for the new monthly records, and deliverable at the same time as the latter. Mr. Clubb received much encouragement from the local trade and from here went to Milwaukee.

TALKING MACHINE EXPORTS.

The Figures for May Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to The Talking Machine World.)

Washington, D. C., July 5, 1911.

At the big Indianapolis auto race last month commerce of the United States for the month of May (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 May, 1911, amounted to \$246,023, as compared with \$188,831 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,762,602.

DICTAPHONES AT AUTO RACE.

At the big Indianapolis auto race last month two Dictaphones were in constant use every minute, operated by a staff of experts. They were right on the job at the judges' stand every minute of the race. While one man dictated to one machine the other was in course of preparation for him, so that there would be no delay. The whole scheme worked splendidly, and it is safe to say that hereafter at all the big auto races the Dictaphone will be utilized to good advantage.

Salter Mfg. Co.

337-343 North Oakley Avenue

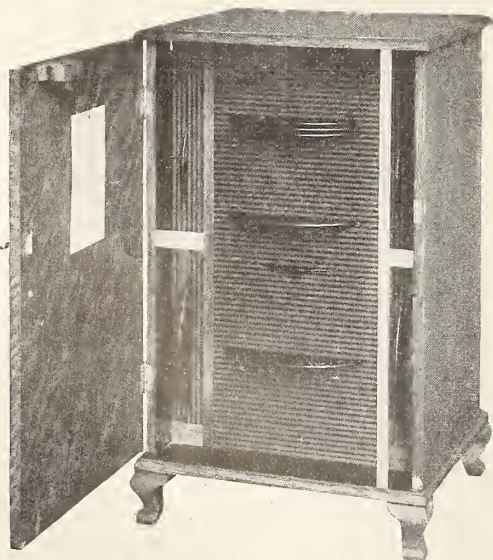
CHICAGO

Makers of

Salter's Patent Felt Lined Shelf

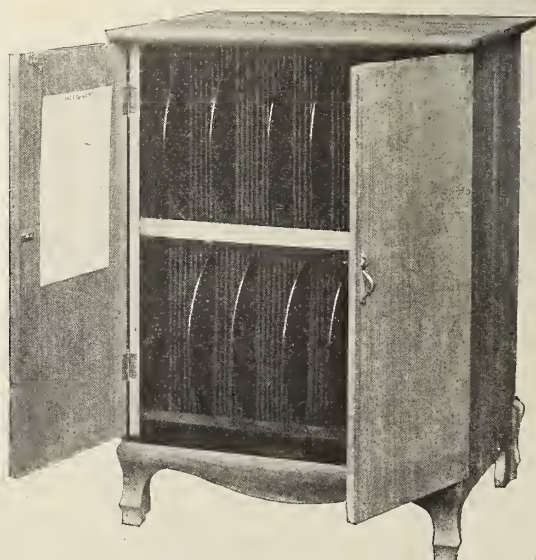
Cabinets

For other styles, write us for our New Catalogue



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

If your jobber don't handle our line we can supply you.

SOMETHING NEW!

The L. & H. Table

FOR

Victor-Victrola Styles IX—X—XI



DESCRIPTION

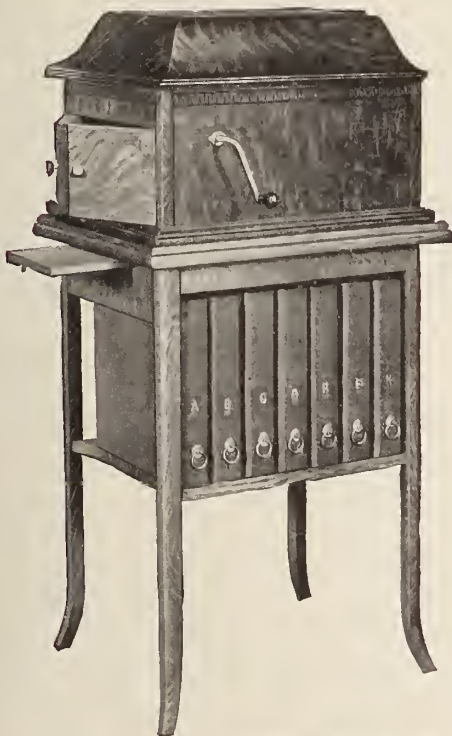
The L. & H. Table is especially designated to match the Victrolas 9, 10 and 11. Fitted with two mouldings, one for the Victrola No. 10, and one for the Victrola No. 11. No moulding is necessary for the Victrola No. 9.

One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed. Top of table 20x24 inches. Height 32 inches.

Price, Retail - - - - \$10.00
 " to Dealers - - - - 7.00

Order of your Distributor

Ornamental--Sanitary--Inexpensive

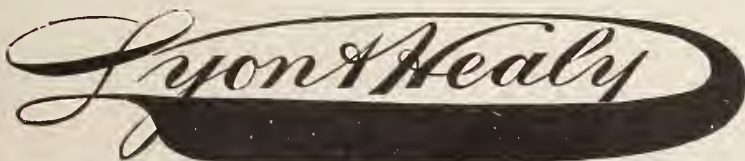


Five salient points about the

Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.



Wabash Ave. and Adams St.
CHICAGO

America's Foremost Distributors of Victor Talking Machines and Edison Phonographs

"Exclusive", in the Columbia word-book, means the exclusion of *competition in Columbia products* in exclusive territory. Dealers in other lines compete with *each other* in the same territory.



27

Columbia Phonograph Co., Genl., Tribune Building, New York

THE ADVERTISING VALUE OF A SMILE.

An Optimistic Tale Showing How a Fortune May Emanate from a Little Cheerfulness—A Lesson for the Talker Man.

Mr. Dealer, are you an optimist? Do you indulge in a sunny smile when the clouds are blackest? Does your faith in your fellow-men shut the door of your heart in the face of pessimism with a bang? If so, then this article is not for you. For those who are not members of The Order of the Sunny Smile I have penned the following:

I once read a statement somewhere, I forget whether upon printed page or the glaring surface of an electric sign, that a smile has more real advertising value than reams of manuscript, and I believe it to be true.

Mingle with the throng upon a city street, and smile. The fellow next to you will imitate your performance every time; then Presto! You've advertised yourself as the man with the contagious smile and "he's a jolly good fellow." He can snatch trade from under the other gentleman's nose; he's always popular, and, of course, that means business. You never knew a popular individual who was not something of a business man, did you, now? I'll take a chance that you didn't.

The talking machine profession—I use the word in spite of the objections of Webster's Dictionary—is a good camping ground for smiles. There is so much about its every phase that should breed optimism, the smile's twin, and when these brothers sit together upon your premises, Mr. Talker Man, you'll make good. Just try it and see.

Did you ever try smiling instead of swearing when you had lost a customer or your goods from the factory were overdue? When Mr. Grouch comes to you for the thirteenth time with the same complaint, and makes the whole store ring with his kicks, do not call your strong man from the packing room and have him thrown out into the cold world, but lead him gently into your private sanctum and give him a real smile. One glance at your beaming countenance will start a smile upon his own which will rapidly expand until it surpasses even that of your office boy when he hears that the Athletics have wiped up Washington. This accomplished, Mr. Grouch will be willing to listen to reason, and, after a satisfactory explanation, he will take his departure in a contented frame of mind.

Upon his way home, he will keep on smiling, and that means more records sold; yes, lots more, for where the smile is you will find contentment, too, and there is nothing so satisfactory to the contented mind as good music—phonographic music.

What is that you say? Where contentment reigns naught else is needed?

Nonsense!

Can a man be so happy that he may not be more so?

No!

It is up to you to start the smile; the talking machine, through the medium of its wholesome fun-producing records, will spread it to its full capacity

—a six-inch smile on a four-inch face—and nail it there.

As optimists, the smiling dealer and the "talker" should go hand in hand. Create the one, Mr. Dealer, and you will be better able to sell the other. Now smile!

It is so easy to be happy in this glorious fraternity of ours, friend. The very records upon your shelves smile at you and are eager to do the same for your customers if you will allow them. Do you know, I've often wondered how a "talker" man could be unhappy. The chance always before him of making life a little brighter with his store of good music, imprisoned mirth, and sparkling song should prove a safe and sure vaccine when the germs of pessimism hover near.

If you would succeed with the success that brings ease, confidence and satisfaction, you must



THE VALUE OF A SMILE.

smile, and, further than this, make the world smile with you. Assist your clerks in acquiring the habit also. In fact, make your whole establishment a place set apart, as it were, because of its cheeriness, and you will find it widely advertised.

When your publicity man turns out your literature, see that there is a broad grin on every page.

It does no harm to start your patrons to smiling before they come to see you. Extend the opportunity to madam over her breakfast coffee in her dainty boudoir, and to monsieur at his club or office. If you do, when you place your wares before them a little later in the day, their respective smiles will have grown to a ripple of silvery laughter and a resonant ha! ha! and your coffers will groan under their weight of gold.

When life seems dark and dreary,
And everything goes wrong,
Just start the world to smiling—
You can do it with a song.

When customers are grouchy,
And goods are overdue,
Put on a funny record,
And this tale will all come true.

HOWARD TAYLOR MIDDLETON.

UNDERSTANDING INSURANCE.

Fire Policies Should Be Carefully Investigated at Intervals in Order to Avoid Complications in Case of Possible Fire Loss.

It is prudent to give the important matter of fire insurance a fair bit of your time and attention at intervals, so that your agent may properly explain to you what you are safeguarded against and what percentage, if any, of the risk you are carrying. It is well, too, to go over the hazard with him and make such correction in physical conditions as will earn a lower rate, or, at all events, decrease the chance of conflagration.

You'll get much valuable information from a study of any schedule showing on what the insurance companies base their rates, and particularly from such (if it exists) covering your risk. The man who cannot himself attend to this important detail, or does not delegate someone on whom he can thoroughly rely to properly investigate it for him, is guilty of a carelessness that may cost him very dear.

Another thing: be sure to store your insurance policies away from the risk they cover. It is thoughtless to have the property insured contain these documents, which, in the event of fire, will, even if not destroyed, be in an unapproachable safe or not get-at-able for an uncomfortably anxious period. If you don't want to rent a box in a safe deposit vault, it is easy enough to arrange with a friend to exchange courtesies by giving safe room to one another's policies. Or, if your residence be far enough removed from your business, keep the private insurance in the business safe and put the other policies in an equally secure place at home.

MISDIRECTED ADVERTISING.

Various Forms of Publicity That Are Unlikely to Produce Results.

In small and medium-sized towns one item of advertising misdirected is the taking space in society cook books, programs, school papers and such. It is a plain case of charity pure and simple and should not be called advertising.

Placing advertising for high-class goods in periodicals that circulate among the poorer class, and, on the other hand, directing advertisements that feature cheap goods to wealthy people are other forms of waste.

Another mis-hit is allowing boys to distribute flyers or circular matter, who, if not carefully watched, will do it in a slipshod manner.

Mailing advertising matter without discrimination, such as matter pertaining to children's wear directed to families without children, is another mis-hit.

A man alone will accomplish nothing. All of his thoughts and acts have a direct relationship with others. Men succeed only as they work together. Without companionship ambition droops; courage flags; reason totters, ambition vanishes, and the man dies.

1866

1910

NYOIL

FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

**WILLIAM F. NYE
NEW BEDFORD, MASS.**



more closely together. Upon this point the expert witnesses are not in harmony. Mr. Cameron, expert for the defendants, did not seem to think there was any such molecular disturbances of the plastic material as to result in imparting to the double-faced records any superiority or advantage not possessed by the single-faced records. It is pointed out that the specification admits that as to quality and sounds the results of the double-faced records are essentially the same as in a single-faced record. But assuming that there is a molecular disturbance caused by the unequal flow of the material when the matrices are under pressure, it certainly was obvious that by pressing it between two discs or matrices, each having roughened surfaces, there would result a somewhat different flow of the material than when merely one matrix or die is pressed down on the material.

The patent to Kearsing, No. 317,143, clearly describes this procedure. Nor is the claim of complainant satisfactorily established that single-faced records are frequently rejected because of imperfections and that the percentages of imperfections of the double records is much reduced.

Giving consideration to the prior state of the art, including the British patent of Edison, No. 1644 of 1878, the patent to Wassenich, No. 505,910, and the patents to Myers, Nos. 663,192 and 663,194, I am of the opinion that no invention was made in impressing matrices on both sides of the disc to produce sound records on opposite sides, and that the complainant's invention was merely a duplication of the single-faced record. To attain the results flowing from such duplication did not require the exercise of the inventive faculties, but was an obvious expedient of which the skilled in the art doubtless would have taken advantage in the earlier stages of the sound record art if manufacturers of such records deemed it to their commercial interests to do so. In the Edison English patent, the description therein says:

"Fig. 34 is a perspective view showing a double phonet, there being a spiral line of indentations on each side of the revolving disc."

This certainly would suggest the idea of double-faced disc with grooves impressed on both sides. In the Wassenich patent the record is not placed on each side of the disc, nor is it made of a homogeneous material, still the specifications suggest the idea that both sides of the tablet may be used as recording surfaces. As the idea for doing the thing was not new it is difficult to perceive invention in the mere application of the idea to a slightly different disc without a process for effectuating it in a new and novel way. The Myers patents hereinabove cited, relate to the art under consideration and in the specification of patent No. 663,192, it is said:

"But if it is desired to have a record on both sides of the disc the latter may be taken out of the protector and inverted." In the specification of patent No. 663,194 it is stated: "The record 5 may be formed directly in the tablet and may be embossed or cut on both sides of said tablet if desired."

The Myers patents are thought to make it necessary that the process of impressing the material be performed simultaneously as in the patent in suit, and the only difference pointed out between such patents and that of complainant is that in the former the composition is celluloid and in the latter hard rubber or vulcanite—an immaterial difference.

Complainant claims that the Petit invention was made at an earlier date than the filing date of the application and that it antedates the Myers patents, but such testimony is not so convincing as to bring it within the rule "that the anticipation is not anticipated."

There was much discussion at bar upon the question of utility, it being claimed that that defense was not open to the defendants, who admittedly infringed complainant's patent. The single object in attacking the utility of the invention arises from defendants' desire to show that the patent was erroneously granted by the Patent Office in the belief that the process possessed superiority and advantages over the process by which the single-faced records were manufactured and not with a view of denying its operativeness. The Patent Office at first held that no patentable invention was shown, but on appeal the Board of Examiners in chief rejected such decision on the ground that the affidavits filed in the Patent Office showed prima facie that such records were of superior quality. The proof here, however, does not support such view.

My conclusion is that in view of the patents to Edison, Wassenich and to Myers, it requires no invention to make a double-faced record by practically the same process used in making single-faced records, and the patent in suit is invalid. Accordingly the bill is dismissed with costs.

Horace Pettit appeared for the complainants, and Philip Mauro, C. A. L. Massie and Ralph L. Scott for the defendants.

The case in all probability will be taken to the Circuit Court of Appeals.

The Phonofilm Syndicate of London is the assignee of a patent, No. 992,169, for a talking machine record and holder in which the record consists solely of an annulus of thin, flexible record receiving material, and this record is combined with a holder which has a backing and means are provided for securing one edge of the record to the holder.

Advertising is news—news more vital to the family than nine-tenths of the so-called news that goes into the newspaper.



Don't be caught napping

Keep your eye on your stock and don't let any customer catch you napping.

Try to anticipate the wants of your customers, and when you can't do that you ought to be able at any rate to tell them just when you will have what they want.

You can do that if you have the right kind of a jobber. He must be prompt or you can't be.

Our service is always right and particularly valuable when you get in a pinch. That's the time when you are sure to appreciate our promptness—the fact that we ship all goods the same day the orders are received.

Try us on any thing you want in Victors, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and other accessories.

Write today for our latest catalog and see what a complete line of goods we handle. We'll also send you a copy of our booklet, "The Cabinet That Matches".

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York





SOLID WOOD (NOT VENEERED)

Mr. Dealer!

There Is But One Solid Wood Veneer Horn

You may as well have it. Always during our business experience our aim has been *QUALITY*, and our products are recognized as the *BEST*.

If you want the *BEST* and get your pleasure doubled, get the

Music Master Wood Horn

and show them to your customers. They look *good*, *sound good*, and *are good*, a perfect musical amplifier. The reproductions are rendered clear, full and rich, due to the resonance of the *MUSIC MASTER WOOD HORN*.

Besides, this is the only wood *HORN* which carries a *GUARANTEE*.

Should your Jobber be unable to supply you, write us and we will send you a sample line of the *MUSIC MASTER HORN*.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

AROUND THE CINCINNATI TRADE.

New Use for Dictaphone—Trade in Victrolas Exceedingly Active—Columbia Co. Double Retail and Instalment Business for June—Aeolian Co. Will Soon Be in New Quarters—Excellent Demand for Edisons at Arnold's Store—Other Trade Brieflets.

(Special to The Talking Machine World.)

Cincinnati, O., July 3, 1911.

A new use for the Dictaphone has been found by C. J. McNeill, who has charge of that department of the Columbia Phonograph Co., this city. One of the records made in Cincinnati last week will convey to The Hague, in Holland, a message from President Sonnoske Ogata, of the Methodist College, Tokio, Japan, to his former schoolmate, Aimara Sato, who is Japan's minister to that peace tribunal.

Ogata Sato, Senator Beveridge and former Con-

gressman Watson, of Indiana, and Mr. McNeill all attended school at Depauw College, Greencastle, Ind., at the same time. They parted and last week was the first time McNeill and Ogata met since 1885. The latter remembered that he had not seen Sato since then, and McNeill assured him there was no reason why he should not send a personal greeting to the diplomat which would reproduce his voice. Ogata said he had never heard of this being possible, although he said phonographs were in general use in Japan. The machine was ready and the letter dictated. The record also contains a message from McNeill, the latter being in the English language.

Contrary to the expectations of the talking machine dealers, the trade on Victrolas has been exceedingly active, especially for the summer season. The number of instruments sold to campers and people going to their summer homes was certainly surprising.

Judging from the sale of the July records, the

sale of these records will remain good throughout the summer months.

It is with much pleasurable anticipation that the employes of the Rudolph Wurlitzer Co. look forward to their annual outing, which is to take place July 15. Handsome grounds have been rented for the occasion and no pains or expense have been spared to make the day enjoyable and one to be remembered, as the previous picnics have been.

The advent of the Victrola nine has caused much enthusiasm, and a large number of orders have been booked ahead, both retail and wholesale, showing that this instrument will be a popular seller.

Manager R. J. Whelen, of the Columbia Phonograph Co., reports June business fine in both retail and instalment departments. He stated with a broad smile on his face, "We have simply doubled our retail and instalment business over June of 1910. We attribute this large increase to the highly improved new types of Grafonolas and our grand opera records by such artists as Nordica, Mary Garden, Olive Fremstad, and others of equal fame. Mail order business is good, which proves that conditions are good, and that Columbia product is well known throughout the smaller towns and rural districts. The wholesale business is a little quiet, but many of our dealers are already figuring on their fall line of goods and making plans for their fall campaign.

When asked regarding business the Aeolian Co. said: "We have had a very satisfactory month and report the close of one important competitive deal whereby we effected the sale of two Victrolas for a beautiful Steinway grand, making a very profitable deal, and in addition secured an order for \$165 worth of records from the two new customers. The immediate disposal of the grand at a fine advance in price over the allowance made brought us a nice profit.

"In a few weeks we expect to move to our new store, where we will have the most beautifully appointed Victor department in the United States.

"There is no use in talking, fine record booths and demonstration rooms induce many of our customers to patronize us continually, and we look for a great increase with our additional facilities and every want of the patron looked after by us."

Mostly city folks were buyers of machines at John Arnold's shop during the past month, business being good for June. There was little demand for records, most of the purchases being machines, particularly of the Edison type. During the dull moments Arnold has published "Oh, You Silly Rag," for instrumental as well as vocal, which is taking well in this city and Chicago.

J. C. Groene closed shop recently and is now trying to recover his wealth through the restaurant line, having bought a place on Fifth avenue, west. A meeting of the creditors of the Groene Music Publishing Co. was held Friday and William L. Benham was appointed trustee. His bond was fixed at \$300.

Lavender decorations are being used by the Lyric Talking Machine Shop in order to attract attention. The central part of the show window display is a Victrola and the floor lined with records.

The talking machine business is slowly picking up at the Krolage Music Co.'s store on Race street. But little attention has been paid to it so far, although the indications point to this department being rejuvenated in the fall.

A new manager will shortly take charge of the talking department of the Milner Musical Co. to aid Mr. Stotler.

J. E. Poorman is well satisfied with the June showing, but is praying for the cold weather from a talking machine standpoint.

Although George Gross carries a line of talking machines at Main and Woodward streets there has been but little demand in that neighborhood for them, pianos having the preference.

Lee E. Gilbert, who is traveling for the Victor Co. through the northwestern part of Illinois, reports that while business conditions in all lines has been rather quiet for the past sixty days he has been getting a very liberal share of business in his line, and has no cause for complaints.

The increasing Columbia business you are missing ought to make you nervous. When it does, we hope you won't find somebody else's Exclusive Selling Rights shutting you out.



Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NOTES FROM ST. LOUIS.

Why E. J. Piper Is Right—Some Pertinent Remarks on the General Situation—Vacations Now Under Way Throughout the City—Retail Trade Makes Excellent Showing—Summer Resorts Big Buyers of Machines—E. R. Kroeger Says the Talking Machine Is an Educator—The Views of a Juror—Other Interesting Items Worthy of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1911.

E. J. Piper, who has assumed control as chief owner of the Bollman Bros. Piano Co., says that he has just learned enough of the talking machine business to know that it is a specialty and not a side issue. The Bollman Co. sells Victor talking machines and frequently makes liberal window displays for that part of their business, but gives it no space on their main floor wareroom, and has not really been accounted one of the talking machine houses. So when Mr. Piper became president, treasurer and general manager, the natural question to put to him was: "What of the talking machines?"

"I cannot tell you that," he replied. "I am a piano man and have been in the piano line in all of my business life. I have paid but little attention to talking machines as a business proposition until recently, and now I have just learned enough about it to know that it is a business in itself, a specialty and not a thing to be handled as a side line by a piano man—mind you, I did not say by a piano house. I must look into the business here and its possibilities for this house and then decide. My opinion is that it needs a specialist if the line is to be carried. But that is a question of the future."

The talking machine business in St. Louis would indicate that Mr. Piper had reached a wise conclusion. The Aeolian Co. handle Victors both at retail and wholesale under the direction of Manager Levy, and he is enthusiastic and always ready to talk of trade conditions. At the Thiebes Piano Co., Manager Robinson conducts his talking machine department entirely apart from the piano business and is an enthusiast and to outward appearances does more business in that line than any other piano house in the city. He also gets more space in the warerooms, which is an indication that he is making the business pay the rent. Also the record business is used as a feeder for other lines of business. The F. G. Smith Piano Co. handle talking machines, but enthusiasm is apparently lacking among the excellent piano men there. Naturally at the two exclusive talking machine houses, the Columbia Phonograph Co. store and Mark Silverstone, who sells the Edison machines, there is enthusiasm and talk of business done and needs of the trade. The furniture stores handle talking machines as side lines to their piano departments, and there again the enthusiasm is lacking. The Grand Leader department store is the only dry goods store that handle talking machines, and it is made a special department there and the elub system used freely. None of the local department stores handle pianos, but all of them and

the ten-cent stores sell sheet music and keep demonstrators. The old complaint that persons liking to hear particular songs played amused themselves by coming to the stores for that purpose has about died out.

The additional talking machine business is done by the outlying stores. Some of these are furniture stores and some are music houses, and they have not been considered a serious factor in the trade until recently, when it became apparent to the regular dealers that these houses were cutting prices. It seems now that they have been able to do considerable business by that means, and the method of conducting it has angered the agents. As a rule they have been sending customers to the downtown stores, where heavy stocks are carried, to inspect the line and make a selection.

Within the last few days there have been some developments that may clear the atmosphere in this line and which may bring relief by fall; at least it is hoped so. It seems that these cut-price dealers are receiving their supplies from a Chicago house which is quite ethical in its own territory, but which permits machines to be sent here on trial. The plan is for the local dealer to mail to the Chicago house the name of possible customers, and the Chicago house sends a machine to the local house for each of these for "30 days' trial." Nothing is said about the price in the correspondence, and if the local house vouches for the credit of the prospective customer all is well, and likely a sale is made; the local house cuts the price "because we do business at less expense than the downtown folk." Naturally they do when they have nothing invested in the machine.

The discovery of this plan has done much to relieve the local situation, as legitimate retailers were rather suspicious that local wholesalers were supplying the cut-rate houses. Now that the local jobbers have been cleared, it is believed that a united effort can be made and carry this entire question to headquarters and perhaps correct it.

Manager W. H. Alfring, of Aeolian Hall, left for New York the last of the month, and before starting on a pleasure trip through Canada will visit the Victor factory and take up some local questions with headquarters, especially the cut-price evil.

C. W. Kauffman, of the Columbia Phonograph Co., left June 17 for Chicago for a two weeks' vacation. F. Del Bondia, of the record department; A. F. Butterfield, salesman, and H. T. Bogley, manager of the collection department, for the same company, spent their vacations on the Current river and enjoyed two weeks of the best hunting and fishing to be had in Missouri, returning to their work as brown as Indians.

T. M. Carter, the hustling music man of 226 Collinsville avenue, East St. Louis, has completed extensive improvements in his store, and has further equipped himself for catering to the manifold musical wants of the thriving suburb by adding an extensive stock of Columbia disc machines and records. Carter has long been known as the "East Side Music Master," and he is reported to sell sheet music by the bale and to supply bands and orchestras for all occasions and to lead them him-

self on all special occasions. He also finds time to sell pianos.

Local retail trade conditions appear to be very satisfactory, more so than was anticipated for the summer. Considerable business has been obtained from persons going away for the summer, and some excellent record business has developed with those who visited the stores to order their machines packed for shipment to the summer homes. A reminder that the library might seem limited where there was little to do but enjoy a concert each night has often brought a big order for lighter-vein records. One house reported packing more than 20 machines for shipments and the sale of several smaller priced machines to persons who have very expensive ones in their homes and who feared to take the better machines. The idea seems to be that the talking machine is a necessary part of the summer home equipment.

Manager Robinson, of the Thiebes Piano Co., says that trade has been holding up nicely and that special efforts to keep things going during the summer months have been well repaid.

At the Aeolian Co. Manager Levy said that trade was holding up very well indeed for the summer in both the wholesale and retail departments, and the record business was especially good.

At the Columbia store everybody is in good spirits and busy, and Manager Walthall reports some exceptional trade, mentioning several sales of the new \$150 Regent Junior. Record sales were good, with excellent demand for light music for porch concerts.

Mark Silverstone, of the Silverstone Talking Machine Co., spoke especially of the demand from summer resorters. He reports several sales to persons departing for their summer homes. These persons were chiefly, he said, persons who had music advantages in their homes and who could afford to hear any music that came along first-hand and who thought they did not need talking machines in their homes, but were buying to provide amusement for their summer homes. "When they get fully to appreciate the talking machines, we will likely get to sell them another," he said, "as it seems to be the intention to leave these first purchases in their summer homes."

Mark Silverstone and H. B. Lévy, of the Aeolian Co., will be among those attending the fifth annual Talking Machine Jobbers' convention at Milwaukee. They are anticipating a pleasant and profitable time.

Manager E. B. Walthall, of the Columbia Phonograph Co., made a hurried trip to Kirksville, Mo., June 9.

Three splendid windows marked the Fourth of July season. The Silverstone Talking Machine Co. had the Edison window of a "Mine of Stars." The Columbia Co. modeled a miniature battery with plenty of red, white and blue trimmings, horn machines representing the howitzers and a Long Tom were modeled of the various sized records, making a fair representation of long, black cannon. Cylinder records were piled about for ammunition. The Bollman Bros. Piano Co. used the Victor set-piece of the Revolutionary fifeman and drummers

(Continued on page 66.)

New York, **July 4, 1911.** To the dealers of the United States: If you have put in the last two years of hustling for business under the handicap of a sales-policy that is **restrictive** rather than **protective**, you may be ready to sign a Declaration of Business Independence. It closely resembles a Columbia contract. Shall we send you one?



29

Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NOTES FROM ST. LOUIS.

(Continued from page 65.)

("The Spirit of '76") for a background of artistically trimmed machines with the motto, "The Sensible Way of Amusing the Children on the Fourth—Buy a Victor Talking Machine." All of these windows made an appropriate display of patriotic records.

At the recent State convention of Missouri jewelers, W. A. Vawter, of Marshall, Mo., read a paper on "Side Lines for Jewelers" in which he told of his experience in selling Victor and Edison machines for a considerable profit to him, and gave it as his opinion that talking machines were closely allied with many articles jewelers sold, and that they could not be improved upon as a side line. In the discussion that followed several merchants related of handling talking machines with their business and all had found the trade profitable and pleasant.

Ernest R. Kroeger, one of the best-known of St. Louis music teachers, told the State music teachers in their convention the last week in June that talking machines and other excellent mechanical music players were doing a great work in educating the general public to an appreciation of high-class music. He said that he believed seven out of ten persons on the street would now recognize the great Sextette from "Lucia," and that Caruso and other famous singers' names had become household words, and that even children recognized their voices and songs. Also that the player-pianos were raising the standard of appreciation of piano instrumental music.

J. K. Savage, formerly a talking machine dealer on Franklin avenue, this city, but more recently a traveler for the Zon-O-Phone, has been recently discharged from the city hospital after a serious illness and operation.

A. Colgrove, the Edison dealer at Taylorville, Ill., died of diabetes after a long illness. Mrs. Mary A. Taylor, the widow, has been appointed administratrix of the estate, but aside from that no plans for the future of the business have been attempted.

INDIANAPOLIS GLEANINGS.

Trade for June Made an Excellent Showing—Columbia Co.'s Window Display Attracts—Aeolian Co.'s Clever Victor Booklet—The Victrola Demand Undiminished—Machines and Records for Summer Homes in Demand.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 6, 1911.

The talking machine business in Indianapolis and Indiana has kept up in an excellent way during the last month, taking into consideration the season. Most of the trade has been in high-grade machines and some of the dealers say that the business for the month of June just closed went ahead of that of any previous June in a good many years.

At the store of the Columbia Co. it was reported that the retail trade had loosened up in a very satisfactory way and that trade in June was much better than in May. It was said also that the

principal business was in high-grade machines. Several of the \$150 Mignons, it was reported, had been sold and quite a number of the \$200 machines to prominent persons both in the city and outside. The cool evenings, it was believed, had had something to do with the sales, as most of the machines sold had been for porch and indoor use. The summer resort business has not opened up to any great extent.

Charles W. Harrison's records have been good sellers with the Columbia Co. Mr. Harrison is a new tenor and sings in the issue for August "I Hear You Calling Me" and a selection from "Martha." Carl Morris, an Indianapolis baritone, who has sung with Harrison in New York, called at the Columbia store here to listen to the new Harrison records and was greatly pleased with them. He and Harrison are now planning to make a number of records.

The Columbia Co., in their window display, are showing a number of high-grade machines. The library table Regent, a Grafonola De Luxe, and a Grafonola Favorite in mahogany finish are attracting much attention. Five of these machines were received a short time ago and only one is left. An order for another consignment has been sent in.

The Aeolian Co., who handle the Victor line, are putting out a new advertising booklet entitled "Summer Time Is Victor Time." The booklet is well gotten up and designed to appeal both to those who are remaining in town for the heated season and to those who are leaving for their summer cottages. A new Victrola at \$50 sold on liberal terms is advertised.

The Victor business with the Aeolian Co. is going along nicely. A young woman who is particularly versed in the most popular music selections, has charge of that department.

The Musical Echo Co., which handles the Victor line, says the business is keeping up nicely and that the demand is chiefly for Victrolas. "We are really surprised when we sell a horn machine," said Miss Ada Willsey, manager of this store, and the only woman in Indianapolis who is manager of a talking machine salesroom. Miss Willsey has been in the business nearly six years. "The first day I came into a talking machine store I thought I would never like the business," she said. "But it is a business that grows on one and I like it better every day."

The Wulschner-Stewart Music Co. report a fair business for its talking machine business for the last month. This company handle the Victor line. The business has been largely in the high-priced machines. In the record trade the sextette from "Lucia" has brought a tremendous sale.

The Wulschner-Stewart Co. have been doing quite a business in the high-priced machines for the summer camps and cottages. Several machines have been shipped by this company as far north as northern Michigan. The summer trend in Indiana is to the north, and a number of the most prominent citizens of the State have cottages in the northern part of Michigan.

Most of the talking machine dealers made preparations in the way of window displays for the crowds on the Fourth of July in Indianapolis.

More extensive preparations were made for the Fourth in Indianapolis this year than ever before, the chief event aside, of course from the visit of President Taft, being a grand historical pageant in which the schools and other organizations of the city took part. The Kipp-Link Co., which handle Edison machines, were fortunate in the fact that the historical pageant was scheduled to pass up Delaware street near their store on Massachusetts avenue.

MEYERS TAKES CHARGE IN DETROIT.

(Special to The Talking Machine World.)

Kalamazoo, Mich., July 6, 1911.

E. J. Meyers, who has been in charge of the talking machine department of the Grinnell Brothers' store on East Main street, has been promoted to the talking machine department of the new Monroe street store in Detroit. Mr. Meyers came to this city a little over a year ago from Detroit. He returns to take charge of a department similar to the one in this city, only on a much larger scale.

While in Kalamazoo Mr. Meyers has made numerous friends. He has been the leader of Fischer's second orchestra and has brought that organization up to its present state of excellence.

John DeMay, an experienced talking machine man, will succeed Mr. Meyers.

DISSATISFIED CUSTOMERS.

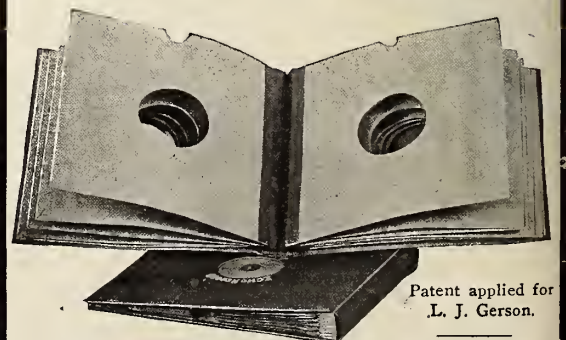
It is an unvariable rule in our store that no customer shall be allowed to leave the store dissatisfied, if it is in our power to please or pacify him, or her, says a successful merchant.

Every customer must be given a square deal. "Money back if you want it," is the word. In case of an incomplete stock or something not usually carried, we gladly offer to procure it.

Echo Record Albums

The Original Albums!

THE FIRST ON THE MARKET!!

Patent applied for
L. J. Gerson.

Send for Catalog of New Style Albums for Talking Machine Records.

NET PRICES TO DEALERS.

10-inch 16-page albums.....\$1.05

12-inch 16-page albums.....1.20

ECHO ALBUM COMPANY

926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., July 8, 1911.

ATTACHMENT FOR PHONOGRAPHS. Charles A. Rumble, Lowville, N. Y., assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 991,090.

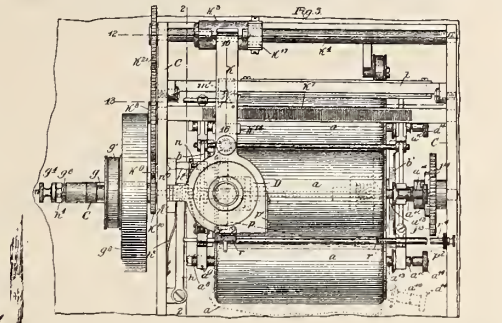
This invention relates to new and useful improvements in attachments to phonographs and graphophones, and especially in the provision of a means for connecting the reproducer to the horn, and utilized especially upon cylinder machines, and the object of the invention is to produce a simple and efficient connection between the reproducer and horn holder and so arranged that the connection may have a free movement corresponding to the movement of the reproducer.

The inventive idea may be embodied in a variety

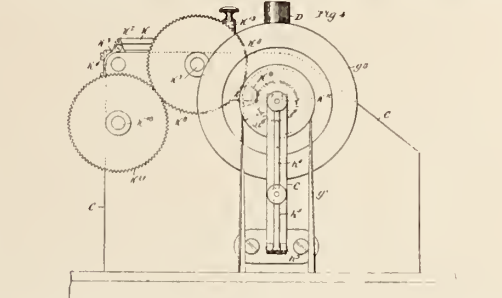
of mechanical structures, some of which, for the purpose of illustrating the invention, are shown in the accompanying drawings, in which—

member, such records being automatically and successively brought into reproducing or recording relation to suitable reproducing or recording mechanism, the latter being caused to automatically traverse the face of each record as the same is presented.

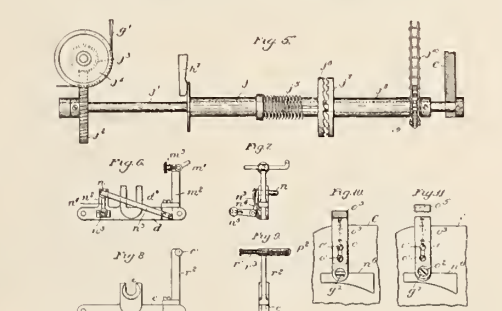
In the drawings—Figure 1 is a central sectional elevation of a portion of a sound reproducing ma-



chine embodying one form of the invention; Fig. 2 is a side elevation partly in section showing the machine of Fig. 1; Fig. 3 is a plan view partially broken away of the machine shown in Figs. 1 and 2; Fig. 4 is an end elevation of the machine shown in Fig. 1 looking from the left; Fig. 5 is an elevation of the underlying sprocket-wheel driving shaft arranged on the central plane of the machine but omitted from Fig. 1 through lack of space;



Figs. 6 and 7 show in side view and end elevation, respectively, the construction of the inside links of the record carrying member or those links at the left in Figs. 1 and 3; Figs. 8 and 9 show similar views of the outside links or those at the right in Figs. 1 and 3; Figs. 10 and 11 are details showing in side elevation the sound box clutch con-

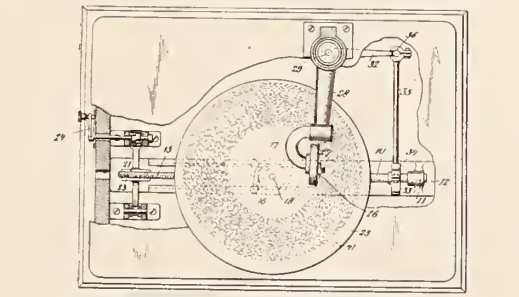


troller in its clutched and unclutched positions, respectively; Fig. 12 is a sectional elevation showing the construction of the sound box carriage and the return screw; Fig. 13 is a vertical section showing the depending sliding shoe at the end of the plate; Fig. 14 is a plan view

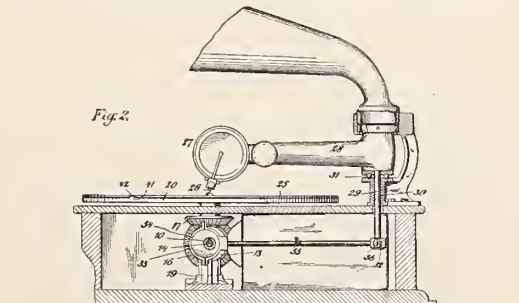
in section on the line 14-14 of Fig. 13; Fig. 15 is a similar but fragmentary view showing the depending shoe during its return movement; Fig. 16 is a sectional elevation showing the shoe in a position corresponding to that shown in Fig. 14; Fig. 17 is a section showing the shoe in elevation in a position corresponding to that shown in Fig. 15; and Fig. 18 is a section on the line 18-18, in Fig. 2, showing the construction of the nut which engages the sound box return screw.

SOUND RECORDING AND REPRODUCING MACHINE. Daniel Howard Haywood, New York. Patent No. 995,347.

In U. S. Letters Patent No. 948,137, which issued to Mr. Haywood on the 1st day of February, 1910, a sound record is shown and claimed in which the sound groove, independent of its sound producing undulations, advances irregularly throughout its length, and the present invention relates to a machine for producing such a record and for reproducing sound from a record of such character. Sound producing records are commonly made by simultaneously rotating the record blank and producing a relative feeling movement be-



tween the record blank and a record stylus. In the present machines the inventor provides, in addition to these two movements, for a third movement, namely, a relative lateral movement between the rotating sound record and the stylus independent of the feeding movement above referred to. It is, of course, apparent that in the broad aspect of the invention, the feeding may consist either of a lateral movement of the record blank while it is being simultaneously rotated, the stylus being meanwhile held stationary so far as



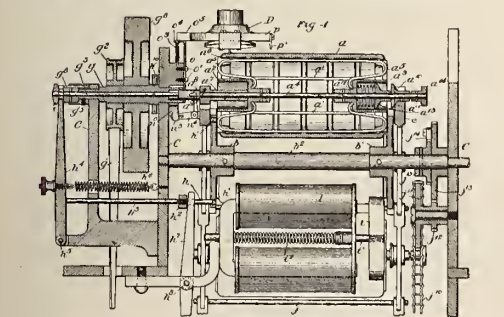
such feeding movement is concerned, or a lateral movement of the stylus while the record is rela-

of mechanical structures, some of which, for the purpose of illustrating the invention, are shown in the accompanying drawings, in which—

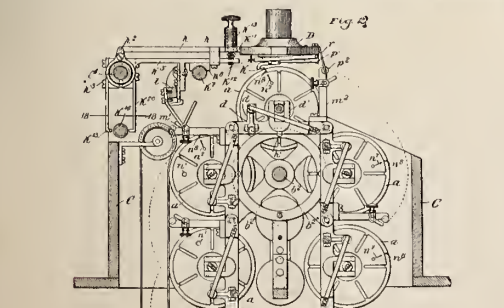
Figure 1 is a perspective view showing the manner of attachment of the invention to a talking machine. Fig. 2 is a vertical sectional view through the horn supporter and connection between the same and the reproducer. Fig. 3 is a perspective view of the horn support, the flexible tube for connection with the reproducer, and the tapering tone-arm which connects the horn support with the flexible tube, and Fig. 4 is a sectional view showing another form of the invention.

SOUND-REPRODUCING OR SOUND RECORDING MACHINES. George H. Underhill, Boston, Mass. Patent No. 995,390.

This invention consists in improvements in



sound reproducing or sound recording machines. Many features of this invention have a useful application to many different types of such machines, including single record machines, but the invention on the whole is particularly applicable, and is herein illustrated with reference, to one type of multiple record machine having a plurality of cylindrical records supported by a linked carrying



THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
ELECTRIC-PLAYERS

MADE BY
THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.



Gradually, but steadily, the unequalled *long wear* of Columbia Double-Disc Records is being recognized by the record-buying public. *Every* dealer knows. Make good use of this distinctive feature. It's *true* and it *counts*, more and more.

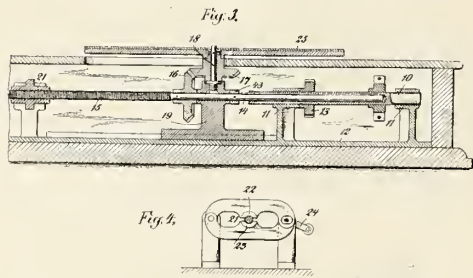


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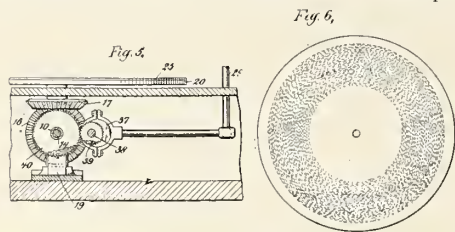
Columbia Phonograph Co., Genl., Tribune Building, New York

tively stationary with respect to such lateral movement. Similarly the independent lateral movement may be given either to the stylus or to the record and that regardless of to which of these elements the feeding movements are imparted.

For the purpose of the present specification, there is described and illustrated a machine in



which the feeding movements are imparted to the record simultaneously with movements of rotation thereof, while there is provided that the independent movements for causing the irregularity of the sound groove are imparted to the stylus, but it will be understood that the same is intended in no way as a limitation of the invention, but rather as an illustrative of one form of the machine embodying the invention. It will also be understood that while for clearness of description



the machine is referred to mainly as a machine for producing the sound records, the machine may be similarly used with a reproducing stylus for reproducing the sound as will be well understood by those skilled in this art.

In the drawings: Figure 1 is a top view of a machine constructed in accordance with the invention, certain portions thereof being broken way to show other parts beneath them. Fig. 2 is a view in partial transverse section and partial side elevation thereof.

Fig. 3 is a view in longitudinal section through the record support and means for imparting rotational and feeding movements thereto. Fig. 4 is a detail transverse sectional view through one form of feed nut employed. Fig. 5 is a detail transverse sectional view showing a modified form of the mechanism for imparting the irregular movements to the stylus. Fig. 6 is a detail face view of a record which may be produced in the machine.

SOUND RECORDING AND REPRODUCING MACHINE. Gusten Jungren, St. Paul, Minn., assignor of two-fifths to Frederick G. Bradbury, same place. Patent No. 995,680.

This invention is a sound-recording and reproducing machine, in which a musical composition or other combination of sounds is recorded in plural and unlike or similar parts or portions on plural recording surfaces, one surface for each

part. These parts or portions of the record are then reproduced at the same time and together so that the corresponding elements of tone and rhythm in them coincide, making the effect like that of the original production.

The object of the invention is to give more volume, clearness and strength to the reproduction of sounds and also to bring out the musical harmonies more fully than can be done by the method now in use of recording the sounds on one surface only.

In the accompanying drawings, Figure 1 is an elevation of the invention, partly in section along the line Y—Y (Fig. 2); Fig. 2 is a top plan, showing the sound conveying tubes partly broken away;

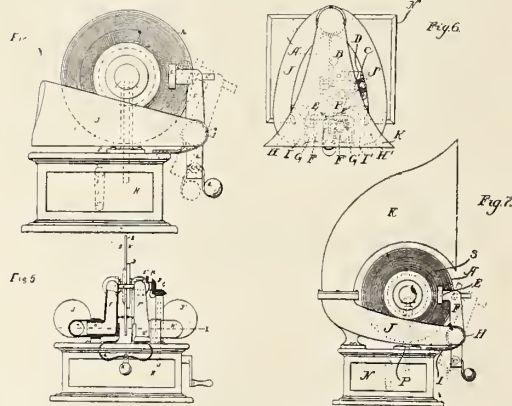


Fig. 3 is a section of the upper end of one of the tubular arms, supporting a sound-box; Fig. 4 is a side view of Fig. 1; Fig. 5 is a view similar to Fig. 1, with the sound-boxes spread apart; Fig. 6 is a plan of the invention with a single amplifying horn, and Fig. 7 is a side elevation of the construction illustrated in Fig. 6.

NEW COLUMBIA REPRESENTATIVES.

Some large accounts were recently opened up in Texas by Hyatt Lemoine, who travels for the Columbia Phonograph Co. The parties taking on these lines were: The B. Deutscher Furniture Co., Beaumont; the Oliver Music House, Houston, who recently moved into their new quarters in the Carter building, and the Dobsen-Horn Furniture Co., Galveston. In Louisiana he also opened up Columbia connections with the Hemenway Furniture Co., Lake Charles; T. J. Labbe, St. Martinsville, and R. S. McMahon, New Iberia.

When you have made your own position secure, do not be narrow-minded with your colleagues, but allow them to profit by your experience.

OPEN VICTROLA ROOM.

The Eilers House in Tacoma Making an Excellent Showing in Their Talking Machine Department with E. R. Sues in Charge.

E. R. Sues is doing some active work in developing the talking machine business of the Eilers Music Co., Tacoma, Wash., of which he recently took charge. He is concentrating his efforts with much success on the sales development of the Victrola, Amberola and Grafonola, and is issuing some very cleverly conceived literature which is attracting general notice. One pamphlet which was sent out recently has brought excellent results. It reads as follows:

"The Eilers Music House announces the addition of a Victrola room and will represent the celebrated instruments and grand opera records of the Victor, Edison and Columbia.

"The gradual evolution of the talking machine or phonograph from the stage of a mechanical toy to its present high state of perfection as a musical instrument is one of the most interesting developments of our time. From an educational as well as a musical standpoint, these instruments are recognized as an immense factor in the spread of musical knowledge, both as an aid to students, as well as a means of perpetual enjoyment of the best that music affords.

"Our record library is most carefully selected and designed to meet the requirements of a discriminating clientele. We carry a complete line of the 'Operatic Records' and the best of the cheaper records comprising the more popular record literature.

"We will be pleased to send out the Victrola, Amberola or Grafonola on trial to responsible residents and will send with such trial orders an expert demonstrator to explain the mechanism of the instrument, together with a selection of records which will adequately demonstrate the instrument.

"You and your friends are cordially invited to visit our Victrola room and hear these magnificent records of Caruso, Sembrich, Scotti, Farrar, Gadski, Schumann-Heink and others."

EDISON TO MAKE NICKEL PAPER

With the Aid of Electricity—Count Tolstoy in a Letter to a Friend Says He Saw the Wizard Working on It.

A despatch from Moscow says: "Count Leo Tolstoy, who recently made a trip to the United States, has written to a friend here that Thomas A. Edison has made an important discovery, the particulars of which have hitherto been a secret. Tolstoy says he saw Edison working on an invention by which nickel paper can be produced by electricity. This paper, besides being indestructible, will be so thin that the matter contained in the Encyclopaedia Britannica can be printed in one comparatively thin, light volume.

"The texture of nickel paper is such, moreover, that the pages can be turned rapidly and easily despite their extreme thinness. Tolstoy recently paid a visit to Edison at his laboratory."

RECORD BULLETINS FOR AUGUST, 1911

THOS. A. EDISON, INC.

- EDISON AMBEROL RECORDS.
 740 The Glory of the Yankee Navy March... Sousa's Band
 741 In the Land of Harmony... Anna Chandler
 742 My Hula Hula Love... Metropolitan Quartet
 743 My Sweetheart (Tesoro Mio)... Guido Deiro
 744 De Develin' Tune... Stella Mayhew
 745 Yankee Doodle... Premier Quartet and New York Military Band
 746 Mr. Othello... Ada Jones
 747 Infanta March... Fred Van Epps
 748 Back to Arizona... Murry K. Hill
 749 Pretty Pond Lillies... Will Oakland and Chorus
 750 Wishing (Then I'd Wish for You)... Manuel Romain
 751 All That I Ask of You is Love Medley—Waltz... National Promenade Band
 752 In All My Dreams I Dream of You... Will Oakland
 753 Hannah, Won't You Smile Awhile on Me... Billy Murray and Chorus
 754 Love's Old Sweet Song... Venetian Instrument Trio
 755 By the Saskatchewan—"The Pink Lady"... Frederick Weld and Chorus
 756 For Every Boy Who's Lonely, There's a Girl Who's Lonely, Too, from "Dr. De Luxe"... Elizabeth Spencer and Harry Anthony
 757 Hungarian Serenade (Serenade Hongroise)... Garde Republicaine Band
 758 Good-bye, My Love, Good-bye... Reinald Werrenrath
 759 God Be With You Till We Meet Again... Edison Mixed Quartet
 760 Marguerite... W. H. Thompson
 761 Jubel Overture... Victor Herbert and His Orchestra
 762 My Beautiful Lady—"The Pink Lady"... Elizabeth Spencer
 763 The Old Oaken Bucket... Knickerbocker Quartet
 764 Chimes of Normandy—Selection, Edison Concert Band
 EDISON STANDARD RECORDS.
 10506 Myositis Waltz... U. S. Marine Band Orchestra
 10507 Baby Rose... Billy Murray and Chorus
 10508 In the Sunshine of Your Love... W. H. Thompson
 10509 All Alone... Billy Murray and Chorus
 10510 Forsaken... Whitney Brothers' Quartet
 EDISON AMBEROL RECORDS BY HARRY LAUDER.
 12320 Roamin' in the Gloamin'
 12329 The Scotch Errand Boy
 12342 Just Like Bein' at Home
 12359 Mr. John Mackie
 12362 That's the Reason Noo I Wear a Kilt
 12372 The Weddin' o' Sandy Maenab

VICTOR TAKING MACHINE CO.

- By Kryl's Bohemian Band.
 31832 Sakuntala Overture, Op. 13... Goldmark 12
 By Arthur Pryor's Band.
 5856 Prelude in C# Minor (Op. 3, No. 2)... Rachmaninoff 10
 5852 The Druid's Prayer Waltz... Davson 10
 By the Lyric Quartet.
 5855 Martha—Good Night Quartet, Act II... Flotow 10
 Victor Light Opera Company.
 31834 Gems from "The Wizard of the Nile"... Smith-Herbert 12
 "Gene" Greene, Comedian.
 5853 Cancel that Wedding March... Ted Snyder 10
 5854 King of the Bungaloes... Greene-Straight 10
 DOUBLE FACED RECORDS.
 16873 Lord Geoffrey Amherst (Amherst College Song) (Hamilton)... Werrenrath and Haydn Quartet 10
 The Orange and the Black (Princeton) (Princeton College Song) (Mitchell-Biedermann)... Haydn Quartet 10
 16876 That Railroad Rag (Vincent-Bimberg)... Walter Van Brunt 10
 Clara Jenkins' Tea (Harrigan-Braham) Comic Duet... Collins and Harlan 10
 16877 1—The Lord's Prayer (Dressler); 2—Gloria Patria (Boyce)... Lyric Quartet 10
 Safe in the Arms of Jesus (Crosby) Trinity Choir 10
 16878 On Mobile Bay (Kones-Daniels)... Collins and Harlan 10

- Toddlng the Todalo, from "The Hen-Pecks" (Sloane)... Billy Murray 10
 16879 Any Girl Looks Good in Summer (Ateridge-Schwartz)... Van Brunt and American Quartet 10
 Summer Days (Those Good Old Summer Days) (McCarthy-Piantadosi) American Quartet 10
 16880 Don't Wake Me Up, I'm Dreaming (Whitson-Ingraham)... Walter Van Brunt 10
 Hold Me Just a Little Closer (Albert Van Tilzer)... "That Girl" Quartet 10
 16881 Valse Septembre (Felix Godin)... Arthur Pryor's Band 10
 A Little Story—Intermezzo (Zimmerman)... Victor Orchestra 10
 16883 Canhanibaldo Rag (Pryor)... Arthur Pryor's Band 10
 Blushing Maiden March (Vessella)... Vessella's Italian Band 10
 16884 All Alone (H. Von Tilzer)... Ada Jones-Billy Murray 10
 When I'm Alone, I'm Lonesome (Irying Berlin) American Quartet 10
 35191 Fra Diavolo Selection (Auber)... Vessella's Italian Band 12
 Daughter of the Regiment Selection (Donizetti)... Vessella's Italian Band 12
 35192 Answer (Robyn)... "That Girl" Quartet 12
 Ah, Yes, I Love You, from "The Fencing Master" (De Koven)... Mr. and Mrs. Wheeler 12
 35193 Pink Lady Selection (McLellan-Caryll)... Victor Concert Orchestra 12
 Seville Waltz (Porter Steele)... Victor Concert Orchestra 12
 PURPLE LABEL RECORDS.
 Frank La Forge, Pianist.
 60048 The Butterfly (Papillon)... Grieg 10
 70040 The Flatterer (La Lisonjera)... Chaminade 12
 John Lemmone, Flutist, piano accomp. by Maurice Lafarge.
 70041 The Nightingale... Donjon 12
 Dave Montgomery-Fred A. Stone.
 70042 Gay Paree. Comic Duet... George M. Cohan, Comedian 10
 60044 I'm Mighty Glad I'm Living, That's All?... Cohan 12
 60045 I Want to Hear a Yankee Doodle Tune... Cohan 10
 NEW RED SEAL RECORDS.
 Frances Alda, Soprano.
 87079 Manon Lescaut—Minuetto di Manon, "L'ora o Tirsi" (Joyful Hours)... Puccini 10
 Alma Gluck, Soprano.
 10-inch, with orch.—In Italian.
 64190 From the Land of the Sky Blue Water... Everhart-Cadman 10
 64192 Will-o-the-Wisp. Piano accomp. by the composer. Charles Gilbert Spross
 12-inch, with orch.—In Italian.
 74238 Pagliacci—Balatella (Bird Song)... Leoncavallo 10
 Daniel Beddoe, Tenor.
 10-inch, with orch.—In English.
 64195 Irish Love Song (Op. 22)... Margaret R. Lang 10
 64196 Elijah—Then Shall the Righteous Shine Forth... Mendelssohn 10
 Mischa Elman, Violinist, piano accomp. by Percy B. Kahn.
 10-inch.
 64197 Traumerei... Schumann 10
 64198 1—Gavotte (Gretzy); 2—Tambourin... Gossec 10
 Otto Goritz, Baritone.
 12-inch, with orch.—In German.
 74230 Fliegende Holländer—Wie oft in Meeres tiefsten Schlund (In Ocean's Deepest Wave) (Sung by the Dutchman in Act I of "Flying Dutchman")... Wagner 10
 Albert Riess, Tenor.
 12-inch, with orch.—In German.
 74235 Siegfried—Zwangvolle Plage? (Heart-breaking Bondage)... Wagner 10
 John McCormack, Tenor.
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 74236 Kathleen Mavourneen... Crawford-Crouch 10
 74237 The Irish Emigrant... Sheridan-Baker 10
 Herbert Witherspoon, Bass.
 12-inch, with orch.—In Italian.
 74241 Simon Boccanegra—Il lacerato spirito (A Wounded Heart)... Verdi 10

G. Mario Sammarco, Baritone.
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 58312 Hamlet—Brindisi (Drinking Song)... Thomas

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 1280 A Bunch of Roses (Spanish March)... U. S. Military Band 10
 1267 Just One Word of Consolation... Will Oakland 10
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 1269 I've Got My Mother's Husband and She's Got Mine... Alva York 10
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 1273 I'm Crazy 'Bout the Turkey-Trot... Collins and Harlan 10
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 394 On the First Dark Night Next Week... Ada Jones and Walter Van Brunt 10
 393 Darned, If We Fellows Can Do Without Girl, Girls, Girls... Bob Roberts 10
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 B—Surf Dance (Characteristique)... Nat D. Mann 10
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 Helen Clark.
 5758 A—For Every Boy Who's Lonely, There's a Girl Who's Lonely Too... From the new musical play "Dr. De Luxe"... Karl Koschna 10
 B—Mammy's Wine to Be the Moon... Marcus Lewin 10
 Billy Murray.
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 B—I Fell Off the Water Wagon... Jean Schwartz 10
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 5760 A—The Railroad Rag... Allen F. Wilson 10
 B—The Umbrella Man... Ada Jones.
 5761 A—He's Coming Back... Ted Snyder 10
 B—A Letter to His Dad... Isidore Witmark 10
 Walter Van Brunt.
 5762 A—When I'm Alone, I'm Lonesome... Irving Berlin 10
 B—Hindoo Honey... Herman Avery Wade 10
 Byron G. Harlan.
 5763 A—I Like the Hat, I Like the Dress, and I Like the Girl That's in It... S. R. Henry 10
 B—Rueben Glue (I Am Stuck on You)... H. Spencer 10
 Al. Campbell and Wm. H. Thompson.
 5764 A—Baby Blue Eyes... Theodore Morse 10
 B—The Dear Little Shamrock... J. W. Cherry 10
 Ada Jones and Billy Murray.
 5765 A—In the Land of Harmony... Ted Snyder 10
 B—I'm Growing Fond of You... John L. Golden 10
 Arthur Colling and Byron G. Harlan.
 5766 A—Alexander's Ragtime Band... Irving Berlin 10
 B—Sitting Bull... Chas. Zimmerman 10
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 5767 A—Wanted—A Harp Like the Angels Play (Henry Burr)... J. Fred Helf 10
 B—You and I (Cradle Song) (F. Ethel Smith)... Liza Lehman 10
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 A1024 The Pink Lady—By the Saskatchewan—Ivan Caryll. Baritone Solo with chorus, Orch. Accomp... Andrea Sarto and Chorus of Women's Voices 10
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 (Continued on page 70.)

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The Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison jobbers, report that, considering the general conditions that prevail at this time of year their business has been of a very satisfactory nature and that the prospects are that the fall trade will be the best that the talking machine men have experienced for some time past. Taking advantage of the enlarged space available in their warerooms through recent additions, the company have made arrangements to keep a larger stock on hand for the accommodation of their dealers, so that less dependence will have to be placed upon last-minute deliveries from the factories.

The demand for the various specialties handled by the company is also including folding record trays, Melotone and Playrite needles and the Cleanrite record brushes for both disc and cylinder machines, is also of a satisfactory nature. The Cleanrite brushes are well known to the trade as the Place brushes, under which name they have been handled by the Blackman for a long time past. The Cleanrite name has been trade-marked and was adopted as being more distinctive than the former title. There has been no change made in the brushes themselves.

TALKING MACHINE AT FUNERAL.

The novelty of talking machine selections at a funeral was presented at the services over the body of Ira Hann, who was buried recently in Hope, N. J. Mr. Hann always found a large amount

of pleasure in his talking machine, and just before his death he made a request that the undertaker see that three of his favorite selections were played at the funeral. The request was carried out, and although the proceeding was rather unusual, still at the same time there was a solemnity to the occasion.

Suppose a fellow came along some day and offered you \$10 or \$20 per month for the use of your show windows. It's an even guess that you would turn him down. Now are you getting your money's worth out of the show windows? If not, it's your fault. The window is always there, it should never be allowed to get stale. Keep it alive with frequent changes.

The R. C. Golding Co., of Chicago, which was recently incorporated with a capital stock of \$2,000, will handle talking machines as well as musical instruments.

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- A1020 Rakoczy March—Berlioz Prince's Band
St. Nicholas March—Franz Kaltenborn..... Prince's Military Band
- A1021 When You're in Town—Irving Berlin. Soprano
and Tenor Duet, Orch. Accomp..... Elise Stevenson and Henry Burr
Who Are You With To-Night?—E. Van Alstyne.
Tenor Solo, Orch. Accomp..... Walter Van Brunt
- A1022 The Cuckoo and Canary—Polka—Prince. De-
scriptive Prince's Orchestra
Flavilla—Mazurka—Nick Brown. Orchestra
Bells, Orch. Accomp..... Thomas Mills
- A1023 Hannah, Won't You Smile Awhile on Me?—
Theo. Morse. Soprano and Tenor Duet,
Orch. Accomp. Elise Stevenson & W. Van Brunt
Baby Rose—Christie, Baritone and Tenor Duet,
Orch. Accomp..... A. Collins and B. G. Harlan
- 12-INCH DOUBLE-DISC RECORDS.
- A5304 Dr. De Luxe—For Every Boy Who's Lonely,
There's a Girl Who's Lonely Too—Karl
Hoschna. Soprano Solo, Quartet Chorus,
Orch. Accomp.....
Beulah Gaylord Young and Columbia Quartet
Marriage a la Carte—Valse—Ivan Caryll.
Prince's Orchestra
- A5293 Lustspiel Overture (Comedy Overture)—Keler-
Bela. Prince's Orchestra
Masaniella (La Muetta de Portici) Overture—
D. F. E. Auber..... Prince's Orchestra
- 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 1495 American Spirit—March—A. Buglione..... Band
- 1496 All Alone—Dillon and Von Tilzer. Soprano
and Tenor Duet... Ada Jones and W. Van Brunt
- 1497 Oh, That Moonlight Ghde—McCree and A. Von
Tilzer. Baritone and Tenor Duet.....
Arthur Collins and Byron G. Harlan
- 1498 Don't Wake Me Up, I'm Dreaming—Whitson
and Ingraham. Tenor Solo... Walter Van Brunt
- 1499 When White Took a Fancy to Miss Nancy.
Vaudeville Fred Duprez
- 1500 Birds or the Forest (Waldvoglein)—Adolfs.
Whistling Solo..... Guido Gialdini
- 1051 Oh, Fiddle (Original). Comic Specialty.....
Murry K. Hill
- 1502 Sizilietta—F. V. Blon..... Band
- 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.
- 3234 Overture Tancredi—Rossini..... Band
- 3235 The Spring Maid—Day Dreams—Smith and
Reinhardt. Soprano and Tenor Duet.....
Elise Stevenson and Henry Burr
- 3236 The Pink Lady—By the Saskatchewan—McLell-
an and Caryll. Vocal Quartet, Male Voices.
Quartet
- 3237 La Caid—Overture—Thomas..... Orchestra
- 3238 I'm Looking for a Nice Young Fellow—Branen
and Henry. Soprano Solo..... Ada Jones
- 3239 Il Bacio (The Kiss)—Ardita Whistling Solo...
Guido Gialdini
- 3240 A Talk on Married Life (Original). Comic Spe-
cialty. Murry K. Hill
- 3241 Medley Popular Hits—Arr. by F. D. Wood. Band

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AND
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The Talking Machine World

Vol. 7. No. 8.

New York, August 18, 1911.

Price Ten Cents

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The Jobber or Wholesaler, Drawing Upon Broader Experience Can Offer Many Practical Suggestions to the Little Fellow That Will Result in Larger Orders and More of Them—The Value of Co-operation.

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The retailer and wholesaler are neither one independent. Neither are they dependent. In the strictest sense are they inter-dependent. Therefore the first principle of successful retailing is a full and proper realization of the help and support obtainable from the man higher up. In many cases they are willing to take their coats off—literally and figuratively—to lend a helping hand. Their one aim is to make better merchants and better business men of those having business dealings with them.

They will, for instance, offer particular suggestions as to particular sales; prepare advertising matter; write circulars; get out follow-up letters and do other things which they charge up to their "service" account. The small retailer, for example, knows little—perhaps—of the advertising business. Consequently he writes to the wholesale house—the jobber from whom he buys his goods. He

tells him in a general way what he would like to do. The latter at once places the matter in the hands of his own experienced advertising man, who is directed to be of assistance to dealers at all times.

This department which, in many instances, becomes a sort of advertising department for the local merchant himself, sets at once to its task. It analyzes the field, determines what kind of "copy" would pull best; what lines should be featured and pushed; what the local needs are; what medium had best be employed and then—having done this—prepares the copy itself. If advisable, it will outline and conduct an extended campaign; furnish the cuts and electrotypes—all at the actual cost it has to pay. In some instances, where stock cuts will do, it will furnish both the illustrations and copy entirely free of charge.

In addition to this the jobber stands willing in many cases to help in other specific ways. He will outline and devise selling plans for certain needs—and for all occasions. He will develop an idea or—if asked—suggest one himself. He will supervise and suggest proper displays—either through explicit directions, by mail or else by sending an expert to the store itself. He will map out attractive and business-getting window arrangements; devise show cards and trimmings.

Or—if the store be in its initial stages—he will personally canvass the field; select what he considers a suitable location; lay out the store attractively; suggest its arrangement, fixtures, shelving and—in short—renders such aid as he feels will be of the greatest value in establishing the business on a paying basis.

At other times—if the retailer is in trouble, or not making what he feels he should—the jobber stands ready to help him out of his dilemma.

Toward this end he will make a careful analysis of the business done; dissect its strong and weak points; go thoroughly into the organization and management of the business itself and by his advice and suggestion show him wherein his mistakes have been made. More often than not the jobber—trained by his years of experience—can put his finger on the direct thing at fault and show with exactitude the precise errors that have been made.

For the beginner the service thus rendered is, of course, invaluable. Equally important it is, however, for the man already established. For him the jobber has a dozen ways in which to aid. He helps him in the building up of his trade and in the bringing of business to his store. Very often, in fact, of his own volition, as a writer in Opportunity aptly says, he keeps a paternal interest in the small store to which he sells; watches with a kindly eye its ups and downs; its successes and its failures. And often, too, having seen a pitfall here or a mistake there, he offers unsolicited a timely bit of advice that keeps many a man from the bankrupts' court.

TALKING MACHINE EXPORTS.

The Figures for June Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to the Talking Machine World.)

Washington, D. C., Aug. 5, 1911.

In the summary of the imports and exports of the commerce of the United States for the month of June (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 June, 1911, amounted to \$221,084 as compared with \$211,779 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to \$2,983,686, as compared with \$2,381,172 in 1910.

A CONTINUOUS RECORD.

Many Inventors Trying Their Hand—What F. C. Goodale Has Accomplished.

Efforts have been made from time to time to make a record for talking machines on a long film somewhat like that used on the reels of moving picture machines. The latest in evidence is a talking machine and continuous record invented by F. C. Goodale, of Tacoma, and referred to before in these columns. If this machine is demonstrated to be a practicable one it will permit the recording of long speeches and of entire operatic and theatrical performances upon a single record. Its inventor says he hopes to use this machine in conjunction with the moving picture machine, so that patrons of the motion picture theaters may not only see, but hear entire operas and plays.

"TALKER" FOR AUTOMOBILES.

A New Yorker is now at work on a special talking machine and record to be used on automobiles instead of the present disturbing horn. The records to be used will contain requests to the public, politely worded, as to what the driver of the automobile desires. The inventor doesn't mention what special record will be used in case of collision.

VALUE OF EXPERIENCE.

Experience is like a lemon squeezer; if there is anything in the man, it will bring it out. If there is nothing in him, it will leave him empty as it found him.

A BIG VICTROLA SHIPMENT.

Greatest Number of Machines Ever Received at One Time by Iowa Concern Gives Harger & Blish a Chance to Advertise.

(Special to The Talking Machine World.)

Des Moines, Ia., Aug. 5, 1911.

Upon receiving, on a recent occasion, what they

city, took the opportunity to get all the publicity possible out of the occurrence by having the shipment moved to their store on a number of drays, forming a small procession, both cases and drays being practically covered with advertising banners. Afterward they regretted that they had not hired a brass band to attract further attention to the large shipment, which in itself went far to impress upon the people of Des Moines the growth of the



DELIVERING VICTROLA SHIPMENT TO HARGER & BLISH, DES MOINES.

believe to be the largest single shipment of Victrolas ever made into the State of Iowa, Harger & Blish, the well-known Victor distributors of this

talking machine industry of the country. The accompanying illustration gives an excellent idea of the procession when in motion.

WITH THE CINCINNATI TRADE.

Sales of Records Chief Feature of Midsummer Business—Dealers Start Circular Campaigns to Enliven Things—Trade Shows Up Favorably as Compared with That of Similar Months During Previous Years—What the Various Talking Machine Houses Have to Report—Interesting Personal Notes.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 2, 1911.

The midsummer business season is now engaging the trade. Only a few weeks ago the dealers were busy supplying the wants of the campers, and now the demand is principally for records, and this is about fair. Several of the houses plan to put new life in the business with the approach of the fall season. Already some have started a circular campaign, which will be followed up with personal calls later on.

The Rudolph Wurlitzer Co. report a very satisfactory increase in their talking machine business over the same months in previous years. The approach of hot weather, which, with the majority of talking machine dealers, is the signal of relaxation from the efforts to get business, holds no such significance in the case of the Victor department of that company. Some years ago they inaugurated the policy to continue right through the summer season with the same amount of help and the same outlay in advertising and literature, and the business that they have enjoyed during the summer months of the past few years showed the wisdom of their course. It stands to reason that it requires a great deal of extra work and effort to get additional summer business. The town is practically deserted by the society people, and we must also take into consideration the immense sums which are spent on vacations and which naturally affect the purchase of articles which are considered a luxury for some months.

Business, however, was very active in July, and the talking machine force was kept fairly busy. The feature of the month was the many out-of-town visitors who made the Rudolph Wurlitzer Co. their headquarters during their stay in Cincinnati, in going to and fro from the Northern summer resorts, many customers from the South naturally stopped over at Cincinnati and took occasion to visit the talking machine department. Many pleasant acquaintances were renewed.

With the rearrangements of the entire main floor of the store, the talking machine department will have greater facilities than they ever had before for showing machines and records. The basement record rooms will be reserved to take care of the overflow from the first floor record selling booths. If the last winter's business was any criterion, the Rudolph Wurlitzer Co. will have

occasion to use these record rooms during the busy season.

Mr. Sigman, the Wurlitzer Co.'s traveling man in the State of Ohio and Northern Kentucky, leaves in a few days on his vacation, and on the way to the seashore will visit the various talking machine factories.

William J. Kenney, an experienced talking machine salesman, connected with a local concern for the last three and a half years, has taken service with the Cincinnati branch of the Columbia Phonograph Co. as their special representative, also Amos Huber, long connected with the Dallas (Tex.) office, has cast his lot with the Cincinnati branch, realizing the great field the territory offered him in handling Columbia Grafonolas.

Manager R. J. Whelen, of the Columbia Phonograph Co., when asked regarding July business stated: "Retail and instalment sales during the month of July were better than last year. However, the wholesale end of the business is a little slow, a condition brought about by the busy farmer harvesting his crops. The opinion of our dealers, however, is that the fall trade is going to be enormous, as all indications point that way. The new Grafonola Regent, Jr., is being received by the trade with marked success, and we cannot get them from our factory fast enough to supply the demand. We had a very good Grafonola month, having sold one or two every day, which shows the Grafonolas rank high in musical circles, and a steady demand still continues from all directions for the Regent, Jr., and Favorite machines. The two new popular-priced Blue Label double-faced records—"The Sextette from Lucia" and "The Quartet from Rigoletto" have taken the market by storm, they are so brilliant, and we are pleased to state that we have now a very familiar pair of records at a price within the reach of all."

There is some talk about town relative to President Stever, of the Lyric Piano Co., making a change at the end of this month. Under his direction the Talking Machine Shop was instituted there, and has proven to be a successful branch of the business, particularly just now. One of the store's show windows contains a display of talking machine palpaternalia with an appropriate decorative scheme.

The Victor department of the Aeolian Co. will be in operation in its new quarters, Fourth avenue West, before the close of this month. Mr. Ahaus, who has charge of this department, is looking forward to the event with interest.

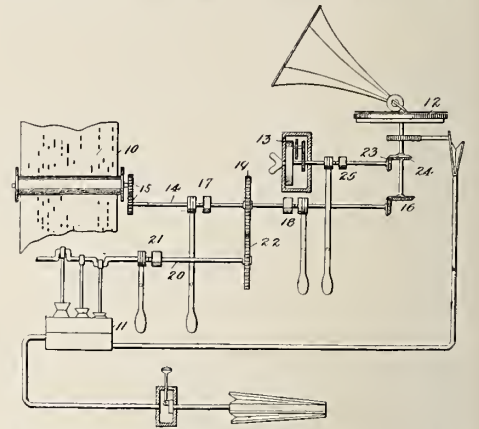
The employees of the Rudolph Wurlitzer Co. held their annual picnic at Highland Grove, O., on July 15, which was attended by 233 people, including the families of the employees. The entire party met at the Wurlitzer store and carrying banners and accompanied by the Wurlitzer Band marched to a specially decorated train, which took

them to the picnic grounds. Dancing and various sports contributed to the enjoyment of the day, and an old-style Kentucky chicken dinner, which was served in the open, was greatly enjoyed. The entire affair greatly impressed Cincinnatians with the magnitude of the Wurlitzer institution.

AN INTERESTING COMBINATION.

Edwin S. Votey's Latest Invention Combines Player Piano and Talking Machine in One Instrument—Some of the Details.

Edwin S. Votey, secretary and assistant treasurer of the Aeolian Co., New York, and who is well known for his numerous and valuable inventions relating to player-pianos, has received a patent on a new combination player-piano and talking machine, an instrument that should open a new field in the world of music. The playing of talking machines in connection with player-pianos has been attempted with considerable success in the past, but the fact that both instruments have been combined in one, thus providing for greater accuracy and



synchronism of movement, is most interesting.

Mr. Votey, in the claims made for the invention, states that it comprises a new and improved combination player-piano and talking machine in which the player-piano and the "talker" are each provided with a separate and independent motor and which motors can be so coupled with or uncoupled from the piano-player mechanism or the talking machine mechanism, as to operate both the piano-player mechanism and the "talker" from the piano-player motor or from the talking machine both at the same time, or to operate the piano-player alone by the piano player motor, or the talking machine alone by its motor or the pianoplayer mechanism alone from the phonograph motor or at the same time to operate the pianoplayer by its motor and the phonograph by its motor, all at the will of the operator. The patent (No. 994,489) has been assigned to the Aeolian Co.

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our GRAND OPERA NEEDLES you are not supplying your customers with the best.



Victor-Victrola

No other instrument can compare with the wonderful Victor-Victrola. It combines the superb qualities of all other musical instruments in one.

The Victor-Victrola is perfect in design and performance. Its elegant and refined appearance and its wonderfully pure tone have won for it a place of honor in the most notable music rooms of the world.

The Victor-Victrola has elevated the talking machine industry to a new and dignified footing. It is the greatest profit and prestige creator in the music business today.

The Victor-Victrola's enormous sales have been something unprecedented in the musical instrument industry—and its career has only just begun. There was never a more golden opportunity for the aggressive dealer to share in the greater success and profitmaking era that is before the Victor-Victrola than there is today.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak \$200,
Circassian walnut \$250.



Victor-Victrola IX, \$50
Mahogany or oak.



Victor-Victrola X, \$75.
Mahogany or oak.



Victor-Victrola XI, \$100
Mahogany or oak.

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Vic or Needles—there is no other way to get the unequalled Victor Tone.

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
The Talking Machine Co. of
Texas.
Austin, Tex.
Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine
Co.
M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Buescher & Sons.
Collister & Sayle.
The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Denver, Colo. The Hext Music Co.
The Knight-Campbell Music
Co.
Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Iowa Harger & Blish, Inc.
Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Musical Echo Co.
Wulschner-Stewart Music Co.
Jacksonville, Fla. Carter & Logan Brothers.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Knoxville, Tenn. Knoxville Typewriter & Phono-
graph Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Richm Music Co.
Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine
Co.
Minneapolis, Minn. Laurence H. Lucker.
Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Lindsay Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The Talking Machine Co.
Louis Buehn & Brother.
C. J. Hepp & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. Cable Piano Co., Inc.
W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
Sa't Lake City, Utah Carstensen & Anson Co.
Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Eiler's Music House.
Sherman, Clay & Co.
St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

The *long wear* of Columbia records is a feature that printed words hardly convey. But in practice there is no mistaking it. It is a feature that is peculiarly Columbia, and once a record buyer realizes it, he is *solid*. They will all realize it, too, before we get through.



Columbia Phonograph Co., Genl., Tribune Building, New York

GOOD REPORT FROM SO. CALIFORNIA.

Business Keeping Up in Excellent Shape Considering Season of Year—Numerous Vacation Visitors Help Record Sales—Music House Installs Victor Department—What Different Prominent People Are Doing—O. P. Swem Swells Out Business—What the Dealers Are Doing to Increase Business—Recent Trade Visitors of Record—General News of the Month Worth Recording.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 2, 1911.

The talking machine business in all southern California has been keeping up in a most wonderful way, considering the season of the year. The activity is due to the vast number of people visiting the nearby beach resorts, who take talkers or a fresh supply of records with them, so that their vacations may be more enjoyable.

San Diego, the city of much importance of southern California, has just closed its ground breaking carnival for the Panama World's Fair, which will be held in that city in 1915. There was a large attendance of talking machine men.

The talking machine department of Geo. J. Birkel Co.'s new home is one of the most up-to-date places in the west. Mr. Cook, the manager, is putting every effort in advertising foreign grand opera series. To their vast Victor stock they have just added a more complete stock of Columbia and Edison goods.

The S. C. Purser Talking Machine Co. have moved to their new quarters at 244 South Broadway, with the Eiler's Music Co. Mr. Purser has recently installed a complete Edison line in connection with his Victor stock. He considers that one line helps the sale of the other in many ways.

The T. J. Johnston Piano & Music House, 415 South Main street, have installed a complete line of Victor machines and records. Mr. Johnston states he is sorry he did not handle the line before.

The Talking Machine Shop, 216 West Fourth street, opened on July 28, and we wish to extend our congratulations to the Messrs. D. Wolfskill, A. D. Wayne and T. Moreno upon the excellent taste displayed in the decorations and the arrangements of the seven sound-proof demonstration rooms. The latter are beautifully finished in dull white, partitioned by heavy plate glass from floor to ceiling. The walls are decorated on either side with handsome mirrors from floor to ceiling. Their stock of Victor and Columbia goods is admirably complete, a feature being the sale of records in sealed envelopes, thereby insuring absolute newness.

Harry Clubb, sales manager of the Picture-Disc Co., returned to Los Angeles after a most successful trip to the east. He states that he had the time of his life.

Wm. Hobbs Richardson, the new manager of the retail department of the Southern California Music Co., in which he has been active for many years, has many new ideas for the development of the department which are proving a great success. He is a real "live wire" in the talking machine business.

B. H. Beck, of Sherman, Clay & Co., San Francisco, was in the city for several days, and reports business good in the northern city. Mr. Beck is probably one of the best known salesmen on the Pacific coast. His talking machine career dates back over fifteen years here on the coast.

O. A. Lovejoy, manager of the wholesale talking machine department of the Southern California Music Co., has returned from an extended eastern trip. He visited the Victor and Edison factories, attended the jobbers' convention at Milwaukee, and also visited the old home in Chicago, where he was formerly engaged in the talking machine business. Mr. Lovejoy was accompanied by Mrs. Lovejoy, who enjoyed the trip immensely.

The Southern California Music Co. have been doing a most wonderful business considering the season of the year, the principal run being on the more expensive machines, also a great selling success of the new type Victrola IX, which seems to be in a steady demand. The new Victor Herbert orchestra records are taking the talking machine owners by storm, making the most remarkable hit of any specials that has ever been put on the market.

W. J. Raynard, traveling representative for the Southern California Music Co., who spent a few warm days up in the oil fields, says that on July 22 the mercury rose to 124 degrees at noon in the shade and at 11 p. m. 98 degrees.

O. P. Swem, Escondido, Cal., who has been in business for many years, has sold out to Mr. Beacher Fream, who will continue selling phonographs. This is proving a prosperous season for the Edison business phonograph. The Southern California Music Co. just installed eighteen machines for the Santa Fe System, which makes a total of thirty machines which they have in use in Los Angeles.

Another Edison dealer, B. Hearne, Jr., of Ventura, Cal., has retired from business, J. J. MacGreggor, of MacGreggor Bros., taking up the line from Mr. Hearne.

W. A. Voltz, the Edison coast representative, will spend the month of August in the East on vacation.

D. W. Carroll, Jerome, Ariz., was in the city for a few days, and reports business good in his section of the country.

Shierson Bros. carry a complete stock of Columbia, Edison and Victor records, American, Spanish and Chinese, and they also intend putting in a complete stock of Russian and Greek records. Both members of the firm are accomplished linguists.

E. W. Woolsey, Watts, Cal., is a new dealer in the Edison line. He is starting out in a promising field.

T. J. Medland, of Redlands, has been visiting Los Angeles. Some years ago he made records as a chorister for the Columbia Co. He is an enthusiastic dealer and never allows his Columbia stock to diminish.

Cass Redewill, president of the Redewill Music Co., Phoenix, Ariz., accompanied by his charming bride, are spending their vacation in Los Angeles.

E. Holland, 1052 East Vernon avenue, a prosperous suburban dealer, has just put in the Edison

line. The Ford Music Co., 524½ East Fifth street, are also among the new Edison dealers of the city.

Sherman, Clay & Co. have had a most excellent July trade, especially in the Victrola XVI in oak, which seems to be a very popular finish just now. Manager Ruggles states that the demand for Victrolas IX. from the Victor dealers is remarkable. They are all calling for this special type of machine.

VICTOR HELPS TO CATCH FISH.

Attracts Many Victims to Bait of Talking Machine Man—Some Suggestions.

According to J. W. Becker, with the Hoeffler Manufacturing Co., Milwaukee, Wis., the Victor talking machine proves a mighty valuable adjunct to a fishing outfit, and in proof of the statement declares that while on his recent vacation to New London, Wis., he succeeded in landing eleven large fish in a very short time by placing a Victor machine on the bank and keeping a lively band record playing continually. Perhaps the fish were bass who, owing to their fighting spirit, should appreciate military music. On such a theory it might be well to try "Dr. Munyon" for the weakfish, "Give My Regards to Mabel" for lobsters or a talking record covering a gold mine proposition for suckers in general.

WHAT ADVERTISING DOES.

First, it saves time, and time is money. Shopping, especially with men, takes time that real business men or artisans can ill afford to spend. The modern method is to decide from reliable information, previously obtained, what you want to buy before going to the street or sending for goods by mail. The economical method for obtaining this information is by reading advertisements.

True, some are false statements, but the public is getting more and more wisdom every day, and the advertisers more honest. More credence is given to advertising now than ever before, and this condition is bound to increase, because it is the experience of business men that truthful advertising is the only kind that is permanently profitable.—Seth Brown, in "Library of Advertising."

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 1.

By the term "BUSINESS-BUILDING" I mean the ART of securing Permanent and Profitable Patronage.

Right there SUCCESS IN LIFE, COMMERCIALY, hinges. Think that over well.

For the sake of emphasis, let me state the same truth again this way: SUCCESS IN LIFE, COMMERCIALY, hinges on BUSINESS-BUILDING, the ART of Securing Permanent and Profitable Patronage.

It is true of the EMPLOYER. It is true of the EMPLOYEE. It is true of the PROFESSIONAL MAN. It is true of EVERYONE engaged in useful effort. It is certainly true of those engaged in all branches of the talking machine business and allied industries.

Everybody engaged in useful effort is engaged in BUSINESS—in BUSY-NESS, and his MONEY-MAKING POWER depends upon his power to secure Permanent and Profitable Patronage.

Make this, then, your mental SUN-GLASS, with which to focus things; make this the TARGET at which you aim; make this, then, your DAILY SLOGAN, "I WILL DEVELOP MY ART OF SECURING PERMANENT AND PROFITABLE PATRONAGE."

To do this start out by bearing in mind that you are A SALESMAN; realize that you actually have something to sell.

If a bookkeeper or stenographer, you are selling your services; if selling talking machines you are doubly A SALESMAN.

FIRST, you are selling the product of the house

you represent, to the buying public.

SECOND, you are selling your own services to the house you represent.

It will be a blessed old day in the WORLD OF TRADE when everybody wakes up to the fact that he is A SALESMAN; and that the price he gets for his goods, even though the goods be SERVICE, is potently influenced by one of the same laws that so largely regulate the SALE OF MERCHANDISE: namely, that the PRICE is very largely regulated by the QUANTITY AND QUALITY of the GOODS delivered.

"I'm not paid for doing that" never made good goods in the way of service.

"I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render, never becomes A MASTER SALESMAN; and that's what every man in the commercial world to-day should strive to be—A MASTER SALESMAN; for a MASTER SALESMAN is a MASTER BUSINESS-BUILDER, and the MASTER BUSINESS-BUILDER is the ARCHITECT of a nation's commercial greatness.

Thus you see that those who dwell on the mental plane of doing as little as they can for their wages forget that the man who never does more than he is paid for IS NEVER PAID FOR MORE THAN HE DOES.

Let this thought sink deep into your mind, if you strive for success in the commercial world. THE DOERS ARE THE MONEY-MAKERS—become the CAPTAINS OF INDUSTRY, the MASTER MERCHANTS; but the "SHIRKERS"

and the "WORK-DODGERS" are the "DOWN-AND-OUTS," the "MIGHT-HAVE-BEENS" that never were.

What Are You in Business For?

We have seen that in final analysis everybody engaged in useful effort is a BUSINESS-BUILDER. He has a business of his own to build. To do that, he is selling something—Service or Something Else.

This series of articles must be eminently practical from a business point of view. However, in a broader sense, this series of articles should appeal to all workers in the vast FIELD OF COMMERCE, or—to change the figure—to those who have set sail upon the SEA OF COMMERCE, since each one is sailing for or wants to sail for the same port—SUCCESS.

Let us be real plain about it: WE ALL WANT TO ACHIEVE FINANCIAL SUCCESS. Of course, REAL SUCCESS includes more than that, but it does include FINANCIAL SUCCESS.

As the prime object of human existence is the attainment of content—HAPPINESS—in the broad sense of that term, I have but little sympathy with those idealists who say that money has nothing to do with happiness. Personally, I do not believe it is possible to be broke and happy at the same time. If you do, you are an exception to the rule.

To you, then, who are engaged in that particular branch of the world's commercial work known as the talking machine trade I ask these questions:

First, In what direction lies the HARBOR OF FINANCIAL SUCCESS?

Second, WHAT POWER propels your craft?

Third, WHAT are your CHART and COMPASS?

Before you answer these somewhat abstruse questions, I want to ask you again, MR. EMPLOYER, this question: WHAT ARE YOU IN BUSINESS FOR?

Of you, MR. EMPLOYEE, I would inquire this: WHAT ARE YOU WORKING FOR?

Did I catch your answer correctly, and, written out, does it read, "TO MAKE MONEY?"

Let me ask each of you the same question in a little different way: WHAT IS THE OBJECT OF THE EXISTENCE OF THAT COMMERCIAL INSTITUTION OF WHICH YOU ARE A PART?

Is your answer the same as before? Did I hear you say, "TO MAKE MONEY?"

If I have caught your answer correctly, then I want to say this:

YOU are not HEADED in the RIGHT DIRECTION for the HARBOR of FINANCIAL SUCCESS. Your MOTIVE POWER is not GOOD. Your CHART and COMPASS are OUT OF ORDER. YOUR CRAFT will NOT ARRIVE at the DESIRED DESTINATION, except the chance wind of favorable fortune should drift it there. YOU will not reach it by THAT KIND OF NAVIGATION.

Now, don't jump off your chair, nor tear your hair, nor swear; neither believe this "hot air." BE FAIR. Wait till I finish this thought.

If you want more of some particular article of the manufactured kind, what do you do?

Can you get the manufactured article by going directly after the real thing? Or are you obliged to think about the ingredients which brought together make that article and then really do something to bring them together?

You are obliged to get back to CAUSE—THE THINGS, which combined, MAKE THE EFFECT, THE RESULT—THE (commodity).

It is just so with this COMMERCIAL SUCCESS BUSINESS—this financial affluence question.

MONEY DOESN'T "MAKE" ITSELF. IT HAS TO BE "MADE."

And the necessary ingredients for making money may ALL be summed up in ONE WORD—"SERVICE."

SERVICE—the Open Sesame of the GATES OF SUCCESS;

SERVICE—the bugle-call of high endeavor.

It is the most potent word to my mind that man

(Continued on page 10.)

Victor--Edison

Always

As Usual

We are the only Jobbing House within 190 miles of Pittsburg which can ship you both

Victor and Edison in one shipment

and save you double freight or express charges—worth considering

We have a complete line—in stock, ready for immediate shipment—Edison and Victor Machines, Records and Supplies.

Standard TALKING MACHINE Co.
PITTSBURG, PA.

What's the use of going up against an uphill game when by putting the same amount of effort behind

The EDISON PHONOGRAPH

you'll do more business and make more money than you ever made before in your life.?

The Edison is the great popular choice—the instrument that everybody wants.

There's enough selling momentum in the name Edison Phonograph alone to make a sale seven times out of ten against the stiffest competition—and coupled with your efforts, you can make it ten times out of ten—a bull's-eye every shot.

When it comes down to details you've got everything your way—the Edison Phonograph has all the arguments.

Tone—Edison tone—the result of the sapphire reproducing point which does not scratch or wear the record, never wears out or requires changing—no changing needles. Exactly the right volume of sound for the home. The ability to play both Edison Standard and Amberol Records. The ability to make records at home.

Don't fight an uphill fight—go the way of least resistance. Crowd a little more steam in your salesmanship—and don't forget to write an Edison jobber now while you've got him in mind.



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

TALKS ABOUT BUSINESS BUILDING.

(Continued from page 7.)

has ever coined—SERVICE. Study what it means and you will think so, too.

Certain ingredients are CAUSE; the talking machine is EFFECT. SERVICE is CAUSE. MONEY is EFFECT.

Correctly combine large quantities of the right kind of ingredients together and you get many talking machines.

Mix enough of the right kind of deeds (THE THINGS YOU DO), and the right kind of words (THE THINGS YOU SAY), and you then render great service, and the NATURAL RESULT is—MORE PROFIT TO YOU.

The profit you make is the pay you get for the service you render.

Are you aware of the fact that NINETY-FIVE PER CENT. of those who set sail on the SEA OF COMMERCE FAIL to REACH the PORT of FINANCIAL SUCCESS?

STARTLING—BUT TRUE. WHY?

THERE'S A REASON.

There is always a reason why this man WINS and that man FAILS.

ASK the NEXT ONE HUNDRED PERSONS you meet the question, "What are you in business for?" You will get the answer, "To make money" from at least NINETY-FIVE PER CENT. of them.

That's the reason for their failure.

When Ninety-five out of every One Hundred can knowingly and understandingly say, "I am in BUSINESS, or I AM WORKING TO RENDER SERVICE"; when they can say that honestly, meaning every word of it, THEN THE STATISTICS WILL BE GLORIOUSLY REVERSED—NINETY-FIVE PER CENT. WILL WIN. For NINETY-FIVE PER CENT. CAN WIN, if they will render the world THE SERVICE that the WORLD NEEDS.

We must get back to the law of CAUSE AND EFFECT in the WORLD OF BUSINESS.

FIRE is CAUSE, HEAT is EFFECT. If I want HEAT, I build a FIRE.

SERVICE IS CAUSE; MONEY IS EFFECT.

If I want the heat of money, the warmth of profit, the enjoyment of more pay, I must build a bigger fire of SERVICE.

SO MUST YOU—YOU WHO READ THIS. SO MUST EVERY MAN WHO WOULD BE A BUSINESS-BUILDER, AND A MONEY-MAKER.

No one can escape the law of CAUSE and EFFECT.

There are thousands of employes ruining their eyesight looking for more pay. They get so close to the log of "more money" that they can't lift it. If they would look for more ways to render greater and better service they would soon make a lever that would lift the log.

There are thousands of corporations (composite salesmen) also who are looking longingly for dividends to increase. They are so close to their business that they can't see it.

Quit worrying about dividends and become more active in the use of your constructive imagination, figuring out ways and means to solve the problem of rendering more prompt and more efficient service in every way, then the "more dividends" question will take care of itself.

There is one more question I want to ask in this article—but it is a most important one. It is this: Who are the salesmen in the world of commerce?

We have seen that in the broadest possible sense everyone is a salesman, but we are narrowing the question right down to commerce in the technical sense of that term when we ask,

WHO ARE THE REAL SALESMEN OF THE WORLD?

Think it over and have your answer ready, and I will give you the answer that appeals to me as being the correct one in TALK NO. 2, which will appear next month.

A new definition of the word "competitor": A merchant who aids you in creating better business, for the benefit of you both.

ATTRACTING ATTENTION.

Placing of Victor Dog on Baggage Makes Sales for H. B. Coreaux.

It is the unusual and not the common place that attracts the most attention, and working on this theory H. B. Coreaux, manager of the Victor talking machine department of the E. E. Forbes Piano Co., Montgomery, Ala., has devised a traveling



READY FOR CANVASSING TRIP.

outfit that informs everyone regarding the business he is engaged in while on the road. As will be seen by the accompanying photo Mr. Coreaux has had the Victor dog placed in a prominent position on the side of a special suitcase containing his demonstrating outfit and he states that the idea has resulted in a number of good sales to casual ac-

quaintances met on trains, etc., while he has been on his regular trips through the small towns in the neighborhood of Montgomery.

MUSIC BY WIRE.

T. Thorne Baker Refers to This Subject in Recent Lecture in Paris.

Speaking at the Royal Institution, Paris, France, recently, on "Practical Progress in Wireless Telegraphy," T. Thorne Baker, F. C. S., described several new wonders in wireless telegraphy, which, he said, had reached a practical stage in connection with army operations, not only from aërials, but with the new portable field set. Improvements had been made in receiver instruments and in devices for preventing the tapping or interception of messages at sea. Another novelty was a keyboard instrument by which musical sounds could be transmitted. During some recent experiments between Brussels and Slough, some bars of "God Save the King" were transmitted and received. The practical use to which the transmission of musical sounds could be put would be the sending of bugle calls, say, to an army in the field. By the application of a piece of paper to certain parts of a whirring electric battery before him Baker ran up and down the musical scale.

COURTESY THE PASSPORT.

Someone has called courtesy a passport to popularity, and it is a passport which will be honored in every country in the world. Etiquette changes as we go from one country to another, but the principle of politeness does not alter. "Thank you" may be an unknown quantity in the ears of the foreigner, but he understands and responds to the courtesy with which it is said. To get into certain classes of society, one needs the passport of wealth or a well-known family name, but the only passport needed to the goodwill of our fellowmen is courtesy.



Won't You
Have a
Lesson in
Spanish?

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

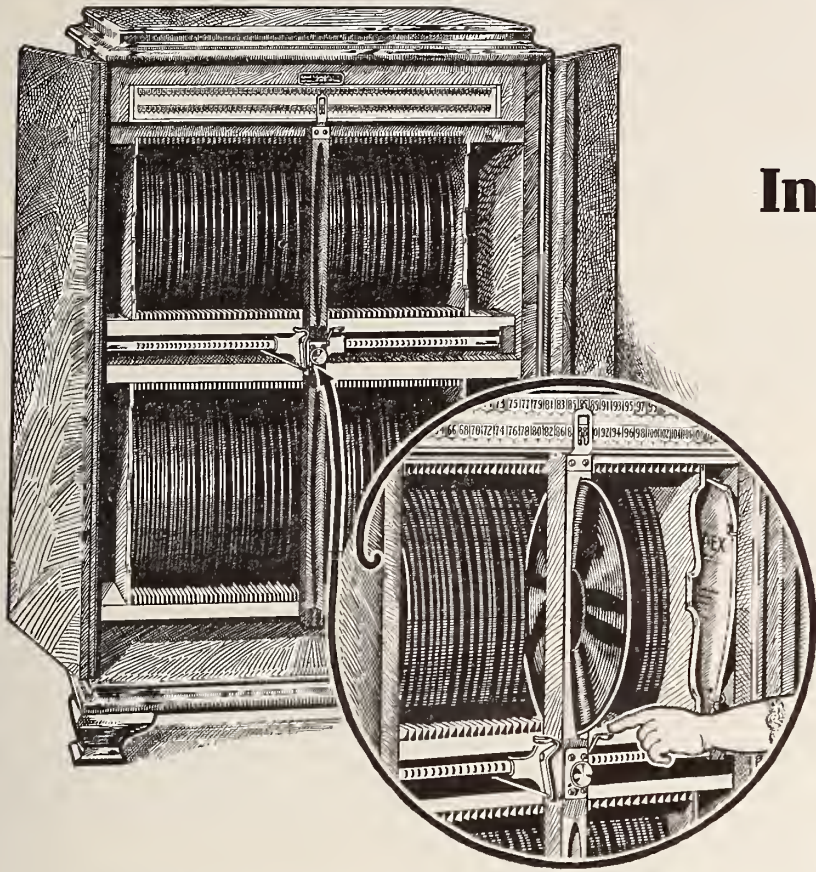
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.



The Record is
Instantly Available
with the
Perfect
Filing
System
of the
**Pooley
Cabinets**

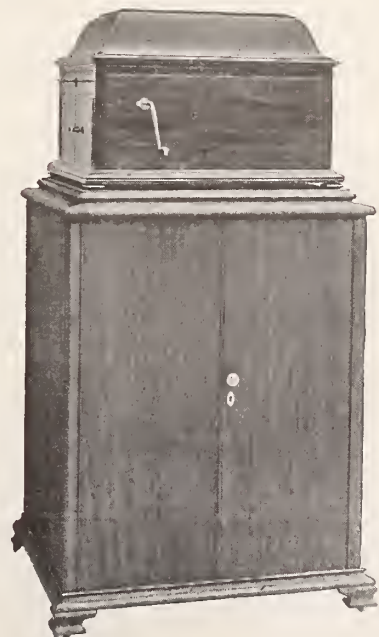
By simply pressing a lever, any record desired is at hand.

ORIGINAL IN CONCEPTION
PERFECT IN CONSTRUCTION
ATTRACTIVE IN APPEARANCE

**The POOLEY CABINET and
DISC FILING SYSTEM**

is the result of long and careful experimentation brought to perfection with the purpose of filling an urgent demand.

Are you the Dealer to represent us? Write to-day for full information.



**POOLEY FURNITURE
COMPANY**



16th & Indiana Ave.
PHILADELPHIA



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NEW YORK, AUGUST 15, 1911.

TRADE in the talking machine industry, both wholesale and retail, has slowed up quite materially during the past month in some sections. This, however, is not unusual, as this covers one of the duller periods in the entire business year—the season of rest and outdoor recreation.

The summer trade as a whole, however, has been up to the average with those dealers who have adopted progressive methods in their sales departments.

Developments these days, whether favorable or unfavorable, must be met with an intelligent comprehension of the requirements in order that the figures appear on the right side of the ledger.

When there is a slowing up in any department it is the duty of the sales manager to study the situation and inaugurate a new means of strengthening the weak spot. How this can be done is, of course, governed by local conditions and circumstances.

The application of new ideas and effort are necessary at all times to win success, but particularly so when there is a slacking up of business.

It does not pay a dealer or a jobber, either summer or winter, to sit down and complain. It is much better to rise to the situation and force business to come one's way.

We are now rapidly approaching the busy season, and within a few weeks more the talking machine men will be planning the business campaign for fall.

He should enter into this work with a spirit of enthusiasm, ever realizing there is no halting in the development of the talking machine, and that it is moving on steadily to new conquests and destined to occupy a new sphere of usefulness and importance in the musical education and entertainment of the people.

IT will be noticed that the talking machine manufacturers take no vacation in the matter of advertising their goods during the summer.

It is impossible to-day to scan a magazine without coming across forceful and well written announcements bearing upon talking machines of all kinds.

There is a moral in this which should be observed by every dealer and jobber.

They believe, as we believe, that there are no seasons in talking machines. There is trade the whole year around, but it must be followed persistently and with much determination to get the results.

There is still plenty of good undeveloped territory closely adjacent to every talking machine establishment in this country which needs systematic, careful working.

Something worthy of consideration in this connection is the automobile.

A dealer with a runabout can cover in a day a large number of prospective customers, and he is certain to make a profit on his automobile investment by carrying out and developing this scheme of enlarging trade.

We know of a dealer in a western town who has increased his business more than 40 per cent. by using a moderately priced automobile as a means of reaching his customers.

When new records arrive each month he visits those located in out-of-the-way points and brings to their notice the important new numbers.

This has resulted in a large record trade, and while engaged in this occupation he has interested the neighbors of his customers with such success that machine as well as record sales follow.

All this implies thinking and working, but every talking machine man must be wide-awake these days.

GEORGE BATTEN, one of the leading authorities in the advertising profession, in a recent talk said:

"Judging circulation by character rather than by size is a hopeful aspect of present day advertising. The use of this necessary standard is evidence that guesswork is giving place to practical certainty. No quantity of inappropriate circulation can make up for lack of character, any more than surplus flesh can make up for lack of brains."

While these remarks may have been meant for the general run of magazines, yet they apply as pertinently to conditions in the trade paper domain.

It is the paper with character, independent standing and authority that commands the support and appreciation of the advertiser and the subscriber.

It is not alone the mere printing of news that counts; its quality and trustworthiness are major considerations.

It is on the foundation of character that The Talking Machine World has built its present enviable standing in the trade paper world—a position which is recognized to-day not only in the United States, but throughout Europe, South America, Australia and the Orient.

And this despite the fact that the talking machine industry is, comparatively, a small one.

The paper that is conducted on a character basis confers a value on the industry it represents that is inestimable.

It means that its utterances are received with the consideration due an authority.

The trade paper that is consistently working to improve business methods—to improve trade ethics—to carry the message of optimism into the store—to make the employer and employe greater factors in the development of trade—must necessarily carry great weight. Keen advertisers appreciate this fact. They recognize that the utterances of a journal like The Talking Machine World must be of value and service.

The World is not in the habit of "blowing its own horn," but these very pertinent remarks of Mr. Batten, who is one of the most dignified and forceful figures in the advertising field, set forth some truths, that are so applicable to the position occupied by The World, that we feel compelled to present these bouquets to ourselves.

THE trade outlook for the fall is causing some concern to business men.

Crop conditions are not up to the mark in certain sections, and at the present time the discussion about the tariff in Congress and the aggressive attitude of the Legal Department of the Government in assailing large business corporations and railroads has unsettled the business equilibrium, so that it is almost impossible to form any settled conclusion as to fall prospects.

With the adjournment of Congress and more definite particulars regarding the exact condition of crops business men will be able to comprehend the situation intelligently and act accordingly. It is safe to say that while the value of the crops of the country this year will not be equal to the past few years it will compare favorably with past seasons which we considered most satisfactory.

Meanwhile our newspapers have an unfortunate habit of exaggeration when discussing crop conditions as well as other things, and their reports upon almost every topic are colored largely by their political or financial affiliations.

REPUTATION is worth more than riches. Wealth in the hands of one who is discredited becomes a curse. "I have lost my reputation, and what remains is bestial," cries Cassio. He who is without reputation is like a rudderless ship without a sail.

A tree of a century's growth can be felled in an hour. So with reputation! Difficult to attain, priceless to possess, it must be jealously guarded.

Hard-earned reputations have sold innumerable square feet of bedaubed canvas. Such betrayals are always extravagantly expensive. The public is hard to win, but easy to lose. Deception is a double-edged dagger. As a prominent writer pertinently says: "A reputation is too valuable an asset to be sacrificed to greed. It is so valuable that it should be the aim of every man to attain."



PERATORI



CLARK



THAT GIRL QUARTETTE



REARDON



OSSMAN



VERGERI



SMITH



DELLA ROCCA



JONES



U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit any Phonograph

A few of the leading entertainers of the day, whose able talent has been secured to make U-S EVERLASTING RECORDS popular.

Write at once for details concerning our liberal arrangements with dealers.

The U-S Phonograph Co.

Associated with

The Bishop-Babcock-Becker Co.

1013 Oregon Avenue - - - - - Cleveland, Ohio

5-7 Union Square.....New York
219-225 W. Washington St., Chicago
50-60 East Fifth St.....St. Paul
321 First Avenue, N.....Minneapolis
229 Cedar Street.....Milwaukee
Washington & Causeway Sts., Boston
Broadway & Beaver Sts.....Albany
16th St. & Sherman Drive.....Indianapolis
225-227 West Fourth St.....Cincinnati
60 West Mitchell St.....Atlanta
1106 Commerce St.....Dallas
210-212 South Broadway...St. Louis
960-962 Mission St... San Francisco



MUENCH



STANLEY



MORTON



THOMPSON



HOWARD



COOMBS



DAVENPORT



ZIMMERMAN



KRYL



ANTHONY



PORTER



D'ALMAINE



STEWART



MCCOOL



STOLBERG



WHEELER



PERCIPPE



BENZLER



WHEELER



WATSON



KIMMEL



GRIM



CARRE



SUTER



BURR



HOLLANDER



GOLDEN



BALLARD



KOSKELO



JAHN



LIBSOHN



MILESA



FIVE BROWN BROTHERS



VAN EPS



HILL

The new Columbia product coming along for the Fall will turn a new page in the history of the musical instrument business. Anybody can make predictions, that's a fact. But watch these fulfilled.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE CALL OF THE COUNTRY.

During the Summer and Early Autumn, Mr. Dealer, When Your City Trade is Slow, You Should Answer the Call of the Ruralite—He Will Help You Make Good Until the Vacationists' Return—The Following Article Will Tell You How.

The city dealer who is bemoaning the cruel fate that beguiled him into adopting the talking machine business as a means toward a livelihood should "dry those tears" and answer the call of the country.

The average metropolitan talker man figures on a light summer. He either depends on a paying side line to pull him through until fall, or else practically suspends operations during the hot weather. (Of course, this applies more forcibly to the retailer.)

Mr. Wise Guy, however, does not let a little thing like torrid atmospheric conditions affect him. He lays the foundation for his summer campaign just as soon as the first spring flowers nod their gay heads above the green sward in Central Park, and keeps it going until the last sojourner at seashore and mountains is back in town again.

A summer campaign, Mr. Dealer, is the thing that will make your business a paying proposition throughout the year. If you could assure yourself beyond a reasonable doubt that by a carefully planned trip through the rural district adjacent to your city your salesman would be able, during July, August and September, to sell as many goods for you as he does in the winter among your regular customers, you would send him out, would you not? Well, he can; so get his luggage packed at once. The country is calling him. It is not yet too late.

The writer is fortunate enough to reside in the country, so he knows whereof he speaks. While penning this article, the merry whir of a mowing machine floats in at the open window, accompanied by the fragrant odor of new hay. The man perched upon the seat of the mower, and cracking a long whip over his team of massive Percherons, is a talking machine enthusiast. Right now he is thinking how nice it would be to have some new records for the Amberola; "but, gosh ding it! it's harvest time, an', then, Mandy's so derved busy churnin' an' doin' a hundred an' 'leven things round the house that the Lord only knows when we'll ever be ready to go to the city."

Do you realize, Mr. Dealer, that this is a golden opportunity for a record sale going to waste? If your salesman should happen along at the farmhouse behind the hill, and interview Mandy, he would be surprised at the old lady's vivacity. She would gaze at him rapturously for a moment over her specs, then, realizing that he is a real, live, talking machine "canvasser," she would exclaim dramatically, "Land sakes! New records? I'll call Josh right away. He'll be about crazy to hear 'em."

Picture the scene: The ancient house painted a creamy white against a background of green hills. In front the open well with an "old oaken bucket" suspended from a moss-covered windlass. The

dinner horn is hanging on a nail inside the kitchen porch, and Mandy scuds toward it, looking for all the world like a heavily laden schooner making port under a twelve-knot breeze.

"Toot!! Toot!! Toot!!" bellows the horn. "Toot! Toot! Toot!" comes back from the distant



LISTENING TO VICTOR HERBERT'S BAND.

hills. In the field where her lord and master toils and wishes the echo lingers.

"Gosh ding it," cries Joshua, surprised. "Dinner time a'ready. Whoa thar, Dobbin! Hold still, Jinny! We be a'goin' home. Don't ye hear Mandy callin'?"

Upon his arrival with the team your salesman is introduced, and his stock of records played and commented upon. Mandy dotes on some of 'em. Josh call'ates the others is putty slick, so he naturally arrives at the following conclusion: "Gosh ding it! Young man, we'll take the whole derved business; then we'll both be tickled."

Barn dances are mighty popular down our way just now, and Samuel Holmes, a prosperous young farmer of Moorestown, N. J., has just driven in to ask for some dance records.

"We are so busy with our hay and potato crops that I have been unable to get to town," he remarks as he hitches his bay gelding to the big maple in front of the veranda, "so I thought I would call on you."

Fortunately I am able to accommodate him, but



SHE ABSORBS MANUEL ROMAIN WITH GUSTO.

if your salesman, Mr. Dealer, were on the job, the result would be a sale instead of a loan.

Taking a trolley ride in the evening, it is a common sight to witness a farmer, fatigued from a hard day in field or meadow, taking his ease in a hammock and listening to Victor Herbert or John Philip Sousa. And, say, maybe those Herbert-Sousa selections don't sound fine and dandy out of doors. If you want to hear a band or orchestra record at its best, just take your machine to the lawn. I'm going to do it this evening. There is a lawn fete scheduled to take place in the yard of William Walther under the auspices of the Hainesport Lutheran Church, and your sincerely is going to furnish a canned concert. They are also going to have ice cream in a *can* and *candles* in the Japanese lanterns, and several kinds of *can-dy*. Yes, to be *can-did*, we are going to do all we *can* to make it a success. *Can* you beat it?

The Jersey girls are keen on the talker, too. These hot days, after Marie Louise has finished plucking "tomats" for supper, she totes her phonograph "down in the old meadow lane." There is a nice breeze blowing off the limpid bosom of the dreamy Rancocas, so she perches her one hundred and thirty-four pounds of buxom beauty on the top rail of the pasture fence and absorbs Manuel Romain with gusto.

Now, to be serious, why not invade the country, and at once?

If my editors are kind this story will reach you on August 15. The farmer will still be 'busy—too busy to go to town—and will, therefore, greet your salesman like a long-lost brother, which, as a matter of fact, is rather an unusual way for a salesman to be treated. The writer has been one; 'nuf sed.

The red and gold of late autumn will decorate the woodland, and the frost will nip the pumpkin vines before Joshua, Mandy and Marie Louise can call upon you at your sumptuously appointed salesrooms in the metropolis, so you owe it to yourself and to your business to send your salesman to them. Do it now.

Finale:

If you would eliminate the germs of stagnation that pray upon your trade every summer, answer the call of the country. You will find it a safe, sane and sure laxative for a torpid business.

It will not work while you sleep, however.

HOWARD TAYLOR MIDDLETON.

TACT IN SELLING.

Commerce between nations or individuals is a matter of peace. It is a diplomatic negotiation from start to finish; and Tact is the magic wand of the diplomat as well as the crowning accomplishment of salesmanship. To do business, you must have the good will of your customer; and to get it and keep it, you must tactfully give them good service and tactfully avoid antagonism and criticism. Remember that "vinegar never catches flies," but sweet things attract.

It does no good to buy stock carefully unless you get the money for it.

INDIANAPOLIS TRADE NOTES.

General Rains Throughout Indiana Improve Agricultural Prospects and Business Men Rejoice—The Men Who Have the Destinies of the Talking Machine in Charge Are Preparing for a Busy Fall Trade—The News of the Month is Herewith Recorded.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 8, 1911.

General rains over Indiana in the last two weeks have been a great help to the talking machine business. On account of the dry weather the prospects were not good for crops, and farmers were going slowly about buying talking machines and other luxuries. The rains of the last week undoubtedly have greatly added to the prospects for fall and winter business.

H. H. Myers, formerly traveling representative for the Columbia Co., with Indiana territory, but now in the real estate business, in Louisiana, called at the local Columbia store. Mr. Myers says all that is needed to develop the southern land is energy, and he is very enthusiastic over the way things are moving these days.

Clyde H. Spring, of Chicago, and Rufus S. Nock, of Louisville, are handling the dictaphone business for the Indianapolis Columbia store. They are meeting with success and are enthusiastic over the new style dictaphone.

The July business of the Columbia Co. was unusually good, without any particular apparent reason for the prosperity. Manager Devine is hoping that the end of August will show a similarly good record for this month.

The Hoffman records, just received by the Columbia Co., have been listened to by a number of Indianapolis piano experts, and have been pronounced gems. A big demand is predicted for these records.

Chas. Koehring, of the Musical Echo Co., Victor representatives, has returned from the Milwaukee convention. Miss Ada Willsey, manager of this store has been out in the country on a vacation for three weeks.

W. E. Ludlow, of the Wulschner-Stewart Music Co., which handles Victors, was one of those to attend the Milwaukee convention, and he was greatly pleased with it. The record sales with this company has been good, considering the season. "The Fortune Teller," by the Victor Light Opera Co., and "The Inflammatus," by Lucy Marsh, have been the big sellers. Several large "40 and 10" accounts have been written by the Wulschner-Stewart Co., and the wholesale business has been unusually good.

Willis M. English, of the talking machine department of the Wulschner-Stewart Co., is visiting Niagara Falls. W. S. Barringer, manager of the department, said he expected to leave for the north on a vacation in two weeks.

The "Favorite" grafonola, at \$50, continues to lead with the Columbia Co. as a business getter. Large numbers of these machines are being sold month after month. In fact, Manager Devine, of the Columbia store, says the only fault he has to find is these machines are a little hard to get.

Business is reported good in the Victor department of the Aeolian Co. O. A. Gressing, manager of the local store, was full of praise for the Milwaukee convention. Since Mr. Gressing formerly lived at Milwaukee, he was called on to act as "friend, philosopher and guide," for a good many delegates, but he enjoyed these duties.

C. P. Herdman, late of the Cincinnati branch of the Columbia Co., but now assistant manager of the Indianapolis store, makes a specialty of selling Regent grafonolas or table machines. Mr. Herdman says the Regent in its original form was a good seller, and with half a chance, he could usually place it, regardless of competition. He adds that with the table in its latest form, that is, without a cut-in at the top and with sliding drawers, it is a "pipe."

M. G. Kreusch, Edison representative, called at the store of the Kipp-Link Co., who handle Edison machines. He and Mr. Kipp, of the company, talked over plans for the fall and winter trade.

The Edison people have a number of improvements to "spring," and Mr. Kipp is unusually pleased with the outlook. Mr. Kipp went to the Edison factory to remain one week and familiarize himself with the latest developments of the Edison machine.

THE "TALKER" AN EDUCATOR.

Its Value As a Factor in the Musical Education of the Masses Set Forth.

W. Dayton Wegefarth, in Lippincott's, treats of the talking machine as a public educator, and in this connection says:

"The mechanical talking machine has become a more important factor in the musical education of the masses than is generally realized. More than five thousand agencies handle these instruments in this country, and it is through their courtesy in the demonstration of machines and records that the great army of employed men and women who, for sundry reasons, are unable to attend operatic performances and orchestral concerts are afforded an opportunity to advance their knowledge in the field of melody and to satisfy a craving, inherent in many of them, for more worthwhile music than is commonly ground out of green-covered street pianos. . . .

"Thus the talking machine is, in a way, filling the void which exists because of a scarcity of

institutions for the advancement of all that is best in music, maintained for the benefit of the multitude of workers who are unable to avail themselves of the city's high-priced musical performances. For the American public's appreciation of good music is fully as keen as the European's, the only difference being that here the opportunities are not as manifold. Therefore, the talking machine should be looked upon as a public educator, and not merely as a mechanical toy. It is an invention which has a specific duty to perform and limitless possibilities; and there is no doubt that it will receive due recognition when its wide scope in the field of public good is universally appreciated."

DISPLAY ROOM HANDSOMELY EQUIPPED.

The U-S Phonograph Co., 7 Union square, are doing an excellent mid-summer business on machines and indestructible records, according to Manager L. E. Green. The company have just put in a large sound-proof booth for demonstrating purposes, also fitted up their sales office with golden oak desks, chairs, etc., to match the booth adjoining. The office is divided off from the main sales floor by an ornamental brass railing with handsome rugs covering the floor, as well as the demonstrating booth. The booth, 11x15 feet, is of figured quartered oak with glass sides and top and made specially at their factory in Cleveland, O.

IMPROVE YOUR SYSTEM

AND

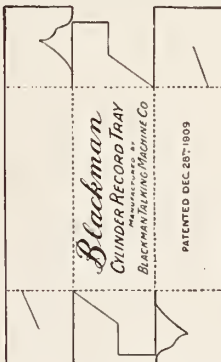


INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent

The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

| NET PRICES TRAYS ONLY | | | |
|-----------------------|------------|----------------|-------------------|
| (Subject to Change.) | | | |
| No. | Hold | Net per 1,000. | Weight per 1,000. |
| 2 | 2 Records. | \$6.00 | 60 lbs. |
| 3 | 3 Records. | 7.50 | 73 " |
| 4 | 4 Records. | 9.00 | 87 " |
| 5 | 5 Records. | 10.50 | 105 " |
| 6 | 6 Records. | 12.00 | 116 " |

NOTE.—Price less than 1,000, same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50

Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.

SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

The Talking Machine Trade in New England

A NEW DIAPHRAGM.

Wonderful Reproducing Qualities Claimed for New Invention of John H. Massey—Articulates Clearly and Has Many Fine Qualities.

(Special to The Talking Machine World.)

Providence, R. I., Aug. 10, 1911.

The "Massey" diaphragm is the latest offering in the way of tonal improvements for talking machines. The inventor of it is John H. Massey, 14 Adelaide avenue, this city. Mr. Massey, who, by the way, is manager of the talking machine department of the J. A. Foster Co., Edison jobbers, has been connected with the talking machine field for a number of years. The Massey diaphragm is the result of many years' study of acoustics on his part. In the creation of it many experiments were made, and while he has been the inventor of a diaphragm, for some time, it was not until he secured the present Massey diaphragm that he considered it good enough to achieve the tonal results which he was seeking.

One of the strongest features that Mr. Massey claims for his diaphragm is that it articulates clearly. Articulation is one of the greatest bugaboo of the talking machine, as a review of past years will reveal, and in the Massey diaphragm he has succeeded in manufacturing a diaphragm that makes a very creditable showing.

Styles of the Massey diaphragm are made for both Edison and Victor machines and the retail price of it is \$1. The J. A. Foster Co., Providence, R. I., are the general distributors, and to jobbers and dealers discounts are made that permit a good profit.

Mr. Massey is very optimistic over the Massey diaphragm, and judging from the preliminary wholesale and retail sales of it throughout Rhode Island, it is destined to be much in demand with the trade and also with the owners of talking machines.

STOCKING UP FOR BUSY FALL.

(Special to The Talking Machine World.)

Brattleboro, Vt., Aug. 5, 1911.

L. H. Barber, the widely-known piano man, who also operates an extensive talking machine department, handling the Columbia, Edison and Victor

lines, has returned from a business trip to Boston, where he was leaving requisitions for fall shipments. Mr. Barber predicts a good, strong fall business and is leaving no steps unturned to have sufficient stock to meet his requirements.

IS A PROMINENT CITIZEN.

W. D. Wilmot's Activity in Public Affairs and Aggressive Business Methods Makes His Name a Household Word in Fall River.

(Special to The Talking Machine World.)

Fall River, Mass., Aug. 5, 1911.

W. D. Wilmot, one of the leading talking machine dealers in southern Massachusetts, and who sells both the Edison and Victor lines, is quite a figure in the industrial life of the city. As secretary of the Merchants' Association he has accomplished a great deal toward booming Fall River and its facilities both as a commercial and residential spot. Mr. Wilmot employs the same tactics in exploiting his talking machine business, and as a result he has created a large following. In his executive position as secretary, which he has held for a number of years, he is undoubtedly better known to the citizens of Fall River than the mayor.

Mr. Wilmot also owns and operates the only doll hospital and typewriter repairing bureau. He also has a large bicycle and automobile repair shop; has the local agency for the Fox typewriters and other well-known specialties, and in addition has a first-class hardware and toy store. Brother Wilmot is quite a busy man, all told, and outside of attending to all the foregoing—and doing but little sleeping (the night kind only)—he still has time to read The Talking Machine World, which he considers invaluable to the trade. Moreover, Mr. Wilmot has all the copies of The World on file—from the first issue published to this one, if Uncle Sam has not fallen down in delivering it. That's Wilmot, and it's too bad there are not more big caliber dealers like him.

The Victor is sold exclusively by M. Steinert & Sons Co., who have talking machine quarters on par with the high Steinert quality of excellence everywhere throughout New England. Owen F. Kearns, manager of the piano department, is also head of the Victor department.

GREAT NEEDLE OUTPUT.

Big Shipments of Needles by W. H. Bagshaw Made Basis of Article in Local Daily Paper.

(Special to The Talking Machine World.)

Lowell, Mass., Aug. 7, 1911.

The Lowell Sun—the leading daily newspaper here—recently published a big story about the tremendous production of talking machine needles which are manufactured at the factories of W. H. Bagshaw. A short time ago The Talking Machine World published an advertisement showing what their shipments are—63,020,000 needles in ten days—nearly 6,500,000 of needles daily, and it was from The World that the Sun secured its information. In this article the Sun highly praised the Bagshaw needle institution, calling it "the leading plant of its kind in the world," and showed the citizens of Lowell just how important this concern ranked with the talking machine trade of both this and foreign countries.

C. H. Bagshaw has leased a summer home at Hull, Mass., a section of Nantasket Beach, where in company with a motor boat and the sea waves he is rapidly regaining his health. Mr. Bagshaw is a very energetic worker, and in times past when he has been ill he was impatient to return to business and never secured sufficient relaxation for a really complete recovery. This time he will remain at Nantasket through September.

W. H. Bagshaw is summering at Salem Willows, a delightful North Shore summer resort. This is just about an hour's ride by automobile, and he motors to and fro nearly every day.

DEMAND FOR ART TONE DIAPHRAGMS

Growing Steadily—Proves a Practical Success in Bringing Out Tones of Talking Machines.

(Special to The Talking Machine World.)

Springfield, Mass., Aug. 8, 1911.

According to W. W. Young, inventor of the "Art-Tone" diaphragm and head of the Talking Machine Co. of this city, there is a spirited call for Art-Tones. Dealers and jobbers from all over the country are sending in some fine orders for them, and Mr. Young believes it will only be a question of time before the sales of them will be widespread.

The Art-Tone is made in a combination of aluminum and fiber, and a number of people who are acquainted with the practical side of talking machines pronounce the Art-Tone diaphragm a boon for improving the tone. Musical people who have put a New-Art on their machine will not part with it, so the writer is told. It is apparent that it is gaining in esteem right straight along. Mr. Young is greatly pleased with his success, and as every talking machine owner is a prospect for an Art-Tone, there is no limit to sales. The retail price of the Art-Tone is \$1.

TO HANDLE COLUMBIA LINE.

(Special to the Talking Machine World.)

Rochester, N. H., Aug. 7, 1911.

The Pelton Piano Co., of Boston, have opened a branch piano wareroom in this city, and in addition are installing a talking machine department where the Columbia line will be exclusively handled. The Pelton Piano Co. are one of the long-established piano houses of Boston, and in that city also they sell the Columbia line.

GOOD BUSINESS IN SALEM.

(Special to The Talking Machine World.)

Salem, Mass., Aug. 7, 1911.

The Popular Music Store, owned and managed by J. Share, report an excellent retail business with the Columbia line, which they handle exclusively. They rank as one of the leading talking machine dealers in this section.

THIS IS ALSO GOOD FOR AUGUST

This is the time of the year when the "ordinary" talking machine dealer's backbone limbers up. He gets a little lazy and in a "what's the use" attitude. Don't be "ordinary."

Be "extraordinary"! Keep your backbone taut—your enthusiasm high—your energy at 100 per cent. Bang right after those "will buy in the summer" prospects and send the orders to the Boston Cycle & Sundry Co.

Why—in New England over \$6,000,000 is spent yearly by summer tourists; your summer resort machine and record business should be tremendous. We back your efforts with the largest Edison stock; with speedy service and a brother to brother co-operation

See if you cannot close just one more sale this week and "test" us with that order! Remember we are "exclusively Edison and exclusively wholesale."

Boston Cycle & Sundry Co., 48 Hanover Street, BOSTON, MASS.
J. M. LINSKOTT, Manager

Dig Out
after that other
sale!

We know you
can make it.

EDISON

MACHINES
RECORDS
SUPPLIES

EDISON

BOSTON CYCLE & SUNDRY CO.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 8, 1911.

Commenting on the recent Jobbers' Convention held at Milwaukee, E. F. Taft, general manager of the Eastern Talking Machine Co., and vice-president of the National Association of Talking Machine Jobbers, remarks that it was the most important meeting that they ever held. A number of important matters were disposed of and the pending season will show the results of their efforts.

Vice-President Taft makes a noteworthy suggestion from all standpoints when he advocates that a stated time and place for the yearly meeting should be made a part of the by-laws. "If every jobber knew months ahead exactly when our body would convene, they could make plans for attendance and there would be a bigger throng. Another thing I am strongly in favor of is that Atlantic City should be our yearly mecca. It is customary for jobbers to visit the factories at least once a year, no matter where their business is located. By holding the convention at a stated time and a stated place (Atlantic City) the jobbers could kill three birds with one stone. They could visit the factories; could attend the convention, and could secure their vacation. Now it takes three trips to do the same thing," continued Mr. Taft.

Without question Mr. Taft's suggestion is a good one, and time will reveal whether or not he accomplishes his idea. Mr. Taft remarked that while the attendance was large at Milwaukee, that he did not notice any more Western jobbers, or, in fact, as many, as he has been at Atlantic City at conventions gone by. "Another thing," Mr. Taft added, "New England is too large a territory and holds too important a position in the talking machine trade to be represented at conventions by only two people. With an Eastern meeting place more New England members will attend, and according to what I remarked a few minutes ago—a specified time and a stated place—more members from every section of the country will be present."

Where He Is Summering.

E. B. Holmes, manager of the Victor department of the Jordan, Marsh Co., is enjoying a two weeks' vacation at Lake Sunapee, N. H. Mr. Holmes is also quite a composer, one of his pieces—"The Hunter's March"—being on the list of Columbia band records.

A Tip to the Wise Is Sufficient.

No use talking, it pays to get after sleeping or dead members of the trade occasionally. Some time ago the writer published a peppery paragraph about the condition of the talking machine department of a certain live department store; that its location was "punk"; that the department's growth was retarded by red tape, etc. Someone kindly sent that World paragraph to the head of the firm, and a big change is following that will put their talking machine business on par with any department store branch in New England.

Edison Envoys Respite.

H. R. Skelton, the Edison envoy, is about town vacation-bent for the next two weeks. Mr. Skelton is a very energetic worker and this brief respite from business cares should prove especially beneficial.

Rosen's Report.

Harry Rosen, the School street dealer, handling the Columbia, Edison and Victor lines, reports that retail trade is very good for this season of the year. Mr. Rosen adds that it is considerably better than last year, and that fall looks very promising.

Will Be at the Helm.

Charles R. Cooper, manager of the Edison talking machine department of the Boston Cycle & Sundry Co., is not planning to take a vacation this year, as, on account of the "rest" season, employees of the company are continuously going and

coming and someone who knows the ins and outs of the Edison business must be right on deck. Mr. Cooper says that their exclusive Edison service is winning dealers over right along, as he says that the dealers appreciate the services of a house which confines their efforts to the wholesale field. He is planning an aggressive fall business campaign, which gives promise of rounding out a big year with them.

Vacationist Returns.

Guy R. Coner, Edison traveling representative of the Boston Cycle & Sundry Co., has returned from his summer vacation, which he spent sojourning about the State of Maine.

Long Lease for Columbia Co.

Interesting news comes from Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co. to the effect that they have secured a long term lease upon their present store and are "here to stay." Also they have leased a large amount of space on the second floor of the building, and the clerical and accounting departments that formerly were on the mezzanine floor will be removed half a story higher. Manager Erisman's office will hereafter be on the mezzanine, and the salesmen's desks will be where he was. This gives them more space on the ground floor for record racks and demonstrations, and the entire change when completed gives them 600 extra feet of space. The Columbia Co. report that their July business was within a few hundred dollars of doubling over the same period in 1910, and from the way they are meeting with sales success and business growth, it will not be very long ere they will require still more space.

On the territorial end a much wider field has been allotted to the Boston offices in the fact that New Hampshire has been turned over to them. This gives Boston sway over Massachusetts, New Hampshire, Connecticut and Rhode Island—which they can take care of all right.

Robert Souders, manager of the Dallas (Tex.) branch of the Columbia Phonograph Co., was a visitor here last week, being in the city to attend the convention of Advertising Men.

The Harvard Glee Club have made a series of records for Columbia phonographs, which will be ready shortly. The Harvard Glee Club is widely known and their records should be big sellers.

F. V. Baker, of the sales staff, has returned from his annual trip home to Dayton, O., where he passes his vacations. Mr. Baker says Dayton is a fast growing city.

J. T. Shaugnessy, manager of the instalment department, is again at his desk following a little recuperation at North Woodstock, N. H.

Manager Erisman will take the balance of the month off for a search of the joy stuff.

Nothing to It.

What's that I hear about John L. Gately, the special Eastern wholesale representative of the Victor Talking Machine Co. going into the beverage business? The rumor was current very near by, but A. W. C. says there's nothing to it.

Ready for the Fray.

Theo. Bauer, press representative of the Boston Opera House, has returned from his extended European trip, greatly refreshed for his arduous duties this coming season.

More Room for Houghton & Dutton.

Houghton & Dutton are moving their talking machine department (Columbia, Edison and Victor) to quarters opposite the elevator, where considerable additional space will be used. Three soundproof booths are in process of construction and they will have a "real" department in every sense of the word. Manager Weeks is the new head of this end, succeeding Mr. Howes.

Columbia Line with Kraft-Bates-Spencer Co.

Kraft-Bates-Spencer, Inc., the new piano concern which takes over the piano retail business of Kraft & Bates, and the factory of Theo. J. Kraft, have taken the Columbia line exclusively, and will make a tremendous bid for business. Handsome quarters are being erected in their new warehouses at 156 Boylston street, one of the most expensive piano stores in the city, and it will be in full swing in about a week.

Off to "Bronzing" Spots.

A. W. Chamberlain, manager of the Edison department of the Eastern Talking Machine Co., will motor to Newfound Lake, N. H., in a few days, whence he will enjoy his annual vacation. He will auto in the car that was recently presented to him by his friends.

Wm. J. Fitzgerald, head salesman, will take his vacation at Eaton's Point, wherever that is. No matter, Billy Fitz will enjoy himself all right.

"NO-SCRATCH"
needles save
records and save sales.
At their best in demon-
strations. The only
needle with a real tone.
Ask your jobber for
some, or ask us.

W. H. BAGSHAW

(ESTD. 1870)

LOWELL :: MASS.

The Columbia twin-notes trade-mark is a *music* mark. It signifies *all* music and the *best* of music. No other trade-mark in any part of the world resembles it. It is fast impressing itself upon the people who buy musical instruments, and we assure you we have only just begun!



3

Columbia Phonograph Co., Genl., Tribune Building, New York

Sort of Continuous Performance.

Honest, that department store which has been keeping The World man and a corps of linotype operators busy the past number of months chronicling managerial changes, is still losing 'em. This time it is the consulting talking machine manager—the man higher up—who did all the fring. He got through Saturday and will engage in business at New York. Wonder who's next, or what's next?

Victor Business with Oliver Ditson Co.

Henry Winkleman, the energetic manager of the Victor department of the Oliver Ditson Co., says business is very good. It doesn't seem to make any difference whether the weather is hot or cold, both wholesale and retail sales of Victors keep right up to a seasonable standard. Mr. Winkleman gives personal attention to all of the wholesale requisitions, which is no doubt responsible for the extremely satisfactory service which the Ditson Co. give to their customers.

Attended Jobbers' Convention.

Herbert L. Royer, manager of the downtown Victor headquarters (wholesale and retail) of M. Steinert & Sons Co., has returned from Milwaukee, Wis., where he attended the fifth annual convention of talking machine jobbers.

L. W. Thompson, of the L. W. Thompson Co., Louisville, Ky., is carrying on an active campaign bearing upon the enlargement of his talking machine department.

GOOD SUMMER TRADE

Enjoyed by the Talking Machine Houses in Baltimore—This Applies to All Makes of Machine and Records—Vacations in Full Swing—Optimistic Feeling Prevails.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 5, 1911.

There has been such a demand for records of popular selections the past month that the talking machine dealers of Baltimore are doubly sure that their predictions for a big fall trade will be a reality. This demand has been larger than usual at this time of the year and the dealers are greatly encouraged in consequence of this. While they have all along been in an optimistic mood concerning the outlook for the coming fall and winter they now entertain not the slight doubt about the result. There has been some business in the way of sales of machines, but these have not been anything to brag about. This is not bothering the dealers, however, as they always look for a falling off in this line and would be greatly surprised if the conditions were otherwise than they have been.

A noticeable feature in connection with the demand for records has been the prominent and popular part that three song selections have played. These are: "You'll Do the Same Thing Over Again," "Who Are You With To-night?" and "All Alone." These songs have made a hit with lightning-like rapidity and nine out of every

ten customers ask for records of one or all of them. The result is that the dealers have had a difficult task in keeping enough of them in stock to properly supply the demand.

Manager Roberts, of the local store of E. F. Droop & Sons' Co., has left for his vacation. He will spend his two weeks of holiday with relatives who live along the Hudson River. It was stated at the store that for the summer business has been keeping up nicely and the outlook from a Victor and Edison standpoint is all that could be desired with the result that all the salesmen expect to break records in the amount of business they do.

At Cohen & Hughes, Manager M. Silverstein stated that he expects to have a big fall trade with the Victor machines and records and is making preparations for handling a large number of buyers. The trade has kept up in good style for the summer.

Columbias are also holding their own with regard to summer trade, and Manager L. Laurie, of the local branch of the Columbia Phonograph Co., says he has no complaint to make. Like the other dealers he is ever optimistic and is laying low until the big rush of fall buyers make their demands for the latest productions of the company's factory. Mr. Laurie is a great baseball enthusiast and will spend the better portion of his vacation attending the games played by Baltimore, for whom he is rooting hard to land the Eastern League pennant.

Manager Albert Bowden, of Sanders & Stayman, says the Victor and Columbia business is good for the summer, while the prospects for the cool months are such as to make it necessary to arrange for handling a big trade. Mr. Bowden will spend his vacation at Atlantic City.

Hammann & Levin report good prospects for the fall and are laying plans accordingly.

SUMMERING ON LONG ISLAND.

**J. N. Blackman Has New Home at Bayshore—
R. G. Caldwell Dodges Skeeters.**

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, now boasts a country home on Long Island, in addition to his town house in Orange, N. J. Mr. Blackman's summer residence is located at Brightwaters, Bayshore, L. I., right on the shore of Great South Bay, and in one of the most attractive suburban colonies in the vicinity of New York.

R. G. Caldwell, vice-president of the company, together with his family, enjoyed a fortnight's vacation at Greenport, L. I., where he has taken a bungalow for the season with a view, very likely, of dodging the Jersey 'skeeters in the vicinity of Rutherford.

George E. Michel, of the Nebraska Cycle Co., the well-known talking machine jobber of Omaha, Neb., suffered with a sprained ankle while visiting in Cincinnati recently, and for a time was confined to his room in the Gibson House.

You can make money out of cabinets



No. 429. For Disc Records.
Holds 168 10 and 12-inch Disc Records.
Mahogany or Oak.
The best cheap Cabinet yet.

☞ The sale of a Talking Machine should carry with it the sale of a Cabinet for your customer's records.

Machine—Records—Cabinet

☞ It takes all three to make a complete outfit.

☞ To-day write for illustrations and prices. To-morrow when you have the Udell Catalog (and we hope some samples on the floor) you will say to the customer who has just bought a machine, "What price Cabinet do you want?" Say it as though you were not allowed to sell a machine without a place to keep the records. And really it's a crime to have your customer's records getting lost, broken and dirty.

☞ Remember:—The Udell Line embraces Cabinets for all Victrolas and Victors and also some splendid Cylinder Record Cabinets.

☞ To-day is the best time to write

THE UDELL WORKS
Indianapolis, Indiana

THOS. A. EDISON NOW IN EUROPE.

First Real Vacation in Many Years—Busy Perfecting Talking Pictures and New Phonograph Disc Record—Work Done He Is Off "To Worry"—Interesting Remarks on Many Topics Before His Departure.

The departure for Europe on August 9 of Thomas A. Edison demonstrated afresh that he is a great national figure, consequently the New York papers "featured" the great inventor of the phonograph by extended "stories" and photographs. This is in every way correct, for Edison stands among the greatest Americans of our time—a man who has made this country and its products known and esteemed throughout the world.

When on the steamer he was surrounded by reporters, and when asked if he had anything up his sleeve he replied:

"No, I have just finished something new. My talking pictures are complete. Two hundred sets of them have been made and they are wonderful. You ought to see them and hear them."

Mr. Edison had been working for some time upon a device to make the moving picture machines and the phonograph take each other's hands and furnish a combined entertainment. He said the machines

were highly satisfactory. This tells the story. "I shall not lecture while abroad," he continued. "I am going for a rest, and if I meet any of the

distinguished persons of the other side it will be quite by accident. You know I want to go away and worry for a while—"

"What?" interjected his astonished friends.

"Yes, I said worry for a while. You see over here I have been too busy to work and I had to cut my usual Florida trip in the winter for work. Now I am going to worry a little for a change. My talking pictures are absolutely perfect and I have made a new phonograph disc that gives a

"No, I am not," he said and laughed heartily at the recollection of his work in that line. "Thirty years ago I took up the aeroplane at the instance of James Gordon Bennett. We solved the idea of aviation at that time all right, but we could not get an engine that would do the work. I did invent an engine. I made one with gun-cotton as the explosive instead of gasoline," he said, and the idea tickled him immensely.

"Since then I have never fooled with the subject."

The inventor was a trifle restless on the first day of his vacation. He put in a full sixteen-hour day Tuesday, as is his custom, and had not stopped his dynamic energy, or thrown in the low gear of living yet. He thought he would, however, as soon as the ship got under way. Famous men entertained the electrical genius on his former tour, but he expects no entertainment this time—he wants a rest.

Here are some Edisonian flashes, fresh from his conversational short circuit:

"I expect to live 150 years with my system of living.

"Proper eating, sleeping and clothing make up my system.

"I stay in bed six hours, and it's solid sleep and quite enough.

"I never intend to retire. Work made the earth a paradise for me, and I don't believe there is any paradise up above.

"My body and I are still keeping at it for about eighteen hours a day, and I seldom get tired.

"I am better able to keep working now than I was at twenty-five.

"This earth is a cinch if you take it right.

"Agreeable work never hurt anyone. I am no exception to the rule.

"I am not an individual; I'm an aggregation of cells.

"I study music in my spare time.

"I eat what I wish—that's not much; only half a handful of solids at a meal.

"I was a business man for nearly half a century; now I am merely having a good time."

A large delegation from the various Edison works were present to wish bon voyage.

Passengers on the ship were much interested in the bright, stocky little man with the face that seemed lighted by electricity. They watched him talk with the reporters, with friends, and discuss his life work with much zest. But he did not seem to think much about the individuals around him. He had his mind on other things.

Latest reports from London state that Mr. Edison is greatly in demand, despite his desire to keep out of public notice.



THOS. A. EDISON.

much deeper intonation than any of the old ones and which has a much clearer annunciation."

"Are you working with the aeroplane any?"

**Announcement Extraordinary of the Newest and Best—
THE MASSEY DIAPHRAGM
for EDISON and VICTOR**

Five strong reasons why there is a marvelous difference between THE MASSEY DIAPHRAGM and all others, distinctly in favor of THE MASSEY. Has the element that beautifies REPRODUCTION of sound. Imparts a sweet and natural tone. Never fails to charm the listener. Articulates clearly. Improves the tone and volume of sound, and used with Edison Model O, R, and M Reproducer, it creates the BEST CYLINDER REPRODUCTION ever heard.

Retails at a popular price—\$1. Investigate the merits of THE MASSEY DIAPHRAGM. Let us send you full particulars of our offer. Now is a good time to write.

THE MASSEY DIAPHRAGM for EDISON machines

J. A. FOSTER CO. PHONOGRAPH DEPARTMENT
WHOLESALE AND RETAIL DISTRIBUTORS
PROVIDENCE, R. I.

THE MASSEY DIAPHRAGM for VICTOR machines

Every month there is less substituting of other product when **Columbia** is asked for. It is already clearly **impossible** to substitute any other recorded voice for that of Nordica, for instance, and extremely hard to argue some other instrument for a Columbia Grafonola. And why in the name of sense should a dealer try it?



Columbia Phonograph Co., Genl., Tribune Building, New York

NOW IT'S THE TELEPHONOGRAPH.

Wall Street Lawyer's Device Automatically Records Phone Conversations.

A lawyer genius down in Wall street has combined the phonograph with the telephone in such a way that it automatically records both ends of a 'phone conversation. He has named it "telephonograph." Obviously in business negotiations over the 'phone such a record might well prove vitally important and of the greatest value.

The device is so simple and so easy of construction that its inventor, or discoverer, expressed surprise that some one had not thought of it long ago.

The 'phone is equipped with twin receivers. One is for use in the ordinary way; the other is held by a bracket in proximity to a megaphone attached to a phonograph in which is a blank cylinder and a needle for making a record. The cylinder is turned by electricity when the operator presses a button, which in this case is set in the flooring convenient to his foot. This, of course, is to record the words of the speaker at the other end.

Say Mr. Lawrence gets a call. He takes down the receiver, starts 'phone No. 2, and asks for the name, and at the same time starts 'phone No. 1.

The answer comes back, "James J. Jones." It is recorded on the cylinder by Jones' own voice, and thereafter he cannot deny that he had any talk with Mr. Lawyer over the 'phone on that occasion.

The subsequent conversation is recorded in like manner, and at any time, in case of dispute as to what was actually said, the entire conversation can be reproduced.

"The value of my device has been demonstrated more than once since I rigged it up," said the lawyer while showing it to a visitor. "Only a few weeks ago I arranged an important business deal over the 'phone with a man. Three days later a question arose as to just what he had agreed to do, and he repudiated his own words.

"Will you deny it in court under oath?" I asked him.

"Certainly I will," he replied, "because I never said it."

"You will? Then listen to this."

"And I showed him my device and how it worked and ground out for him his own words

in his own easily recognized voice.

"You've got me," he said; and that settled it.

"Before a jury, without this record, his word would have been as good as mine."

THE NEW "DUSTOFF" RECORD CLEANER.

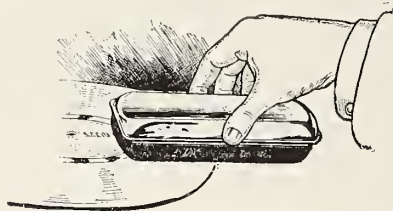
(Special to The Talking Machine World.)

Providence, R. I., Aug. 8, 1911.

The Tone Controller Co., who have had such success with their "Dustoff" Record Cleaners, have just installed new machinery to manufacture their newest specialty, the "Dustoff" De Luxe.

The "Dustoff" De Luxe will especially appeal to the high class trade, being very handsomely made of a metal holder of highly polished silvered or oxidized finish. A special high grade Wilton fabric is mounted thereon, making a fine, lasting and thoroughly efficient record cleaner.

The demand for this new cleaner will be great, as it has been the experience of the manufacturers that the trade desired a more elaborate article than



DUSTOFF RECORD CLEANER.

their regular "Dustoff" record cleaners to conform with the better machines.

Dustoffs are claimed by the manufacturers to remove the dust from the record, and fit into every minute groove and crevice. It cleans without scratching or wearing the disc in the least, thus adding to its life and making the tone purer and clearer.

The "Dustoff" De Luxe are put up one dozen in a very neat display carton, with a hinged cover, and as the carpetings on the cleaners are of various hues, it will make a pretty color display on any dealer's counter.

ALBERT S. MARTEN RETIRES.

Albert S. Marten, who for many years has served as president of the Tea Tray Co., of Newark, N. J., well known in the trade in former years owing to their prominence as manufacturers

of talking machine horns, has retired. He has been succeeded in that position by G. A. Kruttschnitt, formerly president of the Aluminum Goods Mfg. Co., with J. H. B. Conger as vice-president and treasurer, and H. G. Hull as secretary.

COLUMBIA GLEANINGS.

Edward D. Easton, president of the Columbia Phonograph Co., General, who has been abroad with his family for several weeks, sailed from Gibraltar, Spain, August 3, and is due in New York on the 15th. He comes on the "Koenig Louise" of the Hamburg-American line.

Edw. N. Burns, manager of the export department of the Columbia Phonograph Co., is now in Buenos Ayres, and is not expected home before November. Mrs. Burns, with the family, who have been in Switzerland since the spring, returned July 31. In view of the torrid weather prevailing she made no stop at her Brooklyn residence, but went from the ship to their summer cottage in the Thousand Islands.

Geo. P. Metzger, manager of the Columbia Phonograph Co.'s advertising department, is due to arrive back from Europe, August 22. In his absence Edward Cotton "holds down the job."

B. Feinberg, who is no longer connected with the Columbia Co., was summering at South Fallsburg, Sullivan County, N. Y., and came back to New York August 7 greatly improved in health.

Merwin E. Lyle has again become assistant to General Manager Lyle, and is again occupying his old office, taking a week's vacation now and then as his duties will permit. He was away last week. With Merwin resuming his former position, John C. Button is transferred to the Dictaphone Co.

H. A. Yerkes, manager of the wholesale department, returned from a New England trip last week.

A VISITOR FROM WINNIPEG.

W. G. Grieve, vice-president and manager of Cross, Goulding & Skinner, Ltd., Winnipeg, Manitoba, Canada, who has also charge of the talking machine department, was a visitor this week in New York, accompanied by Mrs. Grieve. They visited the plant of the Victor Talking Machine Co., Camden, N. J., while over here. The firm handle the Edison line also, and do a fine business in both. Mr. and Mrs. Grieve enjoyed their stay in the metropolis.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.

Ready for recording without any further preparation.

SPECIALTY

Wax plates for private record taking.

Has unlimited life.

Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Crowds of Visitors to the Coronation Do Not Help Retail Talking Machine Business in London—Traders Taking Vacations—Eccet of Labor Troubles on Business—Music Trades Exhibition to Stimulate Sales—Report of Liquidator for H. Lange's Successors—Activities of Gramophone Co. Dealers—To Continue Edison Cylinder Line—To Introduce Automatic Telephones—Organize British Imperial Council of Commerce—Notable Offerings in the New Record Lists—Columbia Phonograph Co. to Move to Larger Building—Large Addition to Gramophone C. Plant—Tetrazzini Lays Cornerstone—Other News of the Month in the Trade.

(Special to The Talking Machine World.)

London, E. C., Aug. 4, 1911.

General business conditions are none too flourishing at the moment, despite the very natural belief of most traders that the presence here of thousands of oversea visitors for the Coronation and other attractions which London has to offer would stimulate trade all along the line. I refrain from saying "quite the contrary," but broadly speaking, these anticipations have not materialized. If visitors had expended anything like the amount of money expected of them, perhaps talking machine traders might have participated in the spoils. London dealers have given up hope now of doing much business until things settle down to normal conditions and the holiday season is past. We have had such a spell of hot weather that with little energy one has left is expended upon studying the mysteries of divers time-tables and holiday literature, rather than exercising ourselves over records. Indeed, a time-table would appear to be indispensable in every office these days. We meet them everywhere. If not upon the dask, one or two can be spied peeping from out-of-the-way corners as though they themselves would seek seclusion away from the world of business. Yes, August is the holiday month; may everybody have a good time and come back refreshed in body and mind to take up anew the problems of commercial life.

Labor Troubles Hurt Business.

It is useless disguising the fact, not that one could if he tried, that talking machine conditions are very flat throughout the whole country. Doubtless to some extent due to an unusual amount of dissension in labor circles, machine and record sales would seem to be at the lowest possible ebb, especially in those quarters immediately concerned in trade disputes. Fortunately, the outlook is a little brighter than it has been for some time, and fortunate, too, that these troubles have arisen at a moment when their effect upon sales is likely to be not so acute as it undoubtedly would be later on in the season.

While it is early days to forecast with any degree of accuracy our prospects for the coming season, general opinion inclines to the belief that we are in for a really good time. And there is not wanting indication of a very healthy nature in confirmation of this view.

Plans to Stimulate Sales.

The amazing expansion of machine and record sales last winter, extending over a much longer period than in previous years, is in itself a healthy sign of the public's sustained interest in the talker, and with evidence of preparation already in hand to stimulate trade, the season's possibilities bear a very bright aspect for manufacturer, factor and dealer alike. One step in this direction is the coming Music Trades Exhibition to be held in London during August, and at which three of the largest talking machine firms have signified their intention to exhibit. Here then many of the new models for the season in view will make their bow to a large number of dealers expected up from the provinces. We refer to some of the new

models proposed to be exhibited, elsewhere in this issue, and it will be noticeable that quite a few are of the portable hornless type which has won such great popularity in this market. Everything points to the exhibition being highly successful, and we do not see any reason why it should not be so.

New Company.

Duck, Son & Pinker, Ltd., musical instrument manufacturers; capital, £30,000 in £1 shares. Office, 28 Milsom street, Bath.

Liquidator's Report on H. Lange's Successors.

In the matter of H. Lange's Successors, Ltd. (in liquidation), a summary of the liquidator's receipts and payments from October 21, 1909, to July, 1911, has been issued, and is as follows:

| | £ | s. | d. |
|--|--------|----|----|
| To cash taken over by liquidators | 151 | 1 | 8 |
| " balance at bank at date of liquidation | 27 | 12 | 7 |
| " book debts collected | 1,015 | 16 | 7 |
| " bills receivable | 52 | 5 | 0 |
| " sale of stock, fittings and fixtures | 1,722 | 6 | 10 |
| " refund of allotment stamps | 13 | 0 | 0 |
| " interest on deposit | 17 | 8 | 1 |
| | £2,987 | 3 | 9 |
| By preferential payments: | | | |
| " Salaries, wages, rates, telephone and rent | 342 | 9 | 7 |
| " debenture repaid | 242 | 4 | 10 |
| " cost of redeeming stock | 58 | 0 | 6 |
| " salaries of Co.'s servants employed by liquidators | 52 | 8 | 1 |
| " accountants' charges for preparation of statement of affairs, etc. | 26 | 5 | 0 |
| " law costs | 236 | 5 | 0 |
| " sundry expenses, stationery, printing, etc. | 29 | 17 | 5 |
| " Board of Trade fees | 14 | 13 | 0 |
| " Liquidators' remuneration: | | | |
| 5% on £2,987 3s. 9d. (amount collected) | £149 | 7 | 2 |
| 5% on £1,740 2s. 8d. (amount distributed) | 87 | 0 | 0 |
| | 236 | 7 | 2 |
| " Dividends paid: | | | |
| 1st. of 1/5 in £ on £14,401 5s. 3d. | 720 | 1 | 2 |
| Final. of 1/5 in £ on \$14,401 5s. 3d. | 1,020 | 1 | 6 |
| | 1,740 | 2 | 8 |
| " Balance, subject to final expenses | 8 | 10 | 6 |
| | £2,987 | 3 | 9 |

Those creditors who may not have received the second and final dividend of 1s. 5d. in the pound which has been recently declared should make application to the office of E. Littlejohn, Wilson & Co., Egypt House, New Broad street, London, E. C.

"Dog Days" for Gramophone Dealers.

These are supposed to be the dog days, when business is mostly confined to the study of divers time-tables and route maps, etc., preparatory to making holiday. But despite the calls of the sea, the moorland, or the country cottage, the talking machine dealers—especially those owing allegiance to the Gramophone Co.—are sticking to their guns, if not in person, by an efficient manager-substitute to carry on the company's summer scheme proposition. Yes; these are the dog days—the days of "His Master's Voice"! The talking machine "mas-cot" is still listening, seemingly more intently each month, for even his old masters always have something new to offer from the world of operatic, sacred, sentimental and comic music. And the August list is brimful of delightful compositions that will gladden the hearts of all music lovers, and incidentally the hearts of Gramophone dealers, for it is one of the best yet issued. Let it speak for itself: "Fingal's Cave Overture" (Mendelssohn); "Der Freischütz Overture" (Weber); and "Trial by Jury," selection (Sullivan), by the Band of H. M. Coldstream Guards; "Auld Robin Gray" (traditional), Mme. Kirkby Lunn; "Come Into the Garden, Maud" (Balfe), John Harrison; "On the Road to Mandalay" (Hedgecock), Thorpe Bates; Osmino's aria, "Il Seraglio" (Mozart), Robert Radford; "Winter" (Gumbler), Haydn Quartet; "It's a Very Deserving Case," George Robey; "Come with Me to the Sea" (Bennett), Tom Clare; (a) "Legende Amoureuse" (Henri) and (b) "Poeme Hongrois" (Lederer), violin, Francis Macmillan; "La Doccia Waltz" (Capitani), ocarina, Signor Mose Tapiero; "Zallah—An Egyptian Intermezzo" (Lorraine), xylophone, W. H. Reitz; and four very fine records from "The Count of Luxembourg" (Lehar), selections I. and

II., and "Count of Luxembourg Waltz," by Grand Opera Orchestra; and "In High Society," duet, by Miss May de Sousa and W. H. Berry.

Will Not Discontinue Cylinder Line.

Last month the National Phonograph Co., Ltd., issued the following notice to the trade here:

We are obliged to take notice of certain rumors which have been circulated among the trade to the effect that we intend to discontinue the manufacture of cylinder phonographs and records. It is evident that these reports originate from unfriendly sources, and it is therefore almost unnecessary for us to affirm that they are false and without foundation. Since, however, it would appear that some of our supporters have been disturbed by these rumors, it will reassure them to know that we have not the least intention of discontinuing the manufacture of cylinder machines and records. On the contrary, we shall make every endeavor to effect further improvements and developments in regard to these products, and will continue to push their sale with undiminished energy.

We feel sure that with this assurance our loyal dealers will continue their active co-operation with us in making the Edison product successful and mutually profitable. Yours truly,

NATIONAL PHONOGRAPH CO., LTD.

To Install Automatic Telephones.

As a result of recent visits paid to America by the engineer-in-chief of the Post Office, the Postmaster-General has decided to introduce experimentally into this country some of the systems of automatic telephone exchange working as installed in several cities of the United States. The mechanical and electrical problems involved have now, to a great extent, been satisfactorily solved, and it only remains to be decided whether such systems as the "Strowger" and the "Lorimer" will be economical, and whether they will find favor with British telephone users.

Big Convention of Commercial Bodies.

An important representative meeting of the Chambers of Commerce, Boards of Trade and British Chambers of Commerce throughout the world was recently held in London to inaugurate the British Imperial Council of Commerce. The objects of the council, in part, will be: To focus and distribute reliable information as to each country's needs and powers. To act as an Imperial clearing house for commercial information and suggestions. To organize and give effect to the resolutions of the Congresses of Chambers of Commerce of the Empire.

The new body was requested to take such steps to complete its organization as might be necessary.

Fine Record List Offered by J. E. Hough, Ltd.

J. E. Hough, Ltd., have recently issued some remarkably fine records, which must irresistibly appeal to the trade and the public alike. Exercising a very wise discrimination not only in the class of music they record, but also in the choice of artists, Messrs Hough always have something original and interesting to offer their supporters. In the latest records to hand, which represent a very high standard of merit throughout, we notice several new features likely to enhance the popularity of Edison Bell, and V. F. disc records. Personally, we must congratulate the company upon their very latest acquisition to the ranks of their artists in the persons of George Chirgwin, known the world over as the white-eyed Kaffir; G. H. Ditchburn, the great Manchester Cathedral basso, and the Irish Guards Band. After two years' persuasion, Chirgwin was at last prevailed upon to record exclusively for the Edison Bell records. Some little latitude must be allowed (and of that we have little doubt all will agree) to a man who is close upon 70 years of age, and if in the rendering of those fine old songs, "The Blind Boy," and "My Fiddle is My Sweetheart," slight loss of voice power is noticeable, we are of opinion



ENGLAND'S LARGEST FACTORS!

The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

2 minute series 1/. each. 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams "Putiel London."

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles.

Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 93 Farringdon Rd. LONDON, ENG.

that this fact alone endears the renowned singer to us all the more. In addition, Mr. Chirgwin provides us with many a laugh over the "Jocular Joker," and (a parody on) "Asleep in the Deep."

Mr. Ditchburn gives a fine rendering of "In Cellar Cool," and "Thy Sentinel Am I." He has a particularly strong voice, the full strength of which is specially noticeable on the sustained notes of the lower register. Other songs by this artist have been issued, and there are others coming.

Other Records Worthy of Attention.

We have received other records too numerous to decant upon in detail. Suffice it to say that all are of average good merit from the recording and artistic point of view. Before giving a list of these we should first like to draw attention to that wonderful accordionist, P. J. Frosini, known in the States as the "Accordion Wizard." The exceptional ability with which he handles this instrument is demonstrated in the following tuneful numbers "Glow-worm," "Amoureuse" and "Poet and Peasant" overture, Parts 1 and 2. Here is the complete list: "Nibelungen March" (Wagner), Royal Guards Band, and "Tempest of the Heart," song from "Il Trovatore," Robert Carr; "Rendezvous Waltz" and "Down in Jungle Town," two-step, Royal Court Orchestra; "The Message Boy," Jack Mackray, and "We All Go the Same Way Home," Jack Charman; "Darkies' Holiday" and "Austria," concertino solos by Alex. Prince; "Musical Snapshots," Parts 1 and 2, Irish Guards; "Let Me Kiss Those Tears Away" and "Do You Remember the Last Waltz," Arthur Day; "Faust—Jewel Song," Elda May, and "Doubt Not" ("La Cigale"), Wilfred Virgo and Elda May; "Light of Foot March" and "The Bluejackets' Patrol," Irish Guards; "She Is Far from the Land," J. F. Kinniburgh, and "My Dear Soul" (Sanderson), Miss D. George; "Youth and Love" and "Some Day You'll Know," Arthur Day; "Why Do We Sigh for the Seaside?" and "You Can Do a Lot of Things at the Seaside," Jack Charman; "The Islander," Fred Elton, and "Once Aboard the Lugger," Robert Carr.

Columbia Phonograph Co. to Move.

The Columbia Phonograph Co. advise me of their intention to remove during the first week in August from Worship street to a larger building located at 81 City Road, London, E. C. Here will be centered their offices, showrooms and recording department, to properly house which they have taken the whole building of four floors, with the exception of the shop and basement. No. 81 City Road is full of memories: it was there that the Russell Hunting Record Co. first opened up, and afterward the building was occupied for some time by the Premier concern, of clarion record fame.

New Addition to Gramophone Co. Plant.

At the time of building their large factory at Hayes a few years ago, the Gramophone Co., with commendable foresight, had regard not only to the needs of the moment but to those of the future also by securing sufficient land upon which to erect other buildings if occasion demanded. That it was a wise precaution is shown by the fact that some months ago it was deemed urgent, in view of the progressive nature of their trade, to put the build-

ing extension in hand at once. Accordingly, on the 21st of February last operations were commenced on a new structure standing on some five acres of ground. It is constructed throughout of reinforced concrete, with steel sashes and steel pillars, covered with concrete, the only wooden parts being the doors. The flooring is of granolithic, and to minimize still more the risk of fire, the company have had installed two fire tanks each of 20,000 gallons capacity and a service tank of 9,000 gallons, while from an Elysian well a water supply of 6,000 gallons an hour is assured. The building is also fitted with a fire alarm and various fire extinguishers.

Mme. Tetrzzini Lays Corner Stone.

Mme. Melba performed the operation of laying the foundation stone of the original building, and July 20 Mme. Tetrzzini journey to Hayes for the purpose of performing a like ceremony in connection with the new extension. Accompanied by her husband, Mr. and Mrs. Dixon, and Mr. Gaisberg, Mme. Tetrzzini was received by Mr. and Mrs. Clark, Mr. Fassett, and the heads of the various departments. Carrying a presentation bouquet of roses, Mme. Tetrzzini next proceeded to the record-pressing department, where she had the pleasure of pressing a record of her own voice, the finished product being afterward handed to her as she left the building. Passing through the factory Mme. Tetrzzini received a great welcome from the employes, who gave vent to hearty cheers and much hand-clapping, to which the distinguished guest smilingly responded in acknowledgment. The actual stone-laying ceremony was pleasant and brief. Addressing Mme. Tetrzzini in French, Mr. Clark, in the name of his colleagues, thanked her for her gracious visit to their little town of Hayes and for officiating at the opening ceremony in connection with the necessary extension of their works. Tapping the marble stone with an inscribed mallet, Madame declared it well laid, then turning to the company she said in English, "Good luck." In letters of gold the stone bore witness that it was laid by Mme. Tetrzzini on July 20, 1911.

How Extra Space Will Be Utilized.

The new building, by the way, is fitted up for the making of talking machine cabinets, and traders may now anticipate quicker deliveries of machines than in the past.

With the exception of Mr. Goff and a few other officials, who will remain at City Road, room has been found at Hayes for the whole of the executive and office staff from the city headquarters, and now that the bulk of the company's employes are located at the little Middlesex village, we are inclined to the opinion that it should be renamed, and what more suitable than "Gramophone"!

Some New Columbia Records.

The twelve-inch list of Columbia-Rena records this month is devoted to a series of five splendid records of violin solos by Herr Leo Strock, the famous Russian virtuoso. Other pleasing records to hand are: "Florentine March" and "Reeves March," by King's Military Band; "You Are the Ideal of My Dreams," by Herbert Scott, and "On Mobile Bay," tenor duet by Irving Gillette and Albert Campbell; and "Meet Me in Kellyland" and

"They're All Single by the Seaside," by Stanley Kirkby.

Four Indian Love Lyrics.

The Columbia Co. also issue this month the complete suite of four Indian love lyrics on two 10-inch records. These beautiful songs of Amy Woodforde-Finden, breathing the romance and passion of the East, have for some years been an integral part of contemporary musical history, and now they are offered complete for the same modest sum as will buy the ordinary common or garden "comic." This unique issue brings back an old favorite in the person of Edgar Coyle, the sweet-voiced baritone, and under his treatment the songs are a very feast of delight. The Columbia Co. affirm these to be the best records Mr. Coyle has yet made, which is saying much.

New Banjo Record by Ossman.

Not long ago we told how a certain London banjo club, enamored of a selection ("Drowsy Dempsey") played by Vess L. Ossman on a Columbia-Rena record, ordered a record apiece for every member of the club to study the technique and style of the Banjo King. These and many other admirers of the music of minstrelhood will rejoice to see a new record by Mr. Ossman listed in the new supplement after a silence of many months. The two selections are entitled "The St. Louis Tickle" and "The Smiler," respectively, and both are beautiful examples of the lively airs which are best fitted for rendition on this instrument.

A New Novelty Record.

An interesting novelty in very truth is that described as a singing competition, in two parts, on a Columbia-Rena record this month. From an explanatory note, issued with the record, we gather that two of the company's artistes were arguing in the recording laboratory as to the merits of two songs, only to find when it came to singing them a curious likeness in melody. The argument promised to develop into something more serious (at least, so we are asked to believe), until at length the recorder interposed with the suggestion that the pair fight it out together in front of the recording horn. The result is at once curious and amusing. Arthur Leslie commences by singing "Just a Wee Deech and Doris," and Bryan Sullivan, after remarks not altogether complimentary, follows with "You Shall Live in a Chalet." Then the two sing together, each singing his own song and preserving words and melody to the end. As the tunes are not unlike, the result is not nearly so unharmonious as might be imagined. Then, on the other side of the disc they follow, in the same order, with "I Feel So Lonely" and "Norah," with the cannon duet to conclude. Altogether a very original record and one that will probably lead to numerous experiments in the home circle.

The British Zonophone Co.'s Record List.

The British Zonophone Co. offer a strong list of good titles for the month of August, and dealers will find it advisable to place substantial orders. The company's policy of amalgamating on the one disc two selections of equal merit has met with the warm approval of the trade who find that the coupling of a good selection with an inferior one often militates against the sale of that par-

FROM OUR LONDON HEADQUARTERS—(Continued.)

ticular record. In the latter category the Zono-Twin records do not figure. A few titles from the current August list are as follows: 12-inch—"The Banks of Allan Water" (C. E. Horn), Mme. Deering, and "Cherry Ripe" (C. E. Horn), Mme. Deering. 10-inch—"Once" (Harvey), Harold Wilde, and "To Mary" (M. V. White), Ernest Pike; "A Son of the Desert Am I" (Phillips), and "The Monarch of the Woods" (Cherry), Peter Dawson; "Good-Night, Beloved," and "When Hands Meet" (Pinsuti), Zono Concert Quartet; "The Lass of Killicranki" and "Trip to Invernary," Harry Lauder; "Guffaws" and "Secocotine and Glue" (laughing songs), Billy Whitlock; "Any Little Girl That's a Nice Little Girl" (Fischer), Harry Fay, and "That Mesmerizing Mendelssohn Tune" (Berlin), Harry Fay and Sam Hovey and chorus; "Marche de Concert" and "Torchlight Parade" (banjo), Oly Oakley; "Penguin Dance" (Byng), and "Rose Leaves Entr-acte" (Tessier), Peerless Orchestra; "The King's Body-guard March" (Raymond), and "Exhibition March" (Ord Hume), Black Diamonds Band.

The Edison September Record List.

A cordial reception should be in store for the Edison September list, which offers much variety in the capital series of selections we observe therein. The complete list is as follows: Amberol records—"Selection from "Patience" (Sullivan), National Military Band; "Just Like Being at Home" (Lauder), Harry Lauder; "There Is a Flower That Bloometh" (Wallace), Peter Dawson; "Any Old Iron?" (Collins, Sheppard & Terry), Alf. Willis; "Father Went Down to Southend" (Connor), Jack Charman; "O'Brien" (Murphy), Miss Florrie Forde; "By the Sea" (Glover-Kind), Stanley Kirkby; "I Hear You Calling Me" (Chas. Marshall), Ernest Pike; "Don't Go Out with Him To-night," and "Wake Up, John Bull" (Godfrey and Williams), Billy Williams; "Hungarian Serenade" ("Serenade Hongroise") (J. Joncieres), Garde Republicaine Band; "God Be With You Till We Meet Again" (W. G. Toner), Edison

Mixed Quartet; "My Beautiful Lady—"The Pink Lady" (I. Caryll), Miss Elizabeth Spencer; "Uncle Tom's Cabin—A Dream Picture" (J. B. Lampe), Edison Concert Band; "The Maple Leaf Forever" (A. Muir), Knickerbocker Quartet and New York Military Band; "I'm Just Pinin' for You" (Williams and Van Alstyne), Walter Van Brunt; "Italian Army March" (R. Eilenberg., accordion solo, Guido Deiro; "Wanted—A Harp Like the Angels Play" (J. F. Helf), Will Oakland; "The Dwellers in the Western World"—No. 1, "The Red Man" (Sousa), Sousa's Band, and "Stick to Your Mother, Tom," Will Oakland and chorus. Standard records—"Let's Go Where All the Crowd Goes" (Godfrey and Williams), and "Mrs. B." (Castling and Murphy), Billy Williams; "Fall in and Follow Me" (march), arranged by J. Ord Hume, National Military Band; "Oh, Dear! What Can the Matter Be?" (Percival Langley), Miss Florrie Forde; "We All Go the Same Way Home" (Castling and Murphy), Stanley Kirkby; "The Scotch Errand Boy" (Lauder), Harry Lauder; "The Lion Chase—Concert Galop" (C. Kolling), Sousa's Band; "Every Little Movement" (K. Hoschna), Miss Nadelle and Miss Jordan; and "My Hula, Hula Love" (P. Wenrich), Metropolitan Quartet.

Cavalieri at the London Opera House.

Mme. Lina Cavalieri is to be the leading prima donna at Oscar Hammerstein's new London Opera House when it opens in November next. This artist, who is generally admitted to be the most beautiful woman on the stage, is, however, by no means a stranger to London grand opera audiences, for on her appearance at Covent Garden some five or six years ago she created a great stir, for the beauty of her voice was seen to be no less than her physical charms. Cavalieri, upon whom then rests Mr. Hammerstein's premiere, sings exclusively for Columbia, and the announcement of her season in grand opera in London has already led to an increased interest in her records

The Music Trades Exhibition.

As announced in a previous issue, at the fifth International Music Trades Exhibition to be held in the Agricultural Hall, London, August 14-19, inclusive, several talking machine firms will be represented. Those who have definitely booked space include the Gramophone Co., Ltd., the Columbia Phonograph Co., General, Messrs. Lockwoods and Pathé Frères of London and Paris.

Indications are not wanting that this exhibition is going to be a very successful one from every point of view. By insuring a thoroughly representative and sufficient number of musical instrument exhibitors and by making every effort in the direction of obtaining a satisfactory attendance of trade buyers the promoters have made "good" from their side. That done, the ultimate success, from an exhibitor's outlook, must necessarily depend to a great extent upon his own efforts whether or not the expenditure-outlay develops into a good investment. The hall is very centrally placed, easy of access, and there is little doubt but what, being a quiet business month, provincial dealers will find time to visit the exhibition in large numbers. The prospects of a very successful exhibition are therefore exceedingly bright, and all the more so in view of the fact that certain of the talking machine exhibits will comprise first displays of next season's new models.

Gramophone Company's Exhibit.

This company have secured a large stand very centrally placed, where they will have on show a complete range of their popular models, cabinet machines, etc., and also a representative selection of records. The Gramophone Co. do not trade upon the lines of soliciting custom from any and every dealer, and therefore their representatives at this exhibition is mainly in the interests of, and for the convenience of any of their clients "oop fra' th' country."

Columbia in Evidence.

The Columbia Co. will have on show the first models of the new hornless types of graphophones



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHELDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION
of
"HIS MASTER'S VOICE"

FRANCE Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
GERMANY Deutsche Grammophone-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
ITALY Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
EGYPT The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA Skandinavisk Grammophone Aktieselskab, Frihovnen, Copenhagen, Appelbargsgatan 52, Stockholm
RUSSIA.....The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow.
Fontanka 58, Petersburg
Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis
SPAIN.....Cie. Francaise du Gramophone, 56 Palmes, Barcelona
INDIA.....The Gramophone Co., Ltd., 139 Belliaghatta Road, Calcutta
And Hornby Road, Bombay.

THE GRAMOPHONE CO., Ltd.
21 CITY ROAD, LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

to be introduced this next season, as well as the newest additions to the horn type. The stand the Columbia Co. will occupy is No. 31 in the center avenue. The secret of the new hornless machines by the Columbia has been well kept, and will probably not be made known until the exhibition. This much, however, we may say, and, that is, that the broad and open tone of these new hornless graphophones is assured by a perfectly shaped and unhampered resonance chamber.

The new models of the regular graphophone type are "intermediate" instruments in the "Regal" styles, which have proved so successful during the past season. There is the new "Junior Regal" (oak) at £5 10s. identical with the Standard "Regal" in appearance, but with a smaller cabinet and a two-spring motor instead of three springs. So, too, with the new "Junior Regal" (mahogany) sold here at £7 10s. It has the same graceful lines and design as the larger model, and in this new size, with the mahogany horn, is unquestionably one of the most handsome and dignified instruments extant at the price. It has won general approbation, and is literally a beautiful piece of work.

In addition to a full and complete range of instruments the Columbia Co. will also exhibit records of the world's greatest grand opera artists—Cavallieri, Boninsegna, etc., records to which Puccini gave so glowing a testimony, and, of course, a range of the more popular titles in the big selling Columbia-Rena records, in which we are also promised some novelties for the exhibition.

New Hornless Pathephones.

Dealers will find the Pathé Frères exhibit especially interesting by reason of the fact that their extensive array of machines will include introduction for the first time of a series of new hornless instruments embodying special features of construction and tone reproducing power. Other novelties for next season's trade will be represented, and that of particular interest is the new compressed-air Pathéphone, which is one of the loudest and most natural toned machines in the world.

Lockwoods After the Dealers.

They always are, and rumor has it, always will be. They have shown their confidence in the exhibition by taking the largest stand of any solely devoted to talking machines. Here they will exhibit new models for the season, which in itself must attract the dealer, as a magnet will a steel needle. In addition to an extensive and complete array of their own special line of "Perophone" machines, and other products, they will exhibit the latest Zonophone models, and have, for purposes of demonstration, a series of the famous Zono-Twin records, in which, as factors, they predomi-

nate. Altogether, Lockwoods exhibit will well repay a visit.

Carl Lindstrom Absorb Fonotopia Co.

Important news reaches us of yet another recruit to swell the ranks of that enterprising house of Carl Lindstrom, Ltd., Berlin. Within recent memory this firm has absorbed no less than three large firms, i. e., Beka Record, Ltd., and Fritz Puppel (talking machines), the latest being that of the Fonotopia Co. (London), Ltd., which controls the output of Odeon, Jumbo and Fonotopia records from the International Talking Machine Co., Ltd., Odeon Works at Berlin, Weissensee & Schwechat, near Vienna, the Campagne Francaise des Disques et Machines Odeon et L' Instrumente de Musique, Ancienne Maison Ch. and J. Ullmann at Paris, Brussels and Barcelona, and the Societa Italiana di Fonotopia at Milan.

To Increase Capital Stock.

The administration of the Carl Lindstrom joint stock company will put before the next extraordinary general meeting a demand increasing the capital 1,500,000 marks for the purpose of acquiring the majority of the capital stock of the Fonotopia concern, as aforesaid. At the moment of writing we believe the whole of this proposed capital increase is already underwritten.

Agencies to Remain Unchanged.

The agency of the Fonotopia Co.'s products—Odeon, Jumbo and Fonotopia records, now handled in England by Messrs. Barnett Samuel & Sons, Ltd., of London, will be carried on unchanged for the present.

The Significance of the Big Move.

This gigantic monopoly of many of the best products on the European markets, not to mention the company's extensive interests abroad, is likely to cause a big stir in talking machine trade circles when once the significance of the move becomes apparent. At the present time little is known of the "combine's" future plans, but I gather from private information to hand that already preparations are well advanced to capture a greater share of the world's trade; great as that share is now. Special efforts will be put forth and no expense spared to secure that end, but we hope it will not be reached by competition of a nature likely to initiate a price-cutting war, for once a campaign of this character is commenced among talking machine traders the industry stands the best chance it is ever likely to have of going to the dogs. Trade stability largely rests upon the maintenance of firm prices, in conjunction with quality. Once that is undermined by any one house it bids fair to develop uneasiness. Dealers would, and perhaps not unnaturally, anticipate price reductions in other quarters. There is, it is true, no likelihood of such a contretemps, but for all that, the average retailer might deem it expedient to keep his record stock as low as possible consistent with the minimum demand, and the adverse effect thereof upon the stability of the trade is obviously a matter which each and every manufacturer should do his best to avoid by maintaining fixed prices and fixed discounts.

Thos. Graf to Leave for Berlin.

At the time of writing, Thos. Graf is due to leave our shores in a few days time for Berlin, from which place he will control the various Edison branches on the continent. Mr. Graf is a general favorite here, but what better indication of popularity could one have than from one's own staff? A fitting illustration of this was the pleasing little ceremony which took place July 1st at the Holborn Restaurant. It was upon the occasion of a farewell dinner given to Mr. Graf by the departmental managers of the National Phonograph Co., Ltd. After each had done justice to the excellent fare provided, Mr. A. F. Wagner, assistant manager, rose, and on behalf of his colleagues expressed their regret at separation from one whom they all highly esteemed and respected, and as a mark thereof they asked Mr. Graf to accept a small token in the shape of a gold watch. In a few suitable words Mr. Graf expressed his great pleasure at this expression of good feeling, and assured them that even were he apt to for-

get, which was very unlikely, their beautiful present would serve to remind him constantly of the friendship he was leaving behind among his personal staff, to whom he had always been closely attached. The watch is inscribed: "To Thomas Graf, Esq., managing director of the National Phonograph Co., Ltd. (here follows the Thomas A. Edison trade-mark), as a small token of esteem and remembrance from the members of his staff. London, July 8, 1911." We feel sure that the whole trade will heartily join us in wishing Mr. Graf the best of good luck and success in his continental sphere of activity.

Will Carry Tones of Talker a Mile.

A machine that will reproduce vocal records sufficiently loud enough to be heard nearly a mile away, and band records considerably louder than the band itself, such are the capabilities of the "stentophone." And with all this immense volume there is no distortion, no extraneous foreign voices; simply a great amplification of the true musical notes as first recorded. We recently had the pleasure of hearing the instrument played in the open air, and although at a distance of something like fifty yards, the remarkable accuracy of the reproduction was indeed marvellous. For the first time we heard how a violin or piano, as examples, should be reproduced, and after testing a variety of records on an ordinary machine and repeating the same records on the stentophone, we were able fully to appreciate the almost "beyond-nature" characteristics of the latter.

The Stentophone is the very latest type of compressed air machine, workable either by hand-pump or by electricity. We heard the machine indoors demonstrated at a pressure of five pounds per square inch, and outside at 10-12 pounds pressure. It appeared to be more than loud enough, but our informant explained that pressures of from 30 to 40 pounds were possible.

A special cabinet model has been designed for concert halls, skating rinks, cinematograph theatres, etc., which has special features of its own. The power of this instrument can be varied to such an extent that from a full reproduction it can be gradually reduced, without any loss of detail, to almost a whisper. Other new things are promised shortly, and we have little doubt but what the Stentophone Company will become widely known in trade circles during the coming season.

A Correction.

In my last report on page 25, the title, National Gramophone Company, Ltd., was given as The National Grand 'Phone Co. All and sundry are hereby requested to learn, mark and inwardly digest. Our apologies to the National Gramophone Company!

Oversea Visitors.

London has entertained many distinguished visitors this month. Amongst those we have met we would name Mr. Czernikow, of the Triumphone Co., Berlin; Mr. A. M. Chivers, of Chivers' Music Stores, Christchurch, New Zealand, and Mr. C. D. Westbrook, of Melbourne, Australia. In conversation with the two latter gentlemen we learn that talking machine conditions in Australasia are improving all the time, and although competition is fairly keen, dealers find it very profitable to handle talking machines and records. While the cylinder business is still being pushed with energy, traders report that the disc is gaining great headway.

The House of Murdoch.

For many years now the great House of Murdoch, the pioneers of the "One order, one parcel, one account system," has been approved Britain's greatest factor, and we learn that next season will be no exception to the rule, inasmuch as their colossal stock has been increased to such an extent that they now carry the complete monthly issues of something like twenty different makes of records.

Extensive alterations have recently been found necessary and the huge building at Farrington Rd. is now given over almost entirely to the talker business.

During the summer months we are told that the demand for their product has been very brisk



STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

GEO. EVANS
& CO.

94 Albany St.
London, Eng.

OR

in U. S. A. to their sole representatives



Violin

OLIVER DITSON Co.

150 Tremont Street
BOSTON

NEW YORK and PHILADELPHIA

and very little slackening down has been experienced, probably owing to the number of novelties they control, amongst which figure such "hot cakes" as the sound controller, the non-skid pad, and the glass insulators for all machines.

For the season 1911-12 a splendid assortment of Excelsior and Symphonium disc machines will be available, beside, of course, every other make of disc machine of repute on this market, including Zonophones, Columbias, Pathephones, etc.

We find that they are to the fore in every branch of the industry, handling, as they do, a multitude of accessories, such as stands, racks, cabinets, etc., also repair parts galore. No matter how large the order, this enterprising house can cope with it easily and despatch same day as received. The importance of this prompt serv-

ice is readily realized by the wide-awake trader.

We are pleased to learn that the indestructible cylinder products which they control for the British trade have been selling steadily, and during the coming winter big things are anticipated.

We also learn that the demand for small musical goods of every description, of which they carry big stocks, is very satisfactory, time of year considered. As side lines melodeons and mouth harmonicas find a ready market here amongst talking machine dealers, and Messrs. Murdochs invite enquiries from traders abroad with a view to further extensions of this important branch of their business. Dealers interested should address J. G. Murdoch & Co., Ltd., Farringdon road, London, E. C., who will cheerfully furnish catalogs and price lists.

DEVELOPMENT OF COPYRIGHT LEGISLATION.

Bill Now Subject to the Report Stage or Final Reading—Important Amendments Accepted—Matter of License, Royalty and Record Copyright Still Open—Latest News of Situation.

(Special to The Talking Machine World.)

London, Eng., Aug. 6, 1911.

Standing Committee A appointed by Parliament to examine the provisions of the Copyright Bill has now concluded its deliberations, and the measure was read a second time. It is now but subject to the report stage, or third reading (now proceeding), in Parliament prior to being placed on the statute book. No very serious opposition to the main provision is anticipated, but that part of the bill relating to mechanical instruments is not expected to pass without some amendment, even though it may be comparatively unimportant as far as the fixed basis of this section is concerned. In contrast to the 1910 bill, as originally framed, it must be admitted that the acceptance in committee of Sidney Buxton's amendments thereto, has produced a general feeling of relief, although the present measure is not entirely to the satisfaction of British record manufacturers.

In effect the 1910 bill left open the question of license, royalty terms and record copyright, and it was also retroactive. For the past few months leading members of this trade have been actively engaged in fighting these unjust proposals, and that they have succeeded in their efforts, if only partially, to bring Mr. Buxton to realize the damage which his original measure would have inflicted upon an established industry is revealed in the following provisions (which include Mr. Buxton's amendments) as to mechanical instruments (clause 19, par. 1):

19. (1) Copyright shall subsist in records, perforated rolls, and other contrivances by means of which sounds may be mechanically reproduced, in like manner as if such contrivances were musical works, but the term of copyright shall be fifty years from the making of the original plate from which the contrivance was directly or indirectly derived, and the person who was the owner of such original plate at the time when such plate was made shall be deemed to be the author of the work, and where such owner is a body corporate the body corporate shall be deemed for the purposes of this Act to reside within the parts of His Majesty's dominions to which this Act extends if it has established a place of business within such parts.

(2) It shall not be deemed to be an infringement of copyright in any musical work for any person to make within the parts of His Majesty's dominions to which this Act extends records, perforated rolls, or other contrivances by means of which the work may be mechanically performed, if such person proves—(a) that such contrivances have previously been made by or with the consent or acquiescence of the owner of the copyright in the work; and (b) that he has given the prescribed notice of his intention to make the contrivances, and has paid in the prescribed manner to or for the benefit of the owner of the copyright in the work royalties in respect of all such contrivances sold by him calculated at the rate hereinafter mentioned:

Provided that—(i) nothing in this provision shall authorize any alterations in or omissions from the work reproduced, unless contrivances reproducing the work subject to similar alterations and omissions have been previously made by or with the consent or acquiescence of the owner of the copyright or unless such alterations or omissions are reasonably necessary for the adaptation of the work to the contrivances in question; and

(ii) For the purpose of this provision a musical work shall be deemed to include any words so closely associated therewith as to form part of the same work, but shall not be deemed to include a contrivance by means of which sounds may be mechanically reproduced.

(3) The rate at which such royalties as aforesaid are to be calculated shall—

(a) In the case of a contrivance sold with two years after the commencement of this Act by the person making the same be two and one-half per cent.; and

(b) In the case of contrivances sold as aforesaid after the expiration of that period five per cent, on the ordinary retail selling price of the contrivance, so however that the royalty payable in respect of a contrivance shall in no case be less than a half-penny, and where the royalty calculated as aforesaid includes a fraction of a farthing such fraction shall be reckoned as a farthing.

Provided that if at any time after the expiration of seven years from the commencement of this Act it appears to the Board of Trade that such rate as aforesaid is no longer equitable, the Board of Trade may after holding a public inquiry make an order either decreasing or increasing that rate to such extent as under the circumstances may seem just, but any order so made shall be provisional only and shall not have any effect unless and until confirmed by Parliament; but where an order revising the rate has been so made and confirmed no further revision shall be made before the expiration of fourteen years from the date of the last revision.

(4) If any such contrivance is made reproducing two or more different copyright works and the owners of the copyright therein are different persons, the sums payable by way of royalties under this section shall be apportioned amongst the several owners of the copyright in such proportions as, failing agreement, may be determined by arbitration.

(5) When any such contrivances by means of which a musical work may be mechanically performed have been made, then for the purposes of this section the owner of the copyright in the work shall, in relation to any person who makes the prescribed inquiries, be deemed to have given his consent to the making of such contrivances if he fails to reply to such inquiries within the prescribed time.

(6) For the purposes of this section the Board of Trade may make regulations prescribing anything which under this section is to be prescribed and prescribing the mode in which notices are to be given and the particulars to be given in such notices, and the mode, time and frequency of the payment of royalties, and any such regulations may, if the Board think fit, include regulations requiring payment in advance or otherwise securing the payment of royalties.

(7) In the case of musical works published before the commencement of this Act the foregoing provisions shall have effect, subject to the following modifications and additions: (a) The conditions as to the previous making by or with the consent or acquiescence of the owner of the copyright in the work, and the restrictions as to alterations in or omissions from the work shall not apply.

(b) The rate of two and one-half per cent, shall be substituted for the rate of five per cent as the rate at which royalties are to be calculated. (c) Notwithstanding any assignment made before the passing of this Act of the copyright in a musical work, the royalties aforesaid shall be payable to and for the benefit of the author of the work or his legal personal representatives. (d) The saving contained in this Act of the rights and interests arising from or in connection with action taken before the commencement of this Act shall not be construed as authorizing any person who has made contrivances by means of which the work may be mechanically performed to sell any such contrivances, whether made before or after the passing of this Act, except on the terms and subject to the conditions laid down in this section. (b) Where the work is a work on which copyright is conferred by an Order in Council relating to a foreign country, the copyright so conferred shall not, except to such extent as may be provided by the Order, include any rights with respect to the making of records, perforated rolls, or other contrivances by means of which the work may be mechanically performed.

(8) Notwithstanding anything in this Act where a record, perforated roll, or other contrivance by means of which sounds may be mechanically reproduced has been made before the commencement of this Act copyright shall, as from the commencement of this Act, subsist therein in like manner and for the like term as if this Act had been in force at the date of the making of the original plate from which the contrivance was directly or indirectly derived.

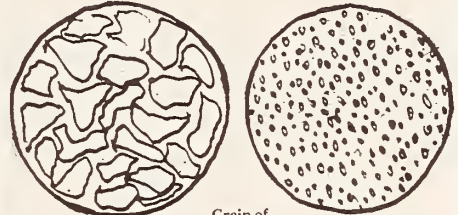
Provided that—(i) The person who, at the commencement of this Act, is the owner of such original plate shall be the first owner of such copyright; and

(ii) Nothing in this provision shall be construed as conferring copyright in any such contrivance if the making thereof would have infringed copyright in some other such contrivance if this provision had been in force at the time of the making of the first-mentioned contrivance.

(9) In the case of contrivances reproducing more than one separate musical work in which copyright subsists, the

(Continued on page 28.)

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

do you know my **WAX "P,"**
 the best existing recording material for Berliner- (Gramophone-) cut? If
 not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT
 bei Apolda i. Th., Germany
 The largest manufacturing plant in the world devoted exclusively to the
 manufacture of Master-Waxes for Gramophone and Phonograph

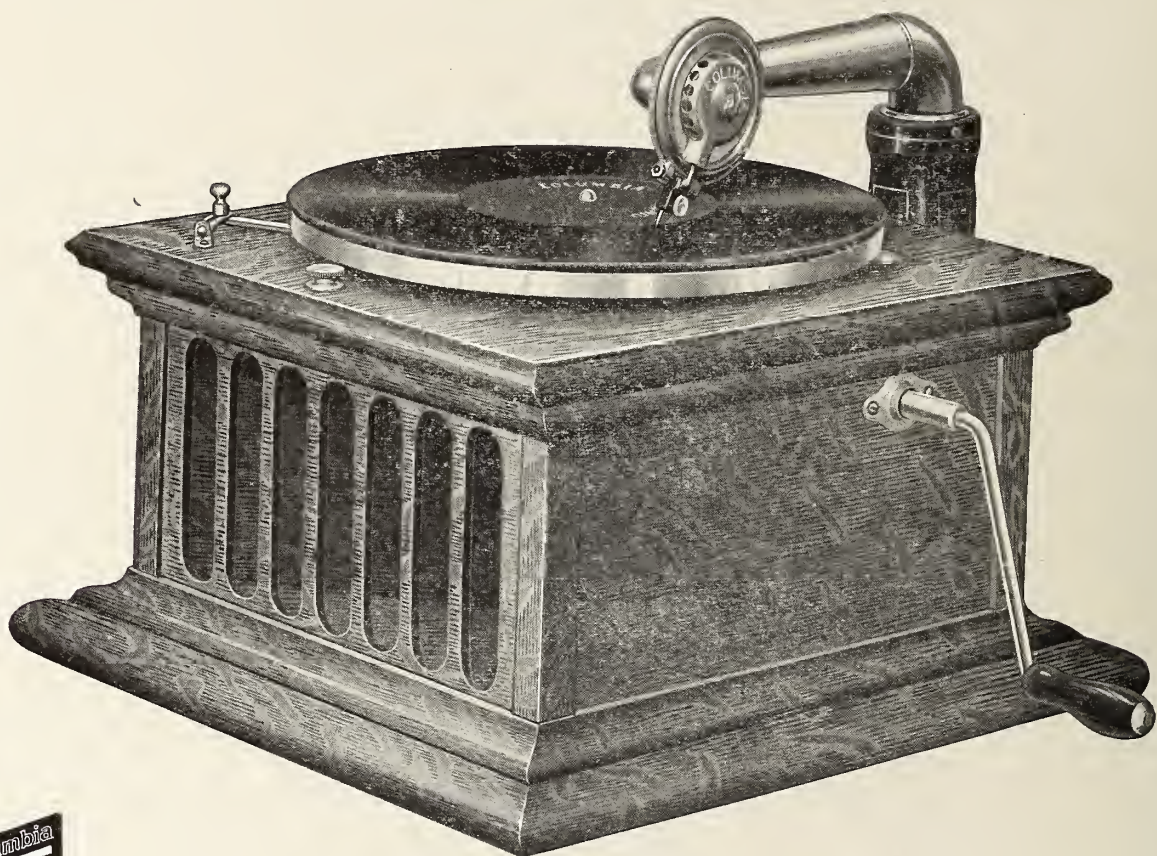
A New Hornless

THE LATEST

HORNLESS GRAPHOPHON

Hornless talking machines, even at \$150 and \$200, made a tremendous hit with the public. When the Columbia Phonograph Company brought out its "FAVORITE" at \$50 it created a sensation. It was believed that the limit had been reached in a perfect hornless machine at a moderate price. But that there is no limit to Columbia progressiveness and resourcefulness is demonstrated by the two machines illustrated below to sell at \$25 and \$35.

These two models are the FIRST hornless machines offered at popular prices. Their compact,



The "LYRIC" \$25

The Columbia "Lyric" is everything that a high grade instrument ought to be.

Its quality of tone is beyond improvement—and its volume of tone is surprising.

It is remarkably condensed and compact. It is built of clear-grained quartered oak, well joined and finished. The reproducer is the Columbia "Concert Grand," the latest and best type produced. The motor is a typical soundless Columbia double-spring motor, running three records with one winding. It plays either 10-inch or 12-inch records and can be wound while running. Convenient adjustment of speed is provided for in connection with the start-and-stop device. The equipment includes a supply of needles, together with a needle box with compartments for new and used needles.

The "Lyric" is an extraordinary twenty-five dollar's worth.

PLACE YOUR ORDER WITH

Columbia Phonograph Company

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Industry.
Dealers Wanted: Exclusive selling rights granted.

lking Machine"

A SUCCESS

S AT POPULAR PRICES

careful construction, fine finish, magnificent tone qualities, and attractive price ensures them the lead in the public esteem.

Thousands who hesitated to buy the expensive models will be eager to purchase these. Don't forget, Mr. Dealer, they will be liberal buyers of records, too.

Columbia Dealers are FIRST in the field AGAIN with what the public wants. These machines will prove the greatest sellers in the history of the industry. If you are not a Columbia Dealer better get on the list quick.



The IDEAL \$25



The volume of music that pours out through the grilled front is hardly exceeded by any of the larger instruments. The cabinet is of quartered oak, well built and well finished. The motor has a double-spring drive, playing three records with one winding and can be wound while running. The speed is controlled in connection with the start-and-stop device, by a lever operating upon a graduated dial. The turn-table will carry either 10-inch or 12-inch records and revolves within a nicked rim. All exposed metal parts are brightly nicked. The reproducer and equipment are the same as the "Lyric."

The marketing of the "Lyric" and the "Ideal" will be, to Columbia Dealers, like opening a new store containing demand goods with dollar marks all over them. And with a field free from competition it only remains for Columbia Dealers to get busy and make the most of this—Columbia Dealers' exclusive—opportunity.

SOLE DISTRIBUTOR NOW

1, Tribune Building, New York

of the Fundamental Patents.
not actively represented.

Largest Manufacturers of Talking Machines in the World

DEVELOPMENT OF COPYRIGHT MATTERS.

(Continued from page 25.)

royalty payable in respect of each such work shall in no case be less than a halfpenny.

CLAUSE 23 IS IMPORTANT.

If it appears to His Majesty that a foreign country does not give, or has not undertaken to give, adequate protection to the works of British authors, it shall be lawful for His Majesty by Order in Council to direct that such of the provisions of this Act as confer copyright on works first published within the parts of His Majesty's dominions to which this Act extends, shall not apply to works published after the date specified in the Order, the authors whereof are subjects or citizens of such foreign country, and are not resident in His Majesty's dominions, and thereupon those provisions shall not apply to such works.

At the last committee meeting, when Mr. Buxton moved his amendments, the discussion which followed was very interesting.

Mr. Barnes moved an amendment to the effect that the provisions of the clause regarding the mechanical contrivance should only apply to works published after the passing of the act. He said that the committee had made provisions to safeguard authors in the future. If the clause were carried out as proposed by Mr. Buxton it would go against the interests of the people engaged in the manufacture of mechanical instruments. In the second place, it would be against the interests of these into whose humble homes these contrivances would be introduced. It would be contrary to practice, to authority, and to their own interests to make the operation of the act retrospective. Such a course would be contrary to the Berlin convention and to the action of other countries.

S. Buxton said that the attitude of the Berlin convention and the action of other countries was in favor of the operation of the act being retrospective. (And yet other countries, notably Germany and the United States, have legislated upon non-retroactive lines.—Ed.)

The Question of Piracy.

Mr. Joynson-Hicks hoped the government would stand by their clause. He wished to put before the committee the position in which English gramophone companies stood. These records cost a very large sum of money to make. Caruso, Melba and other well-known persons had sung into the gramophone at a great cost, but the records could be easily copied. It would be ludicrous in the extreme to grant copyright to the author and to leave the record itself open to piracy. He stated that he had been asked to explain to the committee what had taken place in Russia. A factory had been established in that country, which took English-made records, such as the Caruso records, obtained an impress of them and then turned out reproductions of these records by hundreds of thousands. They were sent to England, where they competed with the genuine English work.

The amendment would have the effect of legalizing this Russian piracy in respect of records made before the passing of this act. He had before him that morning letters from the most eminent singers in England, including Signor Caruso, Kennerley Rumford and Madame Tetrassini, praying the committee to give them rights in the words they had sung into the gramophone records. They had sung them into the gramophone by agreement, and on royalty, assuming that the law of England would protect the work they had done. This pirating trade was so great that the Russian firm published a catalogue in English, offering to provide anybody with reproductions of celebrated records. We had no more right to allow pirated records to come into this country than pirated books. We had already given authors protection for their work, and these singers were also entitled to protection.

* * * * *

Royalty is payable only on records made and sold after the act comes into force.

Mr. Higham said that hundreds of thousands of records were already in stock in various shops, and it was possible that inconvenience might be caused by inspectors visiting them with regard to the payments of the royalties.

Mr. Buxton pointed out that no records already in the hands of the retailer would be affected under this provision, but only future records sold by the manufacturers. There was no question of an inquisitorial inspection. Throughout the considera-

tion of the bill, subject to the opinions he held, he had endeavored, so far as he could, to obtain conclusions which would be satisfactory to the committee as a whole, and would be in the nature of a fair working compromise, which would be to the advantage of the author, the manufacturer and the public. In going through the question very carefully, he had come to the conclusion that it would not be satisfactory to charge a royalty on records which had already been made, but not sold. Negotiations had taken place between the various interests, the machine makers, composers and authors, and it was represented to him that those interested would prefer a royalty of 2½ per cent., not only for two years, but for all time, on existing records. He thought that proposal would work better than any other, and the public would not be injured. He proposed to stand by the clause.

Date When Act Comes Into Operation.

This act may be cited as the copyright act, 1911, and shall come into operation: (a) In the United Kingdom on July 1, 1912, or such earlier date as may be fixed by order in council; (b) in a self-governing dominion at such date as may be fixed by the legislature of that dominion; (c) in the Channel Islands at such date as may be fixed by the states of those islands, respectively; (d) in any other British possession to which this act extends, on the proclamation thereof within the possession by the governor.

Later News.

The bill is now under consideration on the report stage, but at the time of writing the clauses relating to mechanical instruments had not been reached. When they will be a matter upon which it would be unsafe to express an opinion. But this much may be said; there are not wanting signs of a possibility of the bill being hung up for the time being, owing to the pressure of other more important ministerial measures which the government have in hand. It might be advantageous to the talking machine trade, and it might not. Time alone will determine.

Another Trade Meeting.

At the instance of Mr. Shields, who, by the way, has worked like a trojan in this matter, another meeting of traders was held July 31 at the offices of the Columbia Phonograph Co., this city. An important statement was made to the effect that Mr. Shields had been again instrumental in enlisting the aid of certain members of Parliament, who had promised to put down various amendments in our favor. One amendment will ask that retroactivity be limited to works published within two years prior to the act coming into force. In the case of pot-pourris or medleys, another amendment will suggest a minimum of ¼d. only for each excerpt of an author's work. The bill as at present framed provides for a minimum payment in each case of ½d., which, in the opinion of record-makers, would kill this class of records.

Sir George Marks, Mr. Edison's attorney here, has made representations to Mr. Buxton who, it is believed, will now grant a nine months' period of grace in the case of matrices in hand made after July, 1910, of existing works; that is to say, the royalty payment of 2½ per cent. would not come into effect until April 1, 1913.

These amendments cover very important points most necessary to the welfare of this industry, and our earnest hope is that Mr. Buxton will accept them.

Reciprocity, or retaliation, if you please, is found in the patent office rules, in the provision that any foreign patent attorney, not a resident of the United States, may be registered as entitled to represent as attorney applicants before the Patent Office if the country of which said patent attorney is a citizen grants the same reciprocal rights to citizens of the United States, and no foreign patent attorney has been recognized in any application filed after June 30, 1908, unless his country grants reciprocal rights to our attorneys. As a matter of fact, it is thought that only three foreign nations, namely, Canada, Mexico and New Zealand, extend the privilege to patent attorneys of the United States, so that the number of foreign attorneys entitled to registration here is very limited.

TRADE IN THE TWIN CITIES.

General Business Has Been Excellent During the Summer—What the Minnesota Phonograph Co. Reports—Other Items.

(Special to the Talking Machine World.)

St. Paul and Minneapolis, Aug. 1, 1911.

Talking machine dealers in the Twin Cities of St. Paul and Minneapolis have not had a hard time in keeping the wolf from the door during the summer months. Retail trade in particular has been excellent, as everybody who can afford a summer home or camp has learned that machine-made music is indispensable. The wholesale trade has been normal—for this season of the year. The country dealers are coming to town, however, and the indications are that the majority will lay in substantial stocks for the fall and winter trade.

The Minnesota Phonograph Co., with retail stores in both cities, and which also does a general jobbing business in both the Victor and Edison machines report a satisfactory trade and are particularly well pleased with the retail end which has been the best since the company began business. There has been a decided revival of interest in Edison goods. Lawrence H. Lucker, manager of the company, is expected home this week from his honeymoon trip to Europe. He spent the past week at the Eastern factories.

Jay H. Wheeler, general Northwestern agent for the Columbia Phonograph Co., reports highly satisfactory sales of the higher class goods of his concern. The business is on a good basis, as the demand for the cheap wares has mostly disappeared.

BUSY TIMES WITH EDISON CO.

Great Campaign of Publicity Being Inaugurated—Plant Also Busy Getting Ready to Supply Trade With New Machines and Records.

The departments of Thomas A. Edison, Inc., Orange, N. J., whose particular function is to organize and prepare the campaign of publicity, are working overtime these warm and sultry August days. The plant is also busily engaged in the manufacture of machines and records, cylinders and the new disc against the great demand which will follow the opening of the fall trade. The new disc outfit and equipment is regarded by Edison dealers and jobbers as the one big thing of the year, and they are looking forward to splendid sales of these just as soon as they are placed on sale.

Never stop calling on a good customer on account of being unable to sell him. Remember that he is buying from someone and some day that someone may be yourself. Besides, to sell him will be an excellent test of your salesmanship.

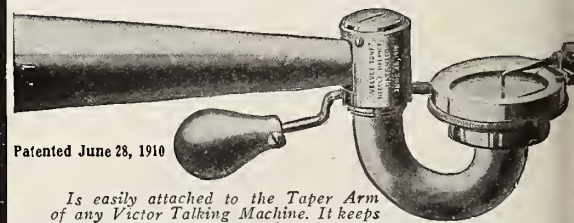
Selling Everywhere Like Hotcakes!

FOR

Victrolas and Victors

THE VELVET TONE NEEDLE BALANCE

Preserves Records Like New!



Patented June 28, 1910

Is easily attached to the Taper Arm of any Victor Talking Machine. It keeps sharp needles from cutting the records and also prevents scratching. Retail price, \$2.00 (either Gold or Nickel). Money refunded if not satisfactory after one week's trial.

Catalog on application. Discounts to the trade

Ask your Jobber or write direct to

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

TIMELY TALKS ON TIMELY TOPICS

A new development in the talking machine field is the rebuilding of machines. This specializing is well known in other lines, especially with typewriters, where it is a recognized and legitimized institution. Whether it will be so in this trade remains to be seen. The original manufacturers, who control their product through patent rights, in the absolute control of which they have been sustained by the highest courts in the land, may have something to say on the subject should the "rebuilding" business become a menace to existing contracts with the jobbers, distributors and dealers. The trade are fully aware of the provisions of the agreements regarding the handling of second-hand machines, and therefore it is unnecessary to make any comment. Now, while the owner of a machine in his private capacity can have it repaired, improved or even rebuilt for his own use, or he can sell it at any old price, so to speak, but if this same person should attempt to make a business of dealing in such goods, doubtless he would soon hear "something drop." However, the rebuilders are as yet a negligible quantity, and may be waiting for certain basic patents to expire before starting in to operate on a larger scale, and therefore are not any too eager to offer their services to the trade at present.

Price-cutting is becoming such a rarity that suits to enjoin and restrain violations of scheduled rates are few and far between. To be sure, the practice still exists under cover, and probably always will be more or less indulged in by dealers who scruple at nothing to make sales. It is superfluous to mention the demoralizing effect of this bad habit, as examples too numerous to mention exist in Europe. Efforts to maintain a uniform selling price abroad seem to be useless, according to reliable reports, and the trade over there is not nearly as profitable or satisfactorily conducted as here. American manufacturers have and are yet going after the price-cutters with a sharp stick, and when the legal evidence can be obtained the proceedings are summary. The federal courts are a unit on such cases when a preliminary injunction is applied for, which is invariably made permanent, followed immediately by a decree and an assessment of damages.

The visit of Thomas A. Edison to Europe will doubtless prove epoch-making in scientific, not to mention phonograph, circles. The distinguished inventor, with the enthusiasm almost of a kid when in the company of his intimates—for like the late John Hay said of the martyred McKinley, Mr. Edison is "one of the most perfect democrats I have ever met—is off on a holiday, and the best wishes of everybody goes with him. The metropolitan dailies have "featured" Mr. Edison in their cables, and from all accounts he is enjoying himself and is a pleasing personage to all and sundry. While no formal plans have been arranged for him to call upon any of the eminent publicists and scientists of the old world, it would be a wonder, indeed, if he will not be accorded a welcome everywhere; that is, if he permits it. Mr. Edison is modest to a degree when public display is on the boards and he is placed in the limelight. He will go out of his way to avoid it. This trait is well described in the two-volume biography of "Edison; His Life and Inventions," by Frank L. Dyer, president of Thomas A. Edison, Inc., Orange, N. J., which says:

"A very interesting period, on the social side, was the visit paid by Edison and his family to Europe in 1889, when he made a splendid exhibit of his inventions and apparatus at the great Paris Exposition of that year, to the extreme delight of the French, who welcomed him with open arms. In fact, for weeks together it seemed as though no Parisian paper was considered complete and up-to-date without an article on Edison." The President of France lent Mr. Edison his private box at the Grand Opera House, and as he de-

scribes it, "when I came into the box the orchestra played the 'Star-Spangled Banner' and all the people in the house arose; whereupon I was very much embarrassed." The city of Paris gave him a banquet at the Hotel del Ville, the city hall of the municipality. Again, to quote Mr. Edison's own words relative to this memorable occasion:

"As I could not understand or speak a word of French I went to our minister, Whitelaw Reid [now Ambassador to Great Britain—Ed.] and got him to send a deputy to answer for me, which he did, with my grateful thanks. Then the telephone company gave me a dinner, and the engineers of France; and I attended the dinner celebrating the fiftieth anniversary of the discovery of photography. Then they sent to Reid my decorations, and they tried to put a sash on me, but I could not stand for that. My wife had me wear the little red button, but when I saw Americans coming I would slip it out of my lapel, as I thought they would jolly me for wearing it." Gounod, composer of "Faust" and other operas, played the piano and sang for Mr. and Mrs. Edison at the top of the Eiffel Tower, and he subsequently met Pasteur, Jansen, the astronomer; Siemens, the famous German inventor; Helmholtz, Sir John Pender, and a host of other celebrities in England and on the Continent. Mr. Edison, with his other remarkable gifts, is a good sailor, and in speaking of crossing the English Channel, the choppiest stretch of water in the seven seas, he says: "The English channel is a holy terror, all right; but it didn't affect me. I must be out of balance!" The concluding observation is admittedly "going some," to use a favorite Americanism.

The trade have taken hold of the "Victor in the schools" proposition with energy and enthusiasm, and from what can be gathered from fugitive—not official—reports, dealers consider it a field in which activity and well-directed energy will open a line of business worth cultivating.

Curiosity as to the forthcoming Edison disc machine and its reproducing capabilities will be satisfied to a certain extent by a reading and study of the patent issued to Thomas A. Edison for a "phonograph reproducer," which appears in The World's special department devoted to this purpose. The vertical cut thread or sound wave is used on the Edison disc, and, as is now known, Mr. Edison experimented with and tested over a hundred devices of the kind before accepting what he considered were the best. As the brief abstract from a description of the reproducer says: "This invention has for its object the elimination of the friction which is caused by the sliding of the stylus over the record surface by providing a stylus in the form of a roller or ball, and rotatably supporting the same, so that it presses upon and rolls along the record surface." This is a radical departure from the type of reproducers heretofore used on disc records, and it is claimed the intonation and quality of the sound are vastly improved.

A new use for the talking machine in the piano business has been discovered by a piano house in the West, which has added materially to the success of several special sales through the medium of concerts on that instrument. In this particular instance a Victrola was used, and concerts were announced in advance. As the sales were held in comparatively small towns, large audiences were attracted by the chance to hear good talking machine music free, and while still in good humor at the close of the concert, the salesmen of the piano house took the opportunity to approach those gathered together, regarding the special prices offered in connection with their line of pianos. It is reported that good sized sales were made at the close of every concert, and the talking machine music so appealed to several members of the audiences that while they did not buy pianos,

they placed orders for talking machine outfits. All of which goes to show that the man who thinks invariably "wins out."

According to the United States Consul General, Henry H. Morgan, there is an excellent market for talking machines of all kinds in Barcelona, and he submits this fact in conjunction with a lengthy statement regarding the opening for American products in that section of Spain.

A DAILY THINK CORNER.

The merchant who will go into a far-off corner and remain there for one-half hour each day, thinking about his business and planning how it could be improved, will be surprised at the end of the year to discover how many improvements he has installed; how much waste he has lopped off; how many paying additions he has made.

He should be for this half hour where no one can reach him, and have nothing to prevent his mind being fixed on the one theme.

Condon-Autostop

Patented



A Fool Proof Automatic Stop

The ONLY real effective device for all Disc Talking Machines

"A Necessity Though An Accessory"

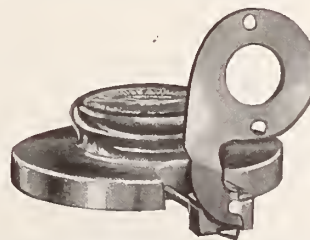
Save yourself time, trouble and the greatest inconvenience in playing the talking machine.

No Counting, Figuring, Marking, or Measuring Necessary

"A Synonym For Simplicity"

Right at the end of the piece, where now you find it most inconvenient

"It Stops Right There"



Condon-Autostop Co.

JOHN F. TALMAGE,
President.
WM. A. CONDON,
Secretary and Treasurer.

25 Broad Street
NEW YORK, N. Y.

NEW HORNLESS GRAPHOPHONES.

Columbia Phonograph Co. Spring Their Latest Surprise on the Trade—The "Lyric" to Sell at \$25 and the "Ideal" at \$35—Details Regarding the New Machines and Their Equipment—New Styles Represent Excellent Value

The Columbia Phonograph Co. spring a very agreeable surprise in their announcement, elsewhere in this issue, of the issuance of two styles of hornless graphophones—the "Lyric" at \$25, and the "Ideal" at \$35.

In view of the claims set forth for these machines from the standpoints of construction and musical results, they represent values that must unquestionably appeal to dealers in the most emphatic way.

As the illustrations reveal, the new hornless graphophones are most attractively designed and present a proposition that will certainly prove a source of great interest to the trade this fall.

The Columbia Co. from the first have maintained a reputation for introducing hornless machines at reasonable prices, coming down the line from the \$200 machine to the \$50, and the latest offerings are the most attractive of all. They are certain to create quite a furore in the trade.

The "Ideal" cabinet of quartered oak, substantially constructed and finely finished, has a motor with a double-spring drive, playing three records at one winding, and can be wound while running. The speed is controlled, in connection with the start-and-stop device, by a lever upon a graduated dial, and the turntable carries either ten or twelve-inch records.

In the "Lyric" graphophone the quality of tone is described as beyond improvement; in fact, surprising. It is built of fine figured quartered oak, has the Columbia "concert grand" reproducer, is equipped with a soundless, double-spring motor, running three records with one winding, plays either ten or twelve-inch records, and other improvements which the dealer will readily recognize as up-to-date in every particular, and includes a supply of needles with a new needle box of approved construction.

As the Columbia Co. well say, the marketing of the "Lyric" and "Ideal" machines, which come in the nature of a surprise offer for early fall trade, will be to Columbia dealers "like opening a new store containing demand goods with dollar marks all over them."

WILL HANDLE TALKING MACHINES.

Townsend & Wyatt, St. Joseph, Mo., a dry goods store of fifty years' standing, will put in a talking machine department in connection with their piano and general music enterprise, which is also a new departure. E. E. Trower, who will be the manager of the department, formerly in charge of the piano end of the Rudolph Wurlitzer Co., Cincinnati, O., and previous to that with the J. W. Jenkins Sons Music Co., Kansas City, Mo., has been East for a week buying stock and making preparations to open about the middle of September or October 1. The entire third floor of Townsend & Wyatt's establishment, now being remodeled and finished in mahogany and plate glass, will be devoted to the piano and talking machine departments. It is understood Mr. Trower, who as yet has not selected anyone to have charge of the latter business under his general supervision, will put in the Victor line, and that the Schmelzer Arms Co., Kansas City, will handle the initial order. Mr. Trower has acquired an interest in Townsend & Wyatt, and is secretary of the corporation.

QUOTE THE PRICES.

The following is from the pen of a retail hardware dealer who has been storing up experience for a dozen or more years:

"Advertise your business as much as it will stand. And quote prices.

"Better a small ad. every day than a large one twice a week. And quote prices.

"Use cuts in the goods advertised. They cost a little more, but pay. And quote prices.

THE ROAD TO BETTER THINGS.

Simple Dissatisfaction With Present Condition Never Secures Promotion—Earnest Preparation Brings Results.

The young man, who is resentful of his own sphere of action, and obsessed with the idea that he could do much better were he in another position, is not liable to do well in any place at all.

There was a man who possessed some of the elements that make a successful salesman, who was forever projecting himself mentally into some other place. If in Baltimore he had visions of the big business that he could do in Boston. While canvassing Cleveland merchants, he was sure that he could do much better if in Chicago. Oshkosh was no place in which to do business—if he could only have a chance at the buyers of Kalamazoo!

The result was inevitable. One-half of his mind was on the task in hand; the other half was searching for success in fields for the moment beyond his reach. Like the cross-eyed man cutting hoop poles—he had one eye on the one he was cutting, while the other was looking about for a larger pole.

We have all known young Smith, who was restless over his own work, because he could do Brown's so much better if he only were in Brown's place; especially if Brown's position was one in advance of his own. If promoted to Brown's job, his restless mind began immediately to wonder how much better he could do if he displaced Robinson. The ambition to do all that he could in the place to which fate had for the time called him, seems to have been overlooked.

This is no argument against preparation for promotion when it comes. It is, rather, a plea for that very preparation. No army colonel is so well prepared for a generalship as the one who keeps his regiment in the highest state of discipline and efficiency. No head clerk so certain to be advanced to manager, as the one who has put his whole soul into his work, and performed his duties with a fervor of enthusiasm indicating his love for his job, and his loyalty thereto.

The young man who succeeds is the one who does his task so well that the powers-that-be spot him instinctively as the one who could do still better if advanced to higher power and responsibility.

BRIEFLETS.

Thomas A. Edison, chairman of the board of directors of Thomas A. Edison, Inc., Orange, N. J., and pretty widely known the world over in other distinguished capacities, was a guest at the Hotel Carlton, London, Eng., which was badly damaged by fire the night of August 9. Mr. Edison had been about the hotel throughout the day, but before the fire started he left for Paris. His room was flooded with water. The hotel was one of the most beautiful places in London, and was the resort of the most fashionable English and American society.

Daniel O'Neill, the recently appointed representative of the Columbia Phonograph Co., who recently returned from a trip through New York State, expressed himself well pleased with the results and with the reception he received at all points visited. He made some important connections for the Columbia.

In a short chat on business this week Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, said: "At the present time affairs with the company are very satisfactory; in fact, are excellent and the fall business will be the largest and best in our history.

R. B. Robinson, manager of the new talking machine department of the Furbee Piano Co., Wilkes-Barre, Pa., was a recent visitor in New York.

A clerk exerting power to resist temptation is consuming energy he should use in serving customers.

MOVING PICTURE FUN SCARCE.

Hard to Find Anything New for the Film.

The cup of humor in the moving-picture dramas is near to being drained. Man's ingenuity, according to the managers of several of these *theatre in parvo*, has gone almost as far as it can in devising effects to bring hearty laughs from the patrons who sit in the darkened pits watching the flitting figures on the curtain stage, while the click of the unwinding reels punctuates the thousand and one scenes of comedy or tragedy. The creator must now puzzle his brain in earnest fashion if he would please the hardened public with a new laugh.

In the first place, humor in these silent dramas can be none too subtle; it must be Rabelaisian, spectacular, or, in the parlance of the "profession," of the slapstick sort. If it is a capital bit of play to push over the curio cabinet upon the head of the unfortunate actor, then it is doubly a success to bury him under the ruins of the falling Eiffel Tower or the Great Pyramid. Here humor is measured by its breadth, and innuendoes are ineffective. Limited to mute expression of emotions, these shadow puppets who have their entrances and their exits upon the films cannot furnish up a worn-out "act" with a varied dialogue, as the vaudeville "teams" do. New action is required.

From the beginning the heroes of the biograph have moved across the room in the gait of a man pitiably afflicted with locomotor ataxia, and the plump and healthy-looking heroines, inexplicably victims of the shaking palsy, have indignantly showered upon the faithless husbands crockery and plaster casts until it seems that the supply of this ware must fail. The runaway Dobbin has overturned peddlers and babies' carts, upset fat shopkeepers and lovers, and created havoc in all the infinite variations of accident and catastrophe short of taking human life. Now there are few things left undone, few illusions left to be created.

Laughable mishaps of the motorist, the roller-skater, or the eloping couple have long since lost their freshness. As the managers put it, the "chase picture has got the hook." Even the enamored young man who follows undismayed the unknown but very attractive and coquettish brunette, only at last to be discomfited, has suffered all indignities save that of perishing miserably in his quixotic pursuit. With these familiar varieties tabooed by a sated public, where can the manager turn for the clowns of his circus?

"A good moving-picture show bill needs a really humorous film on it," said one manager. "The cheap vaudeville teams that we get are all right to help out, but the people wait for a chance to laugh. It's entertainment they're seeking. Red roses, romantic love, and Maud Muller are out of place in a moving-picture show setting, and the reformed-criminal film, with a moral, doesn't draw a tear except in little country places through the States. Humor is our staple, and the barrel is getting low.

"Tragedy doesn't satisfy the people for long. It seems as if that squad of French gendarmes must have marched off with every misguided peasant patriot in the country by now. Furthermore, the virtuous young man who falls among horse thieves and nearly gets hung, only to be saved by the rancher's daughter—he's done that too often. He's stretched the melodramatic psychological moment into weeks. Humor is what we want. I haven't had a good laugh at a film in a month."

INCORPORATED.

The Standard Electric Stop Co., Philadelphia, to manufacture, sell and deal in brakes and other appliances for talking machines has been incorporated in Delaware with a capital stock of \$100,000.

The Western Union Telegraph Co. have arranged with the Dictaphone Department of the Columbia Phonograph Co. for the installation of a number of dictaphones in the office of their New York headquarters.

TRADE IN THE CREAM CITY.

Signs of Early Improvement in Business—General Conditions Much Better—Talking Machine Men Confident—What Various Houses Have to Report—Kunde's Unique Window Display—Uses a Columbia Outfit to Record Indian Voices—To Change Freight Classification on Hornless Machines—Interesting Personal Items—Recent Trade Visitors of Record—Other Trade Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., August 10, 1911.

While business in the talking machine field has been far from quiet in both retail and wholesale lines for the past few weeks, there are signs of greater improvement, and predictions are being made that the late summer and fall trade will be especially good.

Conditions in general are taking on a different aspect. Manufacturing concerns report a gradual increase in orders, few if any men are out of work and money is more plentiful. The outlook around the State was never better. Threshing is now going on in full blast, and with the possible exception of the extreme southern portion of Wisconsin the grain yield is good throughout the State. Widespread rains have done much for the corn crop and experts say that one of the biggest crops in the State will be harvested. Talking machine men believe that plenty of money will be spent this fall, and they are making plans to get their share of it.

"The outlook is especially bright for September," said J. H. Becker, Jr., manager of the talking machine department of the Hoefler Manufacturing Co. "We have a number of good Victrola prospects and are meeting with an especially good demand for Victrola No. IX. Records in all lines are selling well and the month of July proved to be one of the best mid-summer months in the history of our business."

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co. and proprietress of the McGreal retail store, is well pleased with both the retail and wholesale business, and is confident that the late summer and fall trade will be unusually good.

"Business is entirely satisfactory and the prospects are fine," said Miss Gannon. "Retail sales have been good for the past few weeks and now the outlook is better in the jobbing field. The Wisconsin Talking Machine Co. has received the Victor IX, which is taking exceptionally well with the trade. We were unable to secure as many as we ordered, however. I predict great things for this machine."

Business is so good at the Columbia store, 516 Grand avenue, that A. G. Kunde, proprietor, has been forced to secure additional help. Mr. Kunde believes that the installation of his new store front has done much to increase trade.

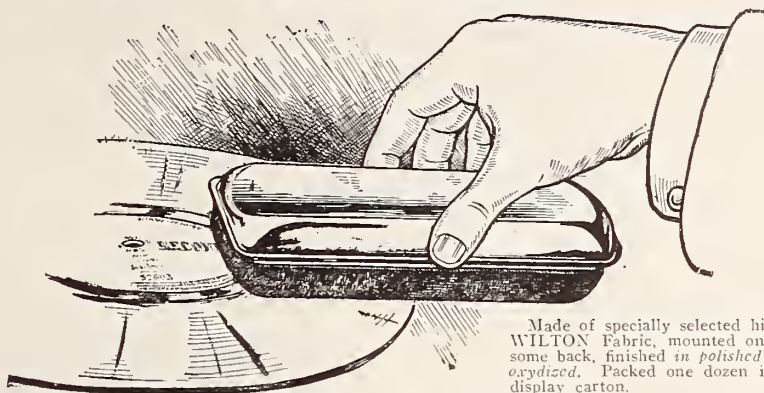
Mr. Kunde has had a crowd in front of his store for the past two weeks as the result of a rather unusual window display. Mr. Kunde has nine big turtles in the window, eight of them having letters painted on their backs. A big display card tells the crowds that the store will give a graphophone and six records to the person that notifies the management when the turtles are lined up in the correct order to spell the word "Columbia." It is needless to say that the turtles have never been able to bring about the right "line-up" as yet, and Mr. and Mrs. Kunde believe that they will not have to award the prizes.

The Columbia received considerable publicity in Milwaukee recently as the result of Dr. S. A. Barrett, an official of the Milwaukee public museum, selecting this machine to take with him on a trip through the southwest. Dr. Barrett purchased a Columbia cylinder machine which he is now using in Arizona, New Mexico and Oklahoma in recording the voices of the Indians. Dr. Barrett is an authority on Indians and their customs, and he will make use of the records which he is making in the series of lectures which he will deliver at the museum this winter. The Columbia is being carried on the backs of Indians through the western country, and Dr. Barrett writes that it is giv-

SOMETHING NEW!!
The "Dustoff" De Luxe Record Cleaner

FOR ALL DISC RECORDS.
Makes the tone pure and clear.

Can be sold to every buyer of records.
A necessity for all owners of records.
Its use adds life to the record.



Made of specially selected high grade WILTON Fabric, mounted on a handsome back, finished in polished silver or oxidized. Packed one dozen in a neat display carton.

Retails for **50c. each**
40% Discount to Dealers.

Mail circulars and cuts furnished free.
Write NOW!!!

THE ORIGINAL "DUSTOFF" RECORD CLEANER

For Discs

Mail circulars and electro-types furnished free.

A PROVEN SUCCESS.

A BIG SELLER EVERYWHERE

Send for a gross.

40% Discount to Dealers.



Sells for **15c. each.**

Made on a fine wood block with a heavy Wilton Fabric with especially high nap.

Each in an attractive individual carton.

They Sell Themselves.

Order from your jobber. If he cannot supply you write us and we will see that you are supplied.

THE TONE CONTROLLER CO.

Sole Manufacturers

281 Canal Street,

PROVIDENCE, R. I.

ing him excellent satisfaction despite the hard usage which it is receiving.

Harry Fitzpatrick, wholesale manager of the Wisconsin Talking Machine Co., the new Victor jobbing concern of Milwaukee, headed by Miss Gertrude Gannon, is on a successful business trip in northern Wisconsin. Joseph Gannon, assistant wholesale manager of the company, is rounding up a fine lot of business in southern and southeastern Wisconsin.

The Western Classification Committee, which had been in session in Milwaukee for four weeks considering petitions of shippers objecting to the new freight docket, adjourned on Aug. 4 without giving out any reports. The committee will reconvene on Aug. 14 in the headquarters of the Central Freight Association, Rookery building, Chicago, and be in session for about two weeks. It will meet in Galveston, Tex., next year. Talking machine shippers are interested in the work of the committee as a result of the efforts made by some of the railroads to change hornless machines from first class to double class, or in the furniture classification. One traffic manager, who appeared before the committee while it was in Milwaukee, said that shippers are thoroughly aroused, and that if the present classifications are changed a great deal a case would be started which would be more extensive in scope than the recent case before the Interstate Commerce Commission.

The U-S line of machines and records, now carried in Milwaukee by the Hoefler Manufacturing Co., is making many friends about the State. J. H. Becker, Jr., manager of the talking machine department at the Hoefler store, reports some good sales in both the retail and wholesale field. Mr. Hoefler has been featuring an interesting window display in the U-S line.

The Victor was put to a new use in Wisconsin recently, when J. H. Becker, Jr., manager of the talking machine department of the Hoefler Manufacturing Co., took a Victor with him on his vacation and used it as an aid in landing five and six-pound bass and pickerel. Mr. and Mrs. Becker spent two weeks near New London, Wis.,

and met with such good luck in the fishing game that their Milwaukee friends were kept well supplied with fish. Whenever the talking machine man and his wife went out on the lake they would take along a Victor, some Billy Murray or some good band records, and the result would be that the fish would flock around the craft waiting to be pulled in. One day when Mr. Becker played the Federal march, he landed a seven and one-half pound pickerel. Mr. and Mrs. Becker also gave several evening concerts to the farmers and their families in the neighborhood, and succeeded in making most of them strong Victor converts.

Roy J. Keith, of the Talking Machine Co., Chicago, recently called upon the Milwaukee trade.

Travelers who are looking for a guide to pilot them through the fishing and hunting territory in northern Wisconsin should get in touch with Lawrence McGreal, the Edison jobber, and president of the National Association of Talking Machine Jobbers. His friends are telling a little story on the talking machine man which shows that his compass must have been out of order on a recent outing. Mr. McGreal had planned an enjoyable hunting and fishing excursion into the northern country and took along Mrs. McGreal, Miss Gertrude Gannon, her sister, Mrs. Uhl; George Ornstein, of the Victor Talking Machine Co., and a few others. The party headed for Three Rivers, near Butternut Lake, but a later inspection disclosed the fact that the tickets, purchased by Mr. McGreal, read Butternut, Wis., a point where the party landed, forcing them to ride a distance of twenty miles overland by wagon. Five days were consumed in the wanderings and the party never reached Three Rivers, their intended destination.

Among the retail Wisconsin dealers who were recent Milwaukee visitors were Peter Kraus, Port Washington, and Peter Dinkel, Sheboygan, both Edison and Victor jobbers. Both dealers reported the trade outlook as especially bright.

The Edison and Victor dealers in the lake shore region of eastern Wisconsin received a visit from

The guarantee printed on all Columbia record envelopes is not an empty form; it means quality, surface, and endurance of *material* and quality of *reproduction*. Don't *you* lose sight of all this; we'll see that the record buyers are kept re-minded of it.



5

Columbia Phonograph Co., Genl., Tribune Building, New York

Lawrence McGreal, Edison jobber, and Miss Gertrude Gannon, of the Wisconsin Talking Machine Co., Victor jobbers, recently. They visited Sheboygan, Sheboygan Falls, Plymouth, Port Washington and other points, called upon dealers, secured new business and established one or two new agencies.

The Victrola concerts, with the Angelus player used as an accompaniment, an innovation originated by L. C. Parker, manager of the talking machine department at Gimbel Brothers' Milwaukee store, are proving a bigger attraction from week to week. Mr. Parker has arranged a Victor concert hall, available to every department of the big store, and the morning and afternoon concerts never fail to draw large and interested crowds. Red Seal records are featured and the combination of the player and the Victrola makes a decided hit. A brisk business in the Victor line is reported by Manager Parker and his assistants. The Milwaukee school board has placed some more good orders with Mr. Parker for machines preparatory to the fall opening of the schools.

Miss Helen Poole, of La Porte, Ind., who has been appointed to succeed Mrs. Frances E. Clark as supervisor of music in the Milwaukee public schools, has arrived in Milwaukee preparatory to taking up her new duties in September. It is understood that Miss Poole is entirely in sympathy with the views entertained by Mrs. Clark in using the talking machine as an aid in teaching music in the schools, and will follow the lines laid down by Mrs. Clark, who is now at the head of the new school department of the Victor Talking Machine Co. Mrs. Clark was a pioneer in the introduction of the talking machine into the schools, and made such a tremendous success of the work in Milwaukee that she attracted wide attention.

SECURE RESTRAINING ORDER.

Following the seeking of an accounting by the Victor Talking Machine Co., in their suit against the American Graphophone Co., for infringement of the Johnson cut record patent, Ralph L. Scott, the attorney for the defendants, applied to Judge Ward on July 18 for a restraining order against the plaintiffs. A temporary restraining order was granted, which was made returnable on July 26, before Judge Lacombe, in order that plaintiffs might show cause. Following the hearing on that day, Judge Lacombe made the order permanent until such time as the defendants' appeal is heard by the Court of Appeals.

WHERE OPTIMISM PREVAILS.

The Blackman Talking Machine Co., of New York, are making no complaints about business for this season of the year. In fact, its volume is most satisfactory, and Mr. Blackman and all connected with the enterprise are most optimistic regarding the general outlook for the fall. It would be difficult to find a place where optimism prevails more than at Blackman's.



A PHONOGRAPHIC CURE.

BY HOWARD TAYLOR MIDDLETON.

I.

Theresa had a case of nerves;
The M.D.'s lost all hope.
Sharp angles took the place of curves;
They gave her pounds of dope.

II.

Then Dr. Johnson was called in;
He felt her pulse and smiled.
Just drop the drugs and we shall win
If you'll obey, my child.

III.

Good music's what you want, that's clear;
I've tried it, and I know.
Just bring that Amberola here,
And play a tune or so.

IV.

Try Victor Heibert, Sousa, Strauss;
Run in a little song;
Then get out of this stuffy house,
And you'll be well e're long.

V.

Out on the porch they carried her,
And then her pretty nurse
Turned on the concert with a whir,
Expecting she'd be worse.

VI.

But Dr. Johnson knew his job,
For when he came next day,
Theresa had ceased her nervous sob,
And really seemed quite gay.

VII.

So hark ye, people who are ill!
Stop crying; learn to laugh.
Cut out the tonic and the pill,
And huy a phonograph.

SOME NEWS BRIEFLETS.

Philip Marcus, chief of the floor selling staff of the S. B. Davega Co., 126 University place, New York, is enjoying his fortnight's vacation at Far Rockaway, L. I., N. Y. L. Kaiser, director of the company's talking machine department, remains in the city, figuring on the fall business campaign, and the chief, S. B. Davega, also will be at his post of duty, notwithstanding the heat and humidity.

Davegas, the new retail store at 406 Broadway, New York, under the management of Harry Davega, is not only a success, but the business transacted is away beyond everyone's expectations.

Joseph M. Bryant, in charge of Wm. Knabe &

Co.'s Columbia talking machine department, New York, started on his vacation August 12, which he will enjoy at his former home in Selma, Ala. He will be away a couple of weeks. Mr. Bryant has opened a nice line of trade for his company.

W. E. Luettgens, South Manchester, Conn., and C. W. Larson and E. S. Thomason (Red Cross Drug Store), Red Oak, Ia., have been reinstated as dealers by Thomas A. Edison & Co., Inc.

REAL INDIAN MUSIC FOR OPERA.

Phonograph Records Some Songs Never Sung by White Men.

Charles Wakefield Cadman's Indian opera, which is to be called "Da-O-Ma," will include some real Indian music. The government ethnologist, Francis la Flesch, (who is a son of Chief Joseph of the Omahas, and who furnished the story of the opera) went with Cadman to the reservations, and they succeeded in getting phonographic records of many of the Indian tunes, some of which had never been sung to a white man. In one case an Osage priest chanted a sacred melody, not knowing that a phonograph was set for its reception, a melody used at festivals of the Indians for six hundred years, and passed along from one generation to another by word of mouth. Until this time it had never been written. Speaking of his experiences in collecting Indian music, which he was requested by the Smithsonian Institution to transcribe into our notation, Mr. Cadman said: "The Indian is very timid about singing before strangers. He sees no use in singing a song without an immediate application of it; for instance, it takes much persuasion to get him to voice a harvest song in the winter time, a religious song outside of his ceremonies, a war song in time of peace, or a woman's love song—which he considers the woman herself should sing."

The suit of the Regina Co., Rahway, N. J., and New York, against the American Suction Cleaner Co., of the latter city, was amicably settled out of court recently. The defendants were charged with infringement of the Regina cleaner patents. The basis of arrangement between the two companies was satisfactory to both.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. MUNN & Co. 361 Broadway, New York Branch Office, 625 F St., Washington, D. C.

THE ART OF SALESMANSHIP.

Some Points in Address Delivered by C. F. Goes Before the Cincinnati Division National Sales-Managers' Association.

The salesman's work is improving every day and I do not see how business can go forward without successful salesmanship.

Nothing in the world is easier, I believe, than to produce the goods; the mere raising of them, and the mere manufacture of them, is comparatively easy. Let there be a great demand for a commodity and the average intelligence of the human race can easily produce it. But what are you going to do when you cannot dispose of it? Nothing paralyzes the nerves of business more than a depressed market.

I fully realize that the salesman is one of the promoters of civilization, and I think that I realize, as well as a man can, how dependent civilization is on the successful art of salesmanship, for what we all know is that humanity, unless its desires are artificially stimulated, does not demand many things of life. You leave a company of men and women anywhere to themselves, without creating artificial wants or stimulating natural wants and then ask but very little of life.

I read a story of a missionary, who, through his efforts had the sight of a blind man partially restored. He went away and after a few weeks reappeared, leading twenty blind men whom he had gathered in the wretched places where they lived and who had followed him to the city. Now, do you suppose that these men would have come to the city of their own accord? No! It took the man, whose eyes had been opened, to go and create in them the desire to be helped.

People sit down and accept the situation as it is, and their wants and desires are not shaped until the salesman either creates an artificial desire, or stimulates the natural desire, and therefore through the very nature of his work occupies the position of a promoter of civilization.

How many men would buy automobiles, airships, machines, watches or any of the conveniences of life unless somebody came along and convinced them that they were needed? To you men I pay my tribute and realize that you are the promoters of civilized life, because you stimulate the desire of people for the possession of those instruments by which civilization is promoted and for the conveniences which go to make up so large a part of the civilized life of man.

If you have never thought of your profession in this light, I beg of you to believe that what you are doing in the world is the promotion of civilization, which is influenced by bringing within the reach of people those improvements without which the civilization of man cannot be carried forward.

I can quite understand how salesmanship may not only become an art but a fine art. There is much involved in this subject.

HAD TO HAVE A COLUMBIA

Even if He Had to Burglarize the Home of Edward D. Easton in Classic New Jersey.

A discriminating burglar with a keen appreciation of music and who no doubt believed the Columbia graphophone to be the acme of perfection in this respect succeeded in carrying out his cherished hope of becoming a possessor of one of these famous instruments on Saturday night, or rather in the early hours of Sunday morning.

Evidently with the Columbia uppermost in his mind he thought that the surest place to find his Columbia ideal would be the home of someone taking a prominent interest in the Columbia Phonograph Co., so the home of the president, Mr. Easton, at Arcola, N. J., was the center of his labor.

At about 3 o'clock on Sunday morning the burglar, making entry through a side window, passed numerous valuable ornaments in his evident quest for "all the music of all the world," as the Columbia Phonograph Co. so gracefully put it. Searching both the ground and first floors, he at

last discovered his idea, a B Columbia graphophone snugly ensconced in the music room.

His search over, the burglar made off with the Columbia, and knowing that "Columbia records were double-disc records, music on both sides, a different selection on each side, two records at a few cents above the price of one and double value for your money plain as daylight," as the Columbia Co. again so gracefully put it in their advertising, he evidently thought, poor as he was, that he could save a few rounds of 65 cents to invest in these "double value for your money records," and so left the record cabinet intact.

A few ornaments were also taken with the Columbia, perhaps to make the machine feel at home in its new surroundings and give forth its sweet music without any ill feeling due to being so rudely carried off.

The residence was unoccupied at the time, Mr. Easton being away in Europe.

AN "EXPERIENCE" STORY.

Tells How Near He Once Came to Selling a Machine to a Queer Old Curmudgeon.

(Special to the Talking Machine World.)

Cleveland, O., Aug. 6, 1911.

"You ask me what my funniest experience may have been?" said O. E. Kellogg, who has been many years in the business and sold many musical instruments. "In replying to your inquiry, I can safely assert that while a person has many odd experiences in the sale of any musical instrument, I believe the talking machine business affords the most sensations of all. I will relate one of the many queer happenings in my experience. About three years ago an elderly lady said she wanted to 'look at the talking machines that were made by Mr. Edison.' I showed and demonstrated the line, and explained the various points about the Edison goods. She told me that she lived about four miles from a traction station, which is ten miles from the city. She said she would take a certain machine if I would bring it out to her home and let her father hear it, explaining that he never left the farm and that it was especially for his recreation that she desired one. An agreement was made that she was to meet me on a certain day at the traction station, and I was asked to bring along all the old-time selections I had. One of my salesmen accompanied me. When we reached the town the lady was not at the meeting place. Upon making inquiries I found them to be very reliable people, but that the father never went anywhere

and the daughter, who was past fifty, only coming in when absolutely necessary to buy household necessities; so I hired a rig, drove out and met the father.

"The daughter apologized for not coming to meet us, and stated her father had changed his mind regarding the purchase. However, as long as we were there, we placed the machine in the house and tried it out. I played 'Home, Sweet Home,' which was very plainly rendered by McDonough. The old man asked, 'What tune is that?' One record after another followed—'Old Folks at Home,' 'My Old Kentucky Home,' 'Where Is My Wandering Boy To-night?' 'When the Roll Is Called Up Yonder,' 'Throw Out the Life Line'—but he failed to recognize any of the tunes. Finally I put on 'Nearer My God to Thee,' and he said, 'Pears like as though I'd heard that somewhere afore.' The daughter seemed to realize that some explanation was necessary, and informed me that her father had not been out of sight of his house for over sixty years. There is a church two miles away that he has never attended. He has never seen a trolley car, although but four miles distant is one of the best traction lines in the State. He had not been to the city in three score years; has never rode on a steam car nor seen one in over sixty years, although a railroad goes right through the farm adjoining his, and one can easily hear the engines as they pass, but a hill obstructs the view. He does not read nor write, and his father lived and died in the same house he now occupies. He is over eighty years old and has never had a doctor. It hardly seems possible that a person in this enlightened age, living so near a city, could be so ignorant. The salesman and I returned with the machine and records, disconsolate over our failure to make the sale."

CASE ADJOURNED UNTIL AUGUST.

Some time since Judge Veeder in the United States Circuit Court issued a temporary order restraining the Carl Lindstrom Co. and Adolph Heinemann from making, using or selling a device which the Victor Talking Machine Co. and the United States Gramophone Co. claim to be an infringement of the Berliner patent. The matter was scheduled for a hearing as to the issuance of a permanent injunction on Wednesday, July 26, but was adjourned until the middle of August.

You should always know just what the insurance policy on your store and stock permits you to carry and not to carry.

SONORA AUTOMATIC STOP

(Patents Applied for Throughout the World)

Adjustable to ALL Makes of Disc Machines



Anyone can adjust it—within a few minutes—and once the adjustment is properly made, it cannot possibly get out of order.

All that is necessary is to set the pointer, and the mechanism will do the rest.

THREE REASONS

WHY EVERY TALKING MACHINE DEALER SHOULD CARRY A STOCK OF AUTOMATIC STOPS.

1. Because they sell at sight, and add to the appearance of the most dignified Talking Machine.
2. Because of the great Convenience, and consequently, Added Pleasure, which they afford.
3. Because no Talking Machine is complete without an Automatic Stop.

For further particulars, write to

SONORA PHONOGRAPH COMPANY

(Sole Manufacturers and Patentees)

78 Reade Street

NEW YORK, N. Y.

PRICE CUTTER RESTRAINED

From Selling Edison Records Below Regular Price—Preliminary Injunction Issued Against the Ira M. Smith Mercantile Co. of Grand Rapids.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Aug. 9, 1911.

Thomas A. Edison, Inc., Orange, N. J., have nailed another price cutter in this city, namely, the Ira M. Smith Mercantile Co. The Ira M. Smith Mercantile Co. conduct a department store and is not licensed to deal in Edison goods. Notwithstanding this fact they obtained a number of Edison records from a salvage concern in Chicago, which, in turn, had secured them from a fire insurance company, the insurance company having acquired them as salvage after a fire in which a stock which it had insured had been partly destroyed. After acquiring the Edison records in this manner the Ira M. Smith Mercantile Co. placed them on sale at 19 cents for Standard records and 29 cents for Amberol records; and having refused the demand of Thomas A. Edison, Inc., to discontinue the cutting of prices, suit in equity was brought and a motion for preliminary injunction was presented to the United States Circuit Court of this district. After a hotly contested hearing the injunction was granted. The opinion, in part, of Judge Denison upon the motion, handed down July 25, follows:

"As to the underlying question presented by this motion, I cannot hesitate to accept, as the now prevailing and general rule established by many familiar cases, the position that a patentee may, by

appropriate contract, reserve to himself a control over the price or other conditions attending the public enjoyment of the patented article." The court then comments on the attitude of the Federal courts in similar cases at some length, and coming down to the essential question at issue, says:

"It would seem that the patentees have rightly apprehended the exact nature of the patent monopoly to make, use and sell. A sale by the patentee of the patented article which he has manufactured does not, according to the letter of the statute, exhaust the patentee's monopoly with reference thereto. The purchaser does not, in so many words, acquire a right to use the article or to sell it again; but such right of use and such right of resale as may be normally appropriate to the article are implied from the fact of the original sale. This implication may be more or less extensive. It involves the right to repair, but not the right to reconstruct." This particular reference is quite apropos to an article which appears elsewhere in this issue of The World.

"In this case it appears that the stock of a presumably authorized dealer in such records had been damaged by fire; that some of the cartons were smoked and blackened and others were seriously injured; that the stock was abandoned to an insurance company, which took it over; that the insurance company sold the stock to a salvage company, and that this latter company sold to defendant the records in question. Some of them were then in the original cartons and some had been replaced in blank cartons. The defendant does not deny having full knowledge of the general system pursued by complainant; and, indeed, in its advertisement offering the records at cut prices, it expressly stated that the prices were restricted by contract, 'as every owner of a talking machine knows.'

"The case, therefore, does not present any question as to the rights of one who purchased in ignorance of the price restriction; and if it is, as I think, the true theory that such a condition as this is a license condition attaching to the article and not merely a personal covenant by the first purchaser, it makes no difference that the defendant never had any direct dealings with complainant. There is nevertheless, in a proper sense, privity between them as to its condition. . . . The preliminary injunction will be issued."

HONOR FOR COLUMBIA GRAFONOLAS.

Admiral Togo Presented with a Columbia Grafonola as a Mark of the Esteem in Which He Is Held by His Countrymen.

Admiral Togo, commander-in-chief of the Japanese navy, hero of the Russo-Japanese war, and at present in New York as a guest of the nation, was as a mark of respect and esteem, honored by a gathering of those of his fellow-countrymen residing in New York, and presented with a Columbia Grafonola "Regent" as a permanent token of their appreciation and regard. On August 13, in Carnegie Hall, a large number of the Japanese of New York were present, and after due ceremony, which the entertaining of the famous naval commander entailed, the presentation of the Grafonola "Regent" took place.

The choice of a Columbia Grafonola from the wealth of gifts which New York could offer, as a means of giving permanent expression to their esteem of Admiral Togo, is another tribute to Columbia Grafonolas of which the Columbia Phonograph Co. should be very proud.

POOR BOOKKEEPING HURTS.

A Merchant Can Lose Money in Various Ways Through Carelessness in the Accounting Department.

Bookkeeping and office work are entirely different from the rest of the work in retail stores. It is much harder to be progressive there than in the selling departments. In the office the same work is done day after day, year after year. The system is always thought to be up to the standard,

but in many cases it does not keep pace with the progress of the business and gradually gets into a rut. To keep pace with a rapidly-growing business the system must be revised from time to time.

A complaint which the office has sometimes to contend with arises from a customer's receiving a statement for last month's goods, wherein part of the goods she bought is not charged. On looking up her account it is found that two accounts have been opened for the same name, one as Mrs. S. Jones and the other as Mrs. Sam Jones, the charge check having been made out by two different salespeople. To avoid this make it a strict rule that a charge check must not be made out without the customer's full name and address. Then if there is a mistake in the name it can be detected by the address.

In many cases discounts are lost through the date when bill is due being overlooked. This may be caused by careless bookkeeping, or by lack of capital, or, it may be the discount is not considered worth while. All of these can be overcome.

In the first case, a pad calendar should be kept on the bookkeeper's desk, says a writer in the Dry Goods Economist. When entering up an invoice in his books he takes care to note the fact that bill will fall due at the proper date on his calendar. As the sheet of the past day is torn off every morning, the remittance cannot be missed.

In the second case, it would pay the merchant to borrow the money at 6 per cent. to pay his bills. He would be surprised to find how discounts would pay his interest and leave a big balance over. I know of a firm of medium size whose discounts pay all office expenses, janitor's wages and heating cost and still leave a balance. A good many other reasons can be given for the existence of leaks caused by the passing of discounts.

FRIENDLY SUIT TO SETTLE DISPUTE.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 10, 1911.

In a suit decided on the 4th inst., in the United States Circuit Court, Eastern District of Pennsylvania, Judge Audenried decided that the Victor Talking Machine Co., Camden, N. J., were indebted to Robert L. Gibson, a well-known inventor of talking machine devices, of this city, \$50,487.20 in royalties, which, with accumulated interest, totals nearly \$80,000.

It was brought out in the suit that the Victor Co. had sold 504,872 "exhibition" sound boxes to the Gramophone Co., Ltd., London, Eng., with whom they have a trading alliance for European and other foreign countries, between August 1, 1903, and September 25, 1910, on which Gibson claimed a royalty of ten cents each, that he charged had never been paid over.

The defense contended that they had a contract with Gibson under which they were not bound to pay royalties except on sound boxes sold in America. Judge Audenried ruled that Camden was the place of sale. This is understood to be a friendly suit to determine a question in dispute.

R. R. Souders, manager of the Columbia Distributing Agency in Dallas, Tex., who came by rail for a special trip through New England, with Mrs. Souders, was a visitor at the executive offices, New York, the other day. They started for home Thursday by way of the Great Lakes. Mr. Souders, who is of a decidedly optimistic temperament and being located at a live point, said that business was brisk and would become positively so in the superlative degree for the remainder of the year.

Mr. Souders attended the convention of the advertising men held in Boston last week as a delegate from Texas and brought along with him a record made by Gov. O. B. Colquitt, of Texas, in which he extended a greeting and invitation to the advertising men to hold the next convention in Dallas. The Governor's eloquence and the strenuous work of the Dallas delegation succeeded in landing the convention for that thriving Texas city, and next year the advertising men will have a chance to see and boom Texas.

High-Class Manager Wanted.

Experienced, high-class man, capable of managing a successful wholesale and retail talking machine business. Must be able to handle a \$100,000 annual business. Great opening for such a man. Write fully, giving age, experience, qualifications, and references. Box 690, Talking Machine World, 1 Madison avenue, New York.

Manager Open.

Competent talking machine man with wholesale and retail experience and knowledge of all three lines is open for managerial position. Far West preferred. He is a man of demonstrated executive ability, good advertiser, and a systematic hustler. Excellent references. Address Manager, A-1, Talking Machine World, 37 South Wabash avenue, Chicago, Ill.

For Exchange.

1,000 four-minute Edison new records; 2,000 two-minute Edison new records; 4 Edison Fireside; 4 Edison Standard; 4 Edison Home; all new models with "Signet Horn," exchange for "Columbia B. N." or any type of Victor talking machine, from Victor 1st to Auxetophone; must be in A No. 1 condition as Edison goods are. Address "Exchange," care of Talking Machine World, 1 Madison avenue, New York.

Repair Man Wanted.

One thoroughly experienced Victor and Edison talking machine repair man. Steady position. Address Standard Talking Machine Co., Pittsburg, Pa.

Desires Position.

Talking Machine Man, with executive ability and thoroughly familiar with Victor, Edison and Columbia product, wishes to connect with some good house as Manager or Assistant Manager; spent 3 years on the road, 3 years as retail salesman and 5 years as manager. Can furnish the best of references. Address "ABILITY," care Talking Machine World, 1 Madison Ave., New York City.

Will Exchange

3,000 Edison two-minute records for disc records of any make; single-side records preferred. Address Deninger, 335 North street, Rochester, N. Y.

If you have missed the Columbia profits during the last season you must have done it unwillingly. If you miss them this coming season the amount of them will make a long column on your debit page. But why should you? It's your move!



Columbia Phonograph Co., Genl., Tribune Building, New York

SAN FRANCISCO HAPPENINGS.

Trade Generally Feel Optimistic Over the Trade Outlook—Japanese Interested in Talking Machines—Pacific Phonograph Co.'s Good Report—Sherman, Clay & Co. in Los Angeles—Columbia Grafonola on Observation Car—The Month's News.

(Special to The Talking Machine World.)

San Francisco, Aug. 5, 1911.

James J. Black, manager of the Wiley B. Allen Co.'s talking machine department, notes quite a marked improvement in business for the last week or two, owing to the fact that the city schools have opened and many families who have been spending their vacation season in the country have returned to town. Mr. Black is extremely optimistic over the outlook for the fall trade, and believes that a steady increase will be noted in sales from now on. He has received excellent reports from the talking machine departments maintained by the various branches of this company, that at Los Angeles making about the best showing. Mr. Black says the new No. 9 Victrola is meeting with great favor in this city, and is bringing in considerable business which would hardly have been reached by any other machine. This company is fortunate in having a fair stock on hand, a large lot of these machines having arrived a few days ago. The stock of all goods carried is to be considerably increased within the next few weeks, in anticipation of the fall activity.

F. P. Corcoran, a traveler for the Wiley B. Allen Co.'s talking machine department, has just returned from a visit to relatives at Seattle, Wash. Lawrence K. Wilson, of this house, who is making an extensive tour in the Orient, writes from Japan that he has found a keen interest in talking machine goods among the people of that country. Mr. Wilson will visit China before returning home, and will be back in the city in about a month.

A. R. Pommer, of the Pacific Phonograph Co., is again in the city after a several weeks vacation in the Sierra Nevada Mountains. Mr. Pommer reports that this month started quietly as usually at this season, but that the latter half of the month has been very active. The first six months of the year shows a 25 per cent. increase over the same months last year, and the coming months hold out promise for an even greater increase. One of the factors which will aid in bringing about this great increase is the announcement of Thomas A. Edison, Inc., that the new disc machine with sapphire point will be ready for distribution early this fall. The retail dealers around the State, Mr. Pommer says, are enthusiastic over this new combination, and many inquiries have already been received. Mr. Pommer anticipates a material improvement in local conditions as a result of the final settlement of the site for the Panama-Pacific Exposition.

Two of the traveling men of this company have recently returned from trips of some duration. J. M. Wheat is working in the local territory,

while J. MacCracken has had a good season in the Oregon and Washington territory. He will leave soon for the Sacramento and San Joaquin valleys. The Edison goods have recently been put in by J. J. Brown, a dealer of San Leandro, Cal., and by J. A. Miller, of Columbus avenue, San Francisco. A good sized order has been placed by the Mission Phonograph & Piano Co., now located at 3051 Sixteenth street in this city. W. A. Voltz, the Edison factory representative, is now on his way from Los Angeles to this city, where he will stop only a short time before leaving for the East on a vacation. Mr. Pommer intends to attend the golf tournament to be held shortly at Del Monte.

Andrew J. McCarthy, vice-president of Sherman, Clay & Co., states that the retail talking machine business with this firm has been excellent this summer, having gone ahead of last year's summer season. The wholesale end of the business is much the same as last year, owing to the difficulty of getting Victor goods from the East. The cheaper machines of the Victrola line are very hard to get, and wholesale business naturally suffers. There seems little hope of immediate betterment in this matter, and it might be said that this is not a new situation on the Coast. Mr. McCarthy reports the opening of a new store in Los Angeles, called the Talking Machine Shop, which has laid in an extensive line of Victor goods. The record business still keeps with the Red Seal goods, Mr. McCarthy says.

Peter Bacigalupi, head of the firm of Peter Bacigalupi & Sons, and L. F. Douglas, an officer of the Victor Co., have returned from an outing with friends in the Mendocino mountains. The party of nine succeeding in bagging seven bucks during their stay, and the auto in which the trip was made was decorated with antlers on the return journey. Mr. Bacigalupi finds the new location of the firm to be much more advantageous than the old one, and reports the sale of a number of equipments for summer homes.

Arthur Geissler, manager of the Talking Machine Co., Chicago, is in this city visiting the local trade. Mr. Geissler is accompanied by Mrs. Geissler on the trip, which is more for vacation than for business.

Travelers on the Golden State Limited, running between Chicago and San Francisco, are finding the new form of entertainment provided by the railroad company a very pleasing novelty. A Columbia Grafonola has been placed in the observation car of this train, and four ten-number concerts are giving daily. The plan has been so well received that other machines will be installed on some of the more popular Coast lines.

The George J. Birkel Co., of Los Angeles, are fitting up a large store which will soon be ready for occupancy in Pasadena. An extensive talking machine department will be put in, and a full line of Victor goods carried, under the management of C. J. Gould.

Among the out-of-town talking machine men who have recently visited the San Francisco distributing houses are J. R. Jevlar, of Crescent City, Cal.; Wm. Hale, of Redding, Cal.; Mr.

Lawson, of the Corcoran, Cal., Drug Store, and M. Edstrom, of Vacaville, Cal.

The Hauschildt Music Co.'s talking machine department, in charge of Wm. Ringen, is paying a great deal of attention to the new model moderate priced Victrolas, which Mr. Ringen regards as one of the best articles in the talking machine line that has ever appeared on the market. He says he could sell even more than he does if the goods were obtainable.

E. W. Scott, manager of the local branch of the Columbia Phonograph Co., has returned to the city after a vacation spent with W. F. Stidham, of the Los Angeles branch. W. S. Gray, Pacific Coast manager for the Columbia, is making a short business trip in the interior.

PUSHING TALKER DURING SUMMER.

Stone Piano Co. Have Attractive Picture Painted on Show Window and Follow It Up with Live Advertising.

(Special to The Talking Machine World.)

Fargo, N. Dak., July 24, 1911.

The Stone Piano Co., of this city, who do a large business in Victor talking machines, have not let the trade in that department lag during the summer through lack of energy on the part of their sales force. They adopted a special line of advertising to show that a Victor outfit added much to vacation pleasures, and the clever management of their window is a fair sample of what they have been doing in that line. The picture on the window glass was drawn in colors and an excellent idea was given of the usual beginning of a summer engagement of canoeing on a lake in the moonlight with a Victor machine close at hand to enliven the occasion. The picture attracted much attention and resulted in the sale of several outfits to vacation parties. The company report that the crop situation throughout the Dakotas looks pretty fine and that as a result they expect to do an excellent Victrola business this fall and winter.

PHONOGRAPH ATTRACTION.

Impresario—Mr. Westchester fell in love with that beautiful soprano.

Tenor—I thought he hated women?

Impresario—He does; it was her voice that charmed him.

Tenor—And did he marry her?

Impresario—No; he had some records made of her songs and then bought a phonograph.—Town Topics.

INCORPORATED.

The Standard Electric Stop Co., Philadelphia, to manufacture, sell and deal in brakes and other appliances for talking machines has been incorporated in Delaware with a capital stock of \$100,000.

Keep dust out of your show windows as you would tacks out of your food; the latter affects your indigestion and the former your sales effect.

TRADE NEWS FROM ST. LOUIS.

Business for July Has Been Excellent—How Hard Work Wins Out—A Big Sale at Thiebes—Price Cutting Almost Disappeared—Brave Mark Silverstone—Columbia Co. Make Splendid Report—Call Still for High-Priced Machines—Other Trade Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 7, 1911.

Talking machine dealers report an excellent business for July, so good in some cases that vacations have been annulled and arrangements very generally changed from those that usually obtain during July. The record parlors have been busy all of the time and a steady and lively demand met. The machine business also is reported very good, much better than was expected. In June the sales for summer homes were credited with keeping the business up to the average, but in July there is no such excuse and "better business" is credited, although to an observer it looks as though a determination not to accept time-honored summer months conditions had a good deal to do with it. There has been a liberal amount of advertising, more outside salesmen at work and a general determination to "go after the business" that was bound to bring results. The better business in the jobbing field is largely due to the fact that St. Louis is going after the trade that has always belonged to the city, but which was permitted to go elsewhere. Under present conditions St. Louis is likely to figure very largely in the distribution of talking machines, as it should.

Manager Harry Levy, of the talking machine department of the Aeolian Co., reports the receipt of a shipment of six carloads of Victrolas with five more carloads coming, which shipment he believes is the largest ever received in this city and will compare very well with any in the West. The Aeolian Co. has leased extra warehouses for the immediate storage of these machines, but will distribute them rapidly throughout the Southwest, as orders are on file awaiting shipping dates for an extraordinary number. Mr. Levy is pushing the Victrola XVI and believes that it will continue to be the big machine. Mr. Levy says that the Southwest is very appreciative of the Victrolas and there will be a great demand for the machines this winter and he is ready for prompt shipments.

Max Landy, of Landy Bros., New York, was a visitor here en route home from the Milwaukee Convention.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., is feeling very good over a recent sales record made at that store. A traveling salesman for a New York house whose territory extends from New York to

DICTAPHONE DISPLAY AT GOVERNMENT EXHIBITION



The Government exhibition, held in Washington recently for the benefit of the President's Commission on Efficiency and Economy, was a great success for the Dictaphone. The "Dictaphone corner" was a very popular one, owing to the strong appeal which the claims for this machine make to the executive or department head of a business. Calculating machines, mimeographs, etc., are valuable timesavers for various members of the office force, but no other device so increases the efficiency of the executive as the Dictaphone. Of course when it comes to the saving in time for the typists, the figures presented are also very interesting.

Denver, stopped there to "buy a few records to send to his mother in Wisconsin." The customer was known slightly at the store, as he is at many record stores in his territory, for he is a talking machine enthusiast, and the young woman began to demonstrate the records he asked for. When his requests had been complied with, she had caught the trend of his selection and made a suggestion. This led to another and so it went until suggestions failed and the bill was totaled at \$215. The customer paid cash and went to Mr. Thiebes and

The Dictaphone exhibit was thoroughly comprehensive, including, as it did, outfits of all kinds; competent demonstrators and several expert transcribers to write off the memoranda or communications for any who chose to dictate. It rarely occurs that participants in exhibitions of this kind make practical use of the exhibits of their neighbors, but in this case the Dictaphone had the pleasure of serving many of its friends during the course of the show. This courtesy was much appreciated by those who participated in the Government Exhibition.

The cut shows the result of the artistic efforts put forth by the Dictaphone force.

complimented him upon the service in his record department, declaring: "It is the best I have come into contact with and I know most of the stores in my territory." This sale for a cash transaction to a person who already owned a machine is declared a record in St. Louis. The records packed for shipment weighed almost 200 pounds.

A source of considerable gratification among local retailers is that the price cutting seems to have almost disappeared. The Chicago firm is said to have ceased shipments to local small dealers who it is said were cutting prices without knowledge of the jobbers. Local Victor retailers declare that much of the improved condition is due to good work on the part of Manager W. H. Alfring, of the Aeolian Co., and Manager Harry Levy, of the talking machine department of that company. They entered a strong protest with the general offices and in turn the local situation was brought before the jobber who was serving the offending dealers. Cut prices have not been quoted to downtown dealers and they are strongly in hopes that the present conditions will obtain during the fall. Another complaint, retailers believe, has been corrected, that of selling at wholesale prices to merchants other than those who were to become dealers. A specific case came up a few days ago when a merchant went to a retailer and asked for a trade discount upon a machine. He was told there was none, and when he insisted, was referred to the jobbers. A few days later he returned to the store, admitted that he could not get a machine without signing an agreement to handle them, which he would not do. He bought a machine at retail. It has been complained that any merchant could order machines here at trade prices and such a complaint was voiced through The Talking Machine World a few months ago.

Mark Silverstone, the local jobber and retailer of Edison machines, came back from Milwaukee

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"
REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

with what he believes is a unique record and one that St. Louisans are likely to require fish-story proof for; that he accompanied a party of jobbers on a tour of inspection of the Milwaukee breweries and did not taste the beer. When this story is told to a St. Louisan he is likely to say: "Ich glaube wir werden einen Sturm haben."

The Victrolas IX. were placed in the local trade first of the month and at the Thiebes Piano Co. it is reported that the first one had been sold before it had been in the house an hour, but the purchaser left it until another could be received. Manager Levy, of the Aeolian Co. talking machine department, says that he is in despair over ever catching up with orders for this popular-priced machine after the long start the orders had over the delivery of the instruments. They are looked for everywhere and practically every Victor dealer is waiting for machines already practically sold before they come.

The Columbia Phonograph Co. disposed of a lot of cylinder records at bargain counter rates late in July, stocking a window with records which the large placard which announced "These six-inch wax cylinder records (full four-minute) at two for 25 cents, formerly 50 cents each." The stock did not last long.

L. A. Cummins, who travels in this territory for the Victor Co. has gone to Camden to visit the factory for three weeks.

J. M. Leonard, recently in the advertising business, has joined the office force of the Aeolian Co. in the wholesale talking machine department. Manager Levy says that his force is now equipped for the big fall business expected and that he will have three men on the road by August 15, and is planning a number of short trips for himself.

The Val Reis Piano Co. is to join the talking machine stores with a retail Victor department.

W. W. Largent, Jr., of Portageville, Mo., an Edison dealer, was a first of the month caller at the Silverstone Talking Machine Co. store.

Mark Silverstone, of the Silverstone Talking Machine Co., expects a good fall business, and he thinks that the Edison disc machines will be a great help, as many owners of old cylinder machines are ready for exchange and have been awaiting the placing of the new machine on the market. This, he believes, will enlarge the Edison dealers' field and a record business can be looked for.

Vacations are in order at the Columbia Phonograph Co.'s local store. Manager E. B. Walthall, of the Columbia Phonograph Co., will leave August 19 for Kentucky, to spend his vacation among home folk, "the only place to take a vacation," he says. Otto Prinz, of the collection de-

partment, departed the first of the month for two weeks. Ralph Connors, of the sales department, spent his vacation in Louisville, Ky. L. J. Reid, of the retail force, returned from his vacation July 30. E. Schmeddig, head of the repair department, will spend his two weeks off in Milwaukee. Assistant Manager C. L. Byars, accompanied by Mrs. Byars, spent two weeks in Colorado.

F. O. Leidel, the Columbia dealer at Troy, Ill., was a recent caller in the city.

F. L. Scott, of the distophone department of the Columbia Phonograph Co., recently made a business trip to Bowling Green and Louisiana, Mo. He has recently completed a big installation of dictaphones in the Rice, Stix Dry Goods Co., one of the immense jobbing institutions of which St. Louis is proud, and also in the Mallinckrodt Chemical Co. offices, a firm that is known wherever drugs and chemicals are used.

Manager Walthall, of the Columbia Phonograph Co., reports that the retail and installment business for July was greater than any month since December, much to the surprise of all concerned. Mr. Walthall is one of the few business men who have concluded recently that "the dull summer season in St. Louis is all poppycock," and that there is plenty of business if you go after it. His report on results certainly justifies his position. "Because a few persons go away for the summer, there is no use neglecting the other 700,000," he remarked, in talking of the business, and it might be remarked that he had passed on this spirit to the rest of the force of the store, hence the record to which all hands are pointing with pride, while they get busy to do better.

A feature of the business has been the demand for the \$150 Grafonola line. Manager Walthall, of the Columbia Phonograph Co., reports closing a deal whereby R. W. Greene, of Kane, Ill., will handle Columbia products exclusively. Their first order was for hornless machines and grand opera records. The Greene store is one of the big concerns in that fertile part of Illinois, and does an immense business.

TO HANDLE VICTOR MACHINES.

Messrs. Hager & Bro. to Open Department for Talking Machines and Fianos in Lancaster—A Well-Known and Prominent House.

Messrs. Hager & Bro., the foremost department store of Lancaster, Pa., which was rounded eighty-eight years ago, have decided to launch into the piano business, and will leave nothing undone to make it a big feature of their store. Besides the large amount of space that will be given

to musical instruments, there will be a big music hall on the fourth floor, which will occupy at least two-thirds of that floor. The hall will be provided with a stage, and work is being pushed rapidly, in order that the department can be opened on the first of September.

In considering the opening of such a department in their big store they sought the Aeolian-Pianola line as being the products that were necessary to the high ideals of their house. In this idea there was only one obstacle to overcome, and that was to get the consent of the Heppes' in Philadelphia, who controlled this territory. This was at once secured.

Walter Wellman, who is at present the Heppes representative in Lancaster, will be in charge for some time. He will, so to speak, inaugurate the department in the new store. The firm will also handle the Victor talking machine. Hager & Bro.'s store is one of the largest and most substantial in the State, outside of Philadelphia and Pittsburg.

POINTS IN CONTRACT MAKING.

What Each Contracting Party Should Understand in Making a Business Agreement.

A written contract is the highest evidence of the terms of an agreement between the parties, and it is the duty of every contracting party to learn and know its contents before he signs and delivers it. He owes this duty to the other party to the contract, because the latter may, and probably will, pay his money and shape his action in reliance upon the agreement. He also owes it to the public, which, as a matter of public policy, treats the written contract as a conclusive answer to the question, "What was the agreement?"

No one can enter into an agreement with another party by merely making an entry on his books, of which the other party has no notice or knowledge.

Where a person residing in one place makes a proposal to purchase property by letter to a person residing in another place, and such proposal is there accepted, the place of acceptance, and not the place of the proposal, is the "place of the contract."

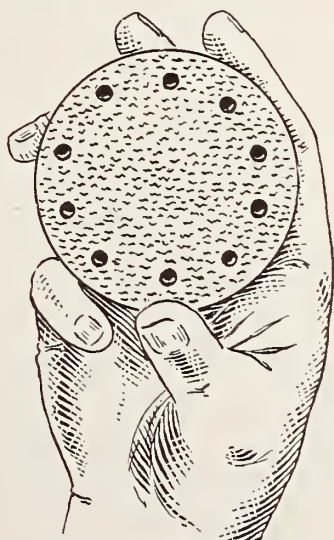
Where a contract is entered into by correspondence, printed matter on the letter heads, which is not referred to in either the order or the acceptance, such as "Quotations subject to change without notice. Contracts made at home office only and contingent upon exigencies of transportation and accidents beyond our control," is not a part of the contract.

DEALERS!

Why don't you send for a free ART TONE Diaphragm? You can easily retail it for \$1. Every talking machine retail sale that you have ever made; every one that you are making and every one that you will make IS A PROSPECT for the ART TONE! We know you will sell hundreds. Before turning the page, send us your business card, and the sample goes to you by return post.

THE TALKING MACHINE CO.
218 Worthington St.,
SPRINGFIELD, MASSACHUSETTS.

Hear the VOICE of the TALKING MACHINE



Through the
ART TONE DIAPHRAGM

JOBBERS!

You are in a most advantageous position to wholesale ART TONE Diaphragms at NO SELLING COST. A sample can be carried in a salesman's vest pocket, and special literature can be mailed gratis with correspondence. Send for a free NEW ART Diaphragm to-day and secure our special jobbing proposition.

It is sure to interest you and everybody who hears it. Round, Rich and full in tone. Let us send you sample.

THE TALKING MACHINE CO.
218 Worthington St.,
SPRINGFIELD, MASSACHUSETTS.

FROM OUR CHICAGO HEADQUARTERS

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

July a Most Uneven Month—Periods of Extreme Dulness Relieved by Great Activity—Total Output, However, Has Been Most Gratifying—Advertising Again Demonstrates Trade Making Possibilities—Tremendous Call for the New Victrola XVI—The Projected Freight Increase on Talking Machines in Cabinet Form Probably Defeated, Thanks to the Efforts of the National Jobbers' Association—Columbia Co. Open New Branches—Edison Disc Machine Displayed at Milwaukee Subject of Much Praise—U-S Phonograph Co. Developing Great Sales Campaign—G. P. Cheattle Figures on Visit to New York—Budget of Columbia News—Vacations Now Under Way in the Principal Concerns—The General Outlook Is Good and Everyone Is Hopeful—Other Comments.

(Special to The Talking Machine World.)

Chicago, Ill., August 7, 1911.

Interviews with Chicago wholesalers and retailers reveal the fact that the unexpected happened so far as July business was concerned. Particularly with the jobbers there were periods of such intense dulness that it was thought inevitable that the month would show a marked decrease as compared with July of last year. Therefore, when the returns were all in it was extremely gratifying to notice that a slight increase was scored, varying from 5 to 15 per cent.

For reasons that are rather difficult to define the larger concerns in the down-town district transacted a really astonishing amount of retail business the latter part of the month. Possibly this was due in large degree to a sudden revival of newspaper advertising. Lyon & Healy and Wurlitzer in particular are using very large space in the dailies for announcements of an aggressive character. The World has seen sales records running from \$600 to nearly a \$1,000 on certain days. That such sales should be made in the very heart of the summer period furnishes conclusive proof of the vitality of the talking machine trade. It is hardly necessary to say that these figures were made possible only by the preponderance of sales of the more expensive types of machines of the three great companies, the hornless machines being in the lead as usual.

For the first time since the introduction of a Victor Victrola adequate stocks of the No. XVI machines are being carried in Chicago. In fact, the jobbers here have all been accumulating stocks as rapidly as possible in order to provide against such a brain-fagging shortage as has been experienced for several years past. This has only been possible because of the increased manufacturing facilities of the Victor Co. Jobbers here all report that the demand is greater than ever for the Victrola XVI, in spite of the extensive sale of the other Victrolas. From the manner in which shipments are being made on the latter jobbers anticipate a shortage.

First Shipments of Victrola IX.

The first shipments of the Victrola IX, the \$50 machine, were received in Chicago last week. They were of such a limited nature that jobbers as a rule are not even making deliveries to the dealers pro rata according to their order, but are simply sending one machine to each dealer, and advise that it be held as a sample from which to take orders until further shipments can be made.

Low Mark in Retail Terms.

The low mark in retail terms was reached in a recent advertisement by the Chicago branch of the Rudolph Wurlitzer Co., when they offered a \$150 Victrola XIV, and in fact any Victor or Victrola in their stock except the style XVI to any responsible party for two weeks ending Aug. 5 on terms of \$1 down and \$1 per week. Considerable excitement in the trade was caused by this announcement and the hope is generally expressed that advertising of this character be dis-

continued. Selling Victrola XIV's on practically three years' time constitutes competition which the smaller dealers at least cannot afford to meet. At the Wurlitzer Co. it was stated that the advertisement accomplished its purpose, that of drawing trade, but that as a matter of fact more \$200 machines were sold than any other, and on the usual terms; that very few machines of any kind were sold at the low advertised terms.

Freight Increase Probably Defeated.

The committee appointed by the National Talking Machine Jobbers' Association to protest against the proposed change in classification of talking machines enclosed in cabinets from first-class to double first-class were unable to secure a formal hearing before the western classification committee in Milwaukee during the convention week, although the members of the jobbers' committee accomplished a good missionary work with individual members of the classification cohorts. On the following Monday, July 17, L. C. Wiswell, of Lyon & Healy, chairman of the jobbers' committee; W. F. Fulghum, traffic manager of the Victor Co.; J. F. Rodgers, of the Edison Co.; W. C. Fuhri, district manager for the Columbia Phonograph Co., and F. T. Randall, traffic manager for Lyon & Healy, appeared by previous appointment before the classification committee, and succeeded in presenting an unusually strong case.

The unfairness of increasing the rate on hornless machines and leaving it unchanged on other goods was pertinently urged. The jobbers' committee had secured letters from sixty to seventy talking machine distributors and from many railroad agents in different parts of the country, testifying to the fact that the hornless machines were so thoroughly packed and protected for shipment that such a thing as a claim for damages in transit was practically unknown, and that no line of goods was handled with less trouble by the railroad. One of the talking machine men appearing before the committee made the point that if anything reduction in rates should be made rather than an increase. A Victrola weighing 360 pounds, packed for shipment, was found to have a net weight of only 160 pounds, the remaining 200 pounds being represented by the lumber used in packing and which otherwise would be shipped at fourth-class rates instead of first-class. It was maintained by the talking machine men that if the increased rates went into effect they would prove practically prohibitive and would reduce the profits of the far western distributors to the vanishing point. As an illustration, it was stated that under the proposed change of classification the freight rate on a Victrola from the factory to Salt Lake City would be about \$20.

Although no definite decision was announced, the talking machine men all came away feeling convinced, from the tenor of remarks dropped by individual railroad men, that the proposed advance would not take place.

Thomas H. McDonald a Visitor.

Thomas H. McDonald, consulting engineer and director of the Columbia Phonograph Co., passed through Chicago last week on his return from a several weeks' sojourn in Minnesota. The distinguished inventor was in excellent spirits and was able to state that his health had been greatly improved as a result of his trip.

Joins Lyon & Healy Forces.

W. A. Allen has become a member of the traveling forces of the Lyon & Healy talking machine department, and will cover Indiana and Michigan. He is a thoroughly experienced man, having been for four years with Grinnell Bros., of Detroit, and for the past two years manager of the talking machine department of the Eilers Music House, Tacoma, Wash.

A. D. Geissler on the Coast.

A. D. Geissler, general manager of the Talking Machine Co., when last heard from, was still in Ross, Marin County, California, with his family,

but expected to leave in a few days for a trip among his friends in the trade on the coast. While the weather was fairly sizzling in Chicago, Mr. Geissler was sweetly sleeping under two blankets and an automobile rug in the quiet town at the foot of Mt. Tmalpais.

New Columbia Branches.

The Columbia Phonograph Co. now have branch offices at Little Rock, Ark., and Memphis, Tenn., having taken over the business of the Hollenberg Talking Machine Co. at both points. The company, besides pushing the retail business in the cities named, will wage an aggressive wholesale campaign in the tributary territory.

District Manager W. C. Fuhri who, of course, engineered the deal, also announces a change at the Des Moines office of the company, where O. D. Standke becomes manager, succeeding R. P. Bartlett. The latter, formerly connected with the Chicago office, has been compelled to resign on account of his health, and returns to his old home in Massachusetts, where he will engage in farming. The new manager comes from the Denver office, of which his brother, W. S. Standke, is manager.

Mr. Fuhri will leave in a few days for a western trip which will take him as far as Denver and Salt Lake City. In speaking of trade, he said that July had made quite a satisfactory showing, the company's western branch offices having scored an increase, as compared with last year, of about 20 per cent.

Praise Edison Disc Machine.

Everyone who heard the new Edison disc machine at Milwaukee last month seems to have been greatly impressed with its tonal quality and many special features, and its advent on the market is generally awaited with the keenest interest. Eager inquiries are heard on all sides as to the time when shipments of new machines and records may be expected to commence. A. V. Chandler, local Edison representative, while not in a position to talk dates, is positive that two types of Edison machines may be expected some time in the fall.

U-S Phonograph Campaign.

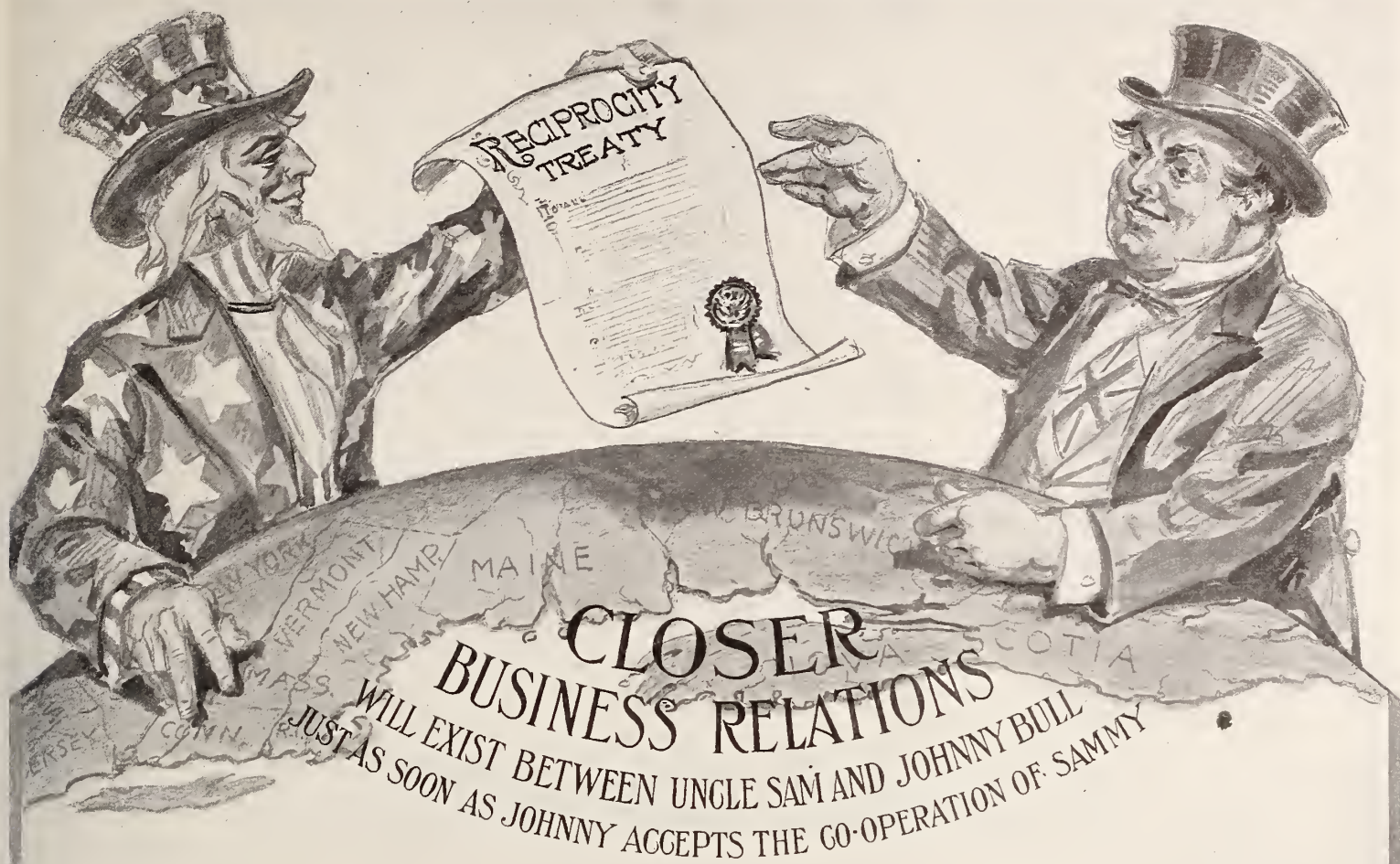
A vigorous campaign is being carried on in this territory in the interests of the U-S Phonograph Co., of Cleveland, under the direction of Western Representative W. C. Patrick. Mr. Patrick recently returned from a trip to St. Paul and Minneapolis, and found the company's branches in those cities doing some very aggressive missionary work in Minnesota and the Dakotas. In Chicago the company now have no less than thirty dealers in various parts of the city.

Jacob Fink, formerly with a phonograph company in Europe and the United States, who has also been in the retail business for himself, is a member of the U-S sales force, and has recently added some good accounts. Among them are H. E. Chandler, of Evanston, who is doing some strong advertising in the local papers there, and R. H. Golding Co., "ear food" specialists, at Montrose boulevard and Western avenue. Mr. Patrick has recently added a new northern Illinois representative in the person of S. Levison, and has appointed H. J. Thomas, formerly city salesman, to be chief office assistant.

Talker Salesman's Clever Coup.

When Roy J. Keith, sales manager for the Talking Machine Co., conceived the idea of sending Harry Conover and George P. Cheattle, of the company's traveling force, on a visit to the factory at Camden he little reckoned that he was creating the conditions for the development of a hero, but that's the way it worked out. The two men left on Saturday, the 29th, and spent Monday and Tuesday at the Victor factory, adding to their stock of enthusiasm regarding the company's product and methods, preparing themselves to answer questions regarding the manufacture of

(Continued on page 40.)



Mr. Dealer:

Get "Johnny Wise"—sign a Reciprocity Agreement (a Victor Contract) with the Talking Machine Company—their **Co-operation** is of inestimable value to you.

Six years of "Exclusive Wholesaling" on their part has demonstrated to the most aggressive Dealers of the Country that The Talking Machine Company can fill their orders completely if any Distributor can—and some times when none of them can.

**Send that order to
The Talking Machine Company**

which you have been unable to get filled for so long—the chances are it will be filled the same day it is received.

You always have the largest and most complete stock of Victor Goods to draw on here—and they are all in factory condition too.

"RECIPROcity"—that's it. Let's reciprocate — our "Exclusive Wholesale Service" for your patronage. That's "**Co-operation.**"

Write our Sales Department for Suggestions and Helps



The Talking Machine Company
137 N. Wabash Ave. :: Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 38.)

records, etc., etc. Then they visited the principal talking machine establishments of Philadelphia, and moved on New York with a like purpose in view. Here was where their hero stunt was pulled off. Mr. Cheattle went with a friend to visit the Tombs. Just as they were entering a prisoner, the first, according to the newspapers, to escape from the ancient jug, leaped from a second-story window, landing on the sidewalk beside the talking machine man. The jailbird started on a lively sprint for liberty, and Cheattle followed after, stopping his man a block from the Tombs amid a shower of bullets from guards and policemen. Cheattle and his exploit were given considerable space in the New York dailies the next morning.

Various Retail Items.

The S. N. Swan Piano Co., Freeport, Ill., who recently opened an exceptionally fine music store, have qualified as 40 and 10 Victor dealers.

Will A. Young, of Fort Wayne, Ind., recently bought the talking machine business of Guy Conklin, of that city, and has fitted up a fine Victor department in his piano store.

The Packard Piano Co., Fort Wayne, Ind., has recently added a Victor department at their retail store, and have fitted handsome demonstration booths and are going after the business in an energetic manner.

Alden, Biddinger & Co., Kenosha, Wis., have erected a new building for their extensive music business, and are giving extensive space to their talker department, with handsomely equipped booths for both Edison and Victor goods.

Mr. Gramas, of the firm of Pappas & Gramas, piano and talking machine dealers, 1140 Wilson avenue, has bought out his partner's interest. He is putting out two solicitors, and is preparing for an aggressive fall campaign.

The Geo. P. Bent Co. are equipping a special Victrola salesroom on the ground floor of their handsome building at 214-216 South Wabash avenue, in addition to their talker warerooms on the second floor.

The Garfield Music Co., 2840 West Madison street, and the Kenwood Piano Co., 740 East Forty-seventh street, have recently added talking machines.

The Kressler Music Co., La Porte, Ind., have recently added a talking machine department, and have inaugurated regular recitals Wednesday and Saturday evenings.

Among the retail dealers visiting Chicago recently are the following: Julius Schmidt, of H. Schmidt & Sons Co., Davenport and Muscatine, Ia.; Paul Warner, of W. W. Warner, Madison, Wis., on his return from a lake trip; Mr. Smith,

of the Wisconsin Music Co., Madison, Wis.; C. M. Lemhart, Mattoon, Ill.; Alonzo Wookey, of Wookey & Co., Peoria, Ill.; R. D. Richardson, Richardson, Ill., and Robert Fulton, of Waukegan, Ill.

W. Vaughn Robinson, a well-known piano, musical merchandise and talking machine dealer, and who also maintains branches at Shanghai, Tsien-Tsien and Singapore, passed through Chicago recently on his biennial tour around the world, during which he always visits his trade friends in Chicago and New York. He has an extensive trade among the European and American residents of the cities along the Chinese coast.

Aeolian Company Improvements.

Important changes are being made in the ground floor frontage of the Chicago store of the Aeolian Co., which will give greater opportunity for the display of Victrolas, and also provide an entrance on Michigan avenue. At present, customers can only gain access to the store through the rotunda of the Fine Arts building.

The Aeolian Co. furnished a Victor Victrola, also a Weber Pianola piano for the summer normal school held at the Northwestern University in Evanston. They were used to illustrate lectures on the use of these instruments in teaching interpretation and in inculcating musical appreciation on the part of the pupils of the public schools.

O. C. Searles, manager of the talking machine department of the Aeolian Co., spent a portion of his vacation last week in automobiling through Illinois.

Interesting Columbia Moves.

A quartette of Chicago concertina-experts have been in New York making records at the Columbia Laboratory. The quartette includes Louis Zoller, the talking machine dealer at 3531 West Thirty-sixth street; Thomas Kosatka, a dealer at 1425 West Eighteenth street, and a friend of each. They are said to be the first records of the old German concertina, and include eight Bohemian, two German and two Polish selections.

Norbert Wicke, a Polish musical comedian, has also returned to Chicago from New York, where he made some records at the Columbia Laboratory.

C. F. Baer, manager of the Chicago office of the Columbia Co., has returned from a trip to the factory at Bridgeport and to headquarters in New York. He found the factory very busy and preparing for a big fall business. Mr. Baer, in response to inquiries, learned that the Casey-Jones record, by Collins & Harland, No. A-907, has proven the biggest seller in the Columbia double disc catalog. The records at the Chicago office show that the "Herd Girl's Dream" (flute, violin and harp) has been the largest seller here.

F. A. Cook, of the traveling force of the Chicago office, is on the way to the Pacific Coast for his vacation.

E. O. Zerkle, who travels Wisconsin for the Columbia Co., was in the city the other day, after a vacation spent in wooing the finny denizens of Lake Poygon. Mr. Zerkle says that many dealers in his territory have had a rather better summer trade than usual, owing to their having pushed the summer resort business. They have found the Favorite, the Columbia \$50 hornless machine, a fine implement for cultivating business with the vacationers on account of its moderate price and portability.

The home of D. S. Ramsdall, the assistant manager of the Chicago office of the Columbia Co., has been brightened by the advent of a small girl of pleasing presence and marked musical ability.

Business and Prospects.

July wound up with a good volume of business for the Talking Machine Co., with a balance in favor of 1911. Sales Manager Roy Keith notes a more liberal buying movement since the first of month. "In the States immediately tributary to Chicago," remarked Mr. Keith, "crop conditions are exceptionally good, and the general outlook is for a fine fall trade."

L. C. Wiswell, of Lyon & Healy, notes a particularly large number of inquiries from merchants contemplating adding talking machines. He regards it as an indication of general business prosperity when substantial merchants contemplate extending their lines.

With the Vacationers.

F. H. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., has returned from a fortnight's vacation spent at Saugatuck, Mich.

L. Kean Cameron, manager of the Wurlitzer retail, leaves this week for Spring Lake, Wis., and after a fortnight's fishing will go on a cruise of the lakes. A. B. English is in charge in his absence.

H. B. Hopkins, assistant to Manager L. C. Wiswell, of Lyon & Healy's, left this week, accompanied by his family, for a two weeks' vacation at Mercer Lake, Wis.

New Salter Music Cabinets.

The Salter Manufacturing Co., large manufacturers of talking machine cabinets, this city, are preparing to manufacture music cabinets on a more extensive scale than before. They will shortly publish a catalog showing some thirty styles of music and music roll cabinets, including some very handsome colonial and mission designs.

It is manifestly unfair to the merchant who pays his bills to have in his vicinity competition of the slow-pay order.

Salter Mfg. Co.

337-343 North Oakley Avenue

CHICAGO

Makers of

Salter's Patent Felt
Lined Shelf

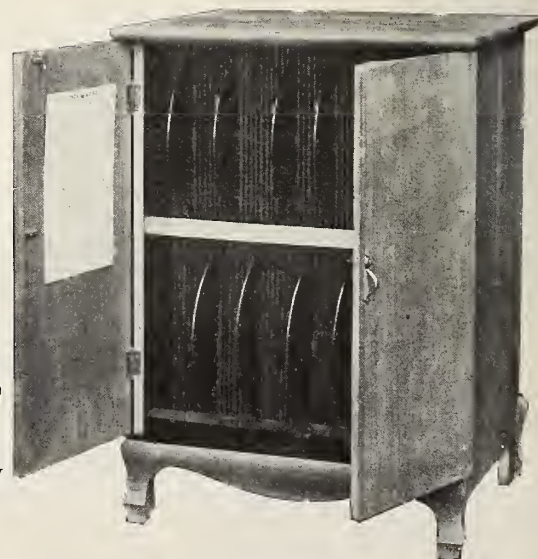
Cabinets

For other styles, write us for our New
Catalogue



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

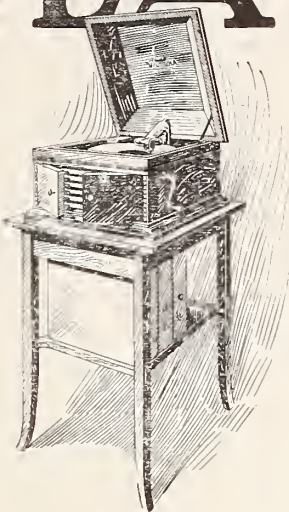
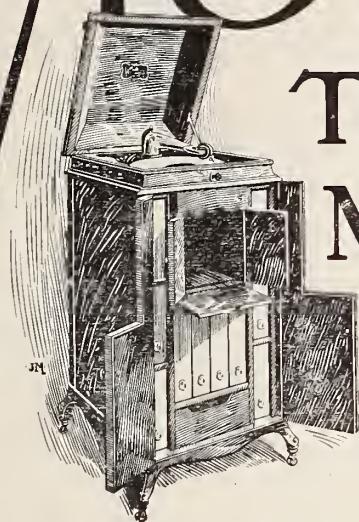
Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

*If your jobber don't
handle our line we
can supply you.*

VICTROLA

Talking
Machines

Fall Trade
Is Here!



Lyon & Healy

SERVICE

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

The Largest Exclusive Wholesale Victor and Edison Department
in the United States is Ready to Co-operate with You

Lyon & Healy

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

CHICAGO

TRADE IN THE OUKER CITY.

Business Conditions Look Favorable—Wanamaker's Great Talking Machine Department—Much Interest in New Victrola IX—Heppe Activity—Columbia Business Shows Increase—Dictaphones for Pennsylvania Railroad—Some Recent Visitors to the City.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 5, 1911.

The talking machine business in Philadelphia seems to be in a most satisfactory condition at present. There is considerably less complaint here at this midsummer period than there was last year. Everything points to a very heavy fall business, and in anticipation of this the local jobbers are ordering unusually heavy. On account of the delay the past two years to get goods at the most serious holiday period the dealers are placing their orders this year earlier and banking more on the prospects of big sales than they usually do.

There seems to be nothing at present in the talking machine business that is giving the dealers any anxiety. The arrangements with the manufacturers all seem adjusted to the advantage of both, and a better state of feeling has never existed than at the present time.

The Wanamaker talking machine department has been slowly and gradually perfected until at the present time it is fully established. It was the desire to make this the finest department of its kind in the country, and the firm have in a great measure succeeded. It is picturesque as well as convenient, and Manager Gerson has had a July business that is far in advance of any previous July. Extensive preparations are being made for a series of recitals and lecture-recitals this fall such as have never before been given here, and everything indicates that they are going to have a banner holiday trade.

The manager of the talking machine department of C. J. Heppe & Son, Mr. Elwell, reports that their business in July was very good, and that

they are not justified in kicking on anything when "you consider that it was July," as Mr. Elwell puts it. "We had a nice average July, and more than that we should not expect. Thus far this month the business has been considerably beyond our expectations, for we have been ahead both in the wholesale and retail departments."

There is unusual interest in Philadelphia over the new Victrola IXs, and all the dealers are waiting patiently for their arrival. The Heppes have already taken a number of orders for these instruments, and if they prove as satisfactory as they anticipate, they expect to do a very large business with them, and will advertise them extensively. Mr. Elwell says there is hardly an hour in the day that someone doesn't drop in and inquire when they are going to get them, or call them up on the 'phone with the same inquiry. William C. Stiver, Jr., of the Heppe department, is away on a month's vacation, which he is spending in New England, mostly at Castine, Me. He was recently joined by F. X. Donovan, of the same department, who went away on the 29th.

The Columbia Phonograph Co. report that their business has been very good all summer, and July was no exception. It has been anywhere during that month from 50 to 75 per cent. better than the same period of last year. Manager Henderson is preparing to go away on his vacation toward the end of this month. He will spend it at Asbury Park. Miss Katherine McClain, the head-booker of the firm, is away on a two weeks' trip. James Shearer, Sr., has been transferred from the instalment department of the house and has taken charge of the stock and the shipping. Their Regent Junior, which sells for \$150, they believe will be greatly in demand this fall. It is an especially fine instrument and has been receiving no end of favorable comment.

The Columbia Co. have been pushing their Dictaphone and have been meeting with splendid success in their efforts. They have just received a large trial order from the Pennsylvania Railroad Co., and they expect shortly to supply that firm with sufficient of these fine instruments to fit out all their offices.

The Penn Phonograph Co. report having a long list of names of persons wanting Victrola IX's.

William Hooven, of the Hooven Novelty Co., of Allentown, was here the past week; also W. P. Swarts, of York, Pa., who deals extensively in talking machines in that city; and Clement Beecroft, of the Tea-Tray Co., Newark, N. J., who is well known by the trade and whose visits to Philadelphia are always much enjoyed.

THOSE POSTCARD RECORDS.

This story has been going the rounds of the daily papers for the past twelve months. We came across it last week in the New York Sun:

"Sending little love messages or snatches of love songs by postcard to be translated by your sweetheart's phonograph is the latest development in the picture postcard craze. On the back of the postcard is a small record resembling the regular disc records used on some machines. It is a very thin film pasted on the card and containing some phrase of tender sentiment or a bit of some popular music. The card has a hole in it so that it may be placed on the machine, and when this is done the needle makes the card talk and the one to whom it was sent gets the message. The idea was born in Germany, but the foreign buyers of the American stores this winter are said to have bought up about all the German makers could turn out."

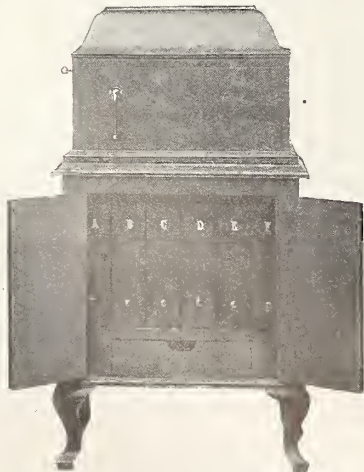
The American stores credited with buying out the German makers are keeping them under cover very well, for we fail to see any advertising concerning these records in the Talking Machine World or any other publication.

GET INTO THE GAME.

"Get into the game—don't be contented to stand on the side and cheer for the other fellow, but mix in the fray yourself. Play the game with all your might and get all you can out of it before the whistle blows for 'time up.' If you do this, you'll win—you'll make money—you'll be a 'producer.' Are you a 'producer' now?—if not, get into the game."



IX A
Capacity 200 10 or 12-inch records



X
Capacity 140 10 or 12-inch records

New Idea Cabinets

FOR

Victrolas IX, X and XI

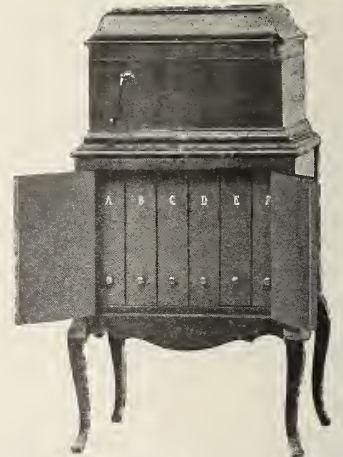
WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

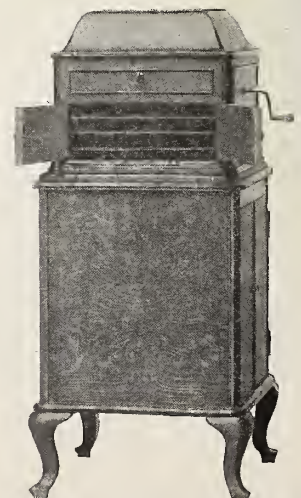
Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

LAWRENCE MCGREAL
MILWAUKEE, WIS.



IX B
Capacity 100 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

Fair comparisons are neglected only by the reckless buyer, and objected to by the manufacturer who will suffer by them. When a "prospect" gets as far as *comparisons*, we have the sale and you know it!



Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE NOTES FROM CLEVELAND.

A Fair Measure of Business Enjoyed—International Motion Picture Service—Revelations Through the Phonograph—Motion Picture Exhibitors Meet—Victor Miniature Theater Attracts—Lawrence Lucker Back from Europe—Business Grows with U-S Phonograph Co.—Dreher Doing Well with the Victor—Will Erect New Building—Interest Increases in the Multinola—Reports of Present and Prospective Business Are in the Main Exceedingly Satisfactory.

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1911.

Although the summer months in the Cleveland territory are reckoned as the dull season, each month this year has shown, as a whole, considerable increases over the same period of last year. This is largely accountable by reason of the bountiful crops, insuring to the prosperity of the farmers, who are becoming to be the best patrons of the dealers. Their purchases, too, of both machines and records are of the best. There is nothing too good for them. Dealers generally are averaging a full normal midsummer volume of trade, tending largely to the higher grade machines and records. At the same time there has been a good volume of business in the lower priced machines, and records, which are being used in camps and on the lake boats, and at the numerous parks and summer resorts.

Dealers, both jobbers and retailers, are making preparations for the fall trade, and are placing larger orders than usual. They will endeavor to avert the difficulty heretofore experienced in securing supplies for the holiday trade.

The August lists of records are highly spoken of and meeting with general approval and good sales.

The numerous theatres in the city are greatly interested in the outcome of the international motion picture news service now being inaugurated in the principal cities of the civilized world. It is announced this news service will be in the nature of a motion picture Associated Press. Camera reporters are to make films of everything worth reporting that happens anywhere.

A number of sect of Revived Spiritualists, of Findlay, O., who claimed to receive revelations from God through a phonograph, and were directed by the Lord to go to the Pacific coast and bathe in a river there and await His commands, departed last March, mention of which was made in the *World*. Another party of the cult have just left to join the first, taking with them the phonograph through which they have received instructions, in the hope of finding the sacred stream, the efforts of the first party proving fruitless.

Until recently the Cleveland daily press has habitually slightly mentioned and more frequently ridiculed the talking machine. But they are coming to a clearer understanding of this unique and remarkable reproducing instrument. One of the local papers, mentioning the August lists of records, says: "There are two ways, and

only two ways, to get a perfect and intelligent understanding of Victor Herbert and his music. One is to hear Victor Herbert's orchestra in concert, the other is to hear this great orchestra in the new records. The first way is open to only a comparatively few people among the 90,000,000 inhabitants of the United States. But in the latter way the exquisite music of Victor Herbert's orchestra can be enjoyed by everyone—by the great masses of the public, who find it impossible to hear it in any other way."

The first convention of motion picture show exhibitors ever held began in Cleveland, August 3. Exhibitors, picture company players, in fact, all the interests of the United States and Canada, were well represented in the three days' sessions of the convention. A constitution providing for a compact organization was adopted. M. A. Neff, of Cincinnati, was elected president, and C. M. Christenson, of Cleveland, secretary. One of the ultimate aims of organization, it was stated, is a co-operative film company, by which exhibitors may make their own films. The next convention will be held in Chicago in 1912.

A. F. Lee, Ravenna, O., an exclusive Columbia dealer, is using a motion picture theatre, demonstrating the records, in connection with the display of operatic films. The theatre is nightly crowded. He is the most popular man in town and is doing a big business.

In providing municipal free music, the New York Parks and Playgrounds Association are following the example of Cleveland in giving municipal moving picture shows, accompanied with phonographic music.

During the last two weeks in July, Ernest John gave daily, at stated intervals, exhibitions of the Victor Tableaux Theatre, at the store of the Eclipse Musical Co. The unique entertainment attracted and interested select audiences who were in attendance at each recital, and the various operatic numbers, coupled with the illustrative lectures of Mr. John, were favorably commented on, and eulogistic of the Victrola as an artistic musical instrument. The store of the Eclipse Musical Co. was neatly arranged, giving prominence to the miniature theatre, with a seating capacity of about one hundred in the auditorium. A large number of Victrolas in the various woods were shown in the hall and the different demonstration parlors, and was a distinctive feature of the season's entertainment.

Manager George J. Probeck, of the Dictaphone department of the Columbia Phonograph Co., reports business has been a little quiet during the hot weather. He states he has, however, been kept fairly busy placing machines, and that with quite a number of good prospects in view, the outlook is very encouraging.

Laurence H. Lucker, who opened a new Edison jobbing house here last month, while on his way from Minneapolis, on a bridal trip to Europe, returned to the city July 29. He was in London during the coronation of King George, and visited the principal cities of Ireland, Scotland, Germany, Switzerland and other countries. While abroad he made arrangements for a large line of small

musical merchandise, which he will place on sale here and at Minneapolis. He remains here for several weeks.

A. M. Robinson, of the Columbia Phonograph Co.'s staff, spent his vacation visiting with his aged mother at Seaforth, Canada.

W. J. Roberts, Jr., of Buescher & Sons, has just returned from a two weeks' vacation up the lakes, much improved in health and spirits.

G. M. Nisbett, of the U-S Phonograph Co., stated that business was good and constantly growing in the most substantial manner. The company are receiving orders from all sections of the continent and many inquiries from foreign countries. The U-S combination phonograph and the Everlasting non-breakable records have attained an enviable reputation with dealers everywhere they have been introduced, and the prospects of the company are of the most encouraging character.

The Columbia Phonograph Co. are doing an excellent business. "Trade is good," said G. R. Madson, manager. "The last week in July was the best we have had since opening the branch, both in machines and records. Our sales of records are especially good. The public appreciate the fine selections we are offering for the summer season, and there is no occasion for dealers not to keep as well stocked up at this as any other season of the year."

New and pleasing experiences are noted as daily coming to the B. Dreher's Sons Co., since the installation recently of a Victor talking machine department. The large list of patrons of this house, established more than 50 years ago, is already showing its influence in the receipt of orders for talking machines and records of the highest grade.

During the coming winter the B. Dreher's Sons Co. will move to a new building on Euclid avenue, where the talking machine department will be housed in greatly enlarged and the most modernly equipped quarters.

At the office of L. H. Lucker, Cleveland's Edison's jobber, business is reported exceptionally good, a large volume of orders having been received since opening, and an additional force put on to take care of the increasing business.

The May Co. report business very good in the phonograph department, for this season of the year. The manager stated that while the demand for machines was not large, it was especially good for records, the selections being made largely from the Victor Red Seal, and Edison Amberol August lists.

At the office of the American Multinola Co. conditions were said to be very satisfactory. The company have been literally deluged with inquiries resulting from the full page advertisement run in the July issue of the *World*, indicating a marked interest by dealers generally in the "Multinola," and which the company believe bespeaks a promising future. "The demand for the instrument," said the manager, "is really beyond our expectations, but we are not at all surprised to note how quickly the trade has realized

(Continued on page 44.)



You will profit

by being the dealer who gives prompt, efficient service. Your service depends on the service of your jobber. If he continually holds up your orders, and makes mistakes, you will lose business.

We give you the service needed for you to satisfy the people. We enable you to have on hand an up-to-date line of Victor goods, because we keep you posted on up-to-date goods. If you do happen to be out of an article desired, you can send your order knowing that we will ship it on the same day your order is received. Hence you promise it at a certain time—and keep that promise.

Why not help your business by adding our service? Why not start to-day? Give us an order for anything in the line of Victors, Victor-Victrolas, Victor Records, needles, record cabinets, extra parts or accessories of every kind, and it will be shipped the same day we receive the order. Orders, whether large or small, receive the same careful attention.

A postal will bring our catalog, and also a little booklet descriptive of record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



TRADE NOTES FROM CLEVELAND.

(Continued from page 43.)

the possibilities of our mutiple instrument, equipped with a coin controlled device for commercial use. Before the next issue of the World we hope to be in position to give you full and complete information as to our manufacturing facilities and progress made in other lines. For the present, however, we can only say that we are more than satisfied."

Trade is reported very satisfactory with W. H. Buescher & Sons, considerably above normal at this season of the year.

The Bishop-Babcock-Becker Co., 615 Superior avenue, are displaying in the show window of the store, a line of the U-S Combination Phonographs and Everlasting Records.

Business with Colleston & Sayre was reported to have been fairly good in July, and improving since the first of the month.

MODERN STORE EQUIPMENT.

A Question of Vital Importance to Every Merchant—Making a Store Attractive to the Ladies—An Essential to Success.

The question of store equipment has reached a point where it should interest every live merchant, no matter where treated, and should rank with importance with the actual choice of salable stock.

What would you think of the young man who, desiring to make a good impression on the lady of his choice as life companion, would be careless and indifferent as to his personal appearance? Would he not rather don his very best glad rags, wear his best smile and an air of prosperity? Yea, verily. Then if it is necessary in affairs of love or other interests to do whatever may be needed to create a good impression on the public, it is certainly no less important in the real affairs of life to put up a good front.

It is pretty accurately estimated that 80 per cent. of all the purchases are made by the ladies, and if you will convince me that ladies do not consider appearances, then I will bow myself out and offer no argument in support of modern equipment; but if you acknowledge the point, then I ask your careful consideration of the suggestions I have to make, says a successful sales manager.

I propose to take it for granted that you all agree with me that all ladies are not only extremely careful of their own personal appearance, but keep their homes in corresponding order and admire; yea, even demand it, of those whose homes they visit, and our stores are our homes.

What would your lady friends think if you invited them to your home and on arrival they found your house in as great confusion and as filthy as some of the retail stores of to-day? Then, if you expect respectable ladies to visit your store, for heaven's sake get busy and clean up and make them decent for ladies to enter.

Unfortunately some dealers think that only one thing, price, is the ruling element in all sales; others, broader of mind, consider that quality is essential, but I wish to say that there is another element no less important than either of these and one which often affects sales when the others will not avail, that is cleanliness, a comfortable store and convenient arrangements for quick and satisfactory shopping.

I submit that it is not a debatable question that the show windows of any institution make the very first impression upon the prospective customer, and all depends upon the condition of his windows whether that first impression shall be a favorable one or otherwise.

The modern plate glass window of any man's store neatly dressed with seasonable wares, with every article carefully and reasonably priced, not only makes a good impression on the passerby; the man, woman, boy or girl on other missions bent, and later, if not then, brings them back to the store to make a purchase of some kindred wares, perhaps not shown in the window, but it many, many times, turns them in just then to buy some needed article found in the window; and if the favorable impression made by the window is

1866

NYOIL

FOR

1911

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



carried throughout the transaction, they become regular visitors and customers.

They let me strongly recommend that you who have not already a modern front with as large show windows as conditions will permit, that you hasten to invest in one. I use the word *invest* in this connection in the hope of correcting the erroneous impression under which some merchants labor, that money thus spent is an expense, but it is as truly an investment as any you ever made.

Did you ever stand in your front door and try to estimate the amount of available cash that hourly passes your doors in the pockets of the passing throngs and try to figure how you can turn more of it into your cash registers? Let me suggest that you put in a modern front to your store, keep the windows clean, change them frequently, price your wares attractively, and you will be astounded at the increase in your cash sales.

IT WAS EMBARRASSING.

It was a holiday and a bunch of newspaper men were passing the day pleasantly, visiting the moving picture shows along Fifth avenue. Toward evening they strolled into a store where sheet music is sold. An Edison phonograph was grinding out song after song, and the bunch waited for the finish. There were all kinds of songs and music.

Among the girls behind the counter offering the songs and music for sale as the phonograph reeled them off, was a very pretty blonde. She had a smiling blue eye and was raking in the shekles and handing out the songs and music.

Suddenly the phonograph, after being loaded again, started, and this time the music caught the bunch. "What do you think of that, Bill?" one of them said, and the reply was, "Great!"

When the song was unreeled, Bill approached the pretty blonde, saying:

"What's the name of that song?"

Then the pretty blonde appeared to be struck deaf.

"Tell the gentleman the name of the song," said the two other girls behind the counter.

"Attend to your business," said the blonde, and the other girls broke forth in laughter. Bill did not understand until a sheet of the song was thrust at him by the little blonde, who with her head half averted almost jabbed the sheet into his face.

Then he read: "I Never Knew Till Now How Much I Loved You."—Pittsburg Gazette Times.

The best and surest way that has ever been learned to get desired results in any undertaking is to know your work—your business; to know it well—to know it better than any competitor. If you would succeed as a talking machine man you must know something more than the average talking machine man in your branch of the industry. You must study and develop in the knowledge.

THE VICTOR IN THE ARCTIC CIRCLE.

George Grenfell, a Trapper, Writes an Interesting Letter to the Victor Co. Regarding the Great Enjoyment Derived from Hearing the Best in Music so Far from Home—How the Indians Were Fascinated by "His Master's Voice" and Affected by the Music.

A "human document" is the letter recently received by The Victor Talking Machine Co. from George Grenfell, a trapper who, with a partner, goes up to within three or four hundred miles of the Arctic circle to hunt. Life up there is not much better than death ordinarily, but Grenfell tells of the light brought into the lives of himself and his companion and many wild Indians by means of a Victor. He says:

"I suppose you must get lots of compliments from your customers, and I want to send you one, too, but I don't know how. Everything I can think of saying, or what we can do to show our thanks for what you have done for us, don't seem to fill the bill. My partner and I are hunters and trappers, with our camp down on the Mackenzie river, about 250 miles to the north of the Great Slave Lake. Just think how hard our winters used to be; the continual darkness with only a glimmer of twilight to relieve the inky blackness. Everywhere we'd go the Indians would make trouble for us because they said we were on their ground; hard perilous work; the continual howling of the wolves by day and by night; never the sight of a white man from fall to spring, and your life a burden because of the want of some entertainment. Life like this lasts about four or five years and then you're welcome in the bug-house with open arms; that's what it used to be. The spring before last my partner took a trip home and came back in the fall with one of your machines, a No. 11, a big oak horn, a big box of needles and about 150 records, and that's the layout that has made life worth living. I'd heard talking machines before, but this one's got them all skinned. It couldn't be beat; you'd think a real singer was singing, and a real band playing. Why, when the night is 70 below without a breath of wind, the air sharp and biting with the sparkling dropping frost, you should hear that machine sing 'Queen of My Heart.' Loneliness and hard luck don't seem the same. You picture to yourself the stage of the singer, the days gone by and the days to come; then a big lump gets in your throat. It's fine. There's another pleasure that's just as grand in the outfit, and that's to watch the Indians and Eskimos. (The machine's made us mighty good friends with them now.) Every day after we've made the line of traps and supper over, we build a big log fire outside, put a windbreak up to windward and start the concert. The Indians come wrapped in different gaudy-colored blankets and squat on the snow around the fire and listen to the music. They don't know anything about clapping of hands and all that, but their pleasure in every piece was almost holy. You'd see an old buck squatted with a murderous-looking face, and when we'd strike up something pathetic, although he couldn't understand a word of English, his face would change and a look would come into his eyes as he would look at that machine like a wounded deer looks at you before you cut his throat. I wish I was an artist, I'd paint a picture for you of what we saw last spring before we started South. Every Indian for miles around came to say good-bye to the machine. It was a beautiful night and we had the machine outside the door on a table. The blazing log fire threw a red glare over everything. It sure was a beautiful picture, with the Indians seated on the ground with the same old look of amazement and surprise upon their faces. One little girl, about 14, was seated alone, closer to the machine, with her hands clasped in her lap, the red glare from the fire fell full upon her front. She'd a face like an angel's—like you see in pictures. I forget what piece my partner was playing, it was something sentimental. As the music was playing she'd her eyes looking up to heaven. When the music stopped I could see great big tears rolling down her cheeks and her little body shaking with silent sobs. Could



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

Do you want

THE MUSIC MASTER?

Every MUSIC MASTER WOOD HORN sold sells another. The only Solid Wood Horn on the market. *It has no equal.* There are no shams, no cheapness, no concealed faults in any part of the

Music Master Wood Horn

as it is solid. Both sides of material used can be seen, no hidden sides glued and parts of material glue soaked as you would make a veneered door, which deadens the acoustic qualities.

Many of the largest Talking Machine Jobbers and Dealers in the United States write testimonials unsolicited.

"We are pleased with the MUSIC MASTER. It is the best horn on the market. We have a lot in general use and customers like them very much, expect a large sale in Fall."

"The Music Master sells machines and helps sell records."

Yours very truly, (Names on request.)

Only Horn Guaranteed.

Why not investigate?

Should your jobber be unable to supply you, write us.

If you are not satisfied, return them to us for credit.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

anything be grander? Could any compliment or appreciation for your work be greater than such silent applause as this to the magnificence of your records and the value of your machine to such toilers in the world as us? And this is what I want to thank you for, and wish you luck forever.

"A few days after Christmas we start for the hunting grounds again. Although the forest fires took from our stock over a hundred of our records, it didn't get our machine, and before we leave we'll spend our few remaining dollars for more records to replace some of those we lost. Success to you again. I know that nothing but success can be yours, because your work is a god-send."

The word "free" should be used only in an advertisement which explains what is to be furnished "free" and enough descriptive matter in regard to the article or proposition so the person who reads the advertisement will understand it and know exactly what he is getting.

A REMARKABLE CASE.

The New Phonogram for August refers to the case of H. M. Cooper, of Waterford, Wis., which is quite remarkable. Although totally blind he is able, through the medium of the special sense highly developed in those similarly afflicted, to operate with ease the Amberola purchased recently from B. G. Foat, a dealer at that place. Mr. Cooper has arranged his one hundred two and four-minute records in the cabinet of the Amberola and is sufficiently familiar with their exact location to immediately select any one called for by the many friends who visit him on occasions to enjoy the music from his Edison. The change of reproducers and the shifting of gears for the playing of Standard and Amberol records is no difficult feat for Mr. Cooper—he seems to know by instinct when the mechanism is properly set.

The successful merchant is he who gives the people what they want, when they want it.

The Columbia Demonstration Double-Disc Record is proving itself the ablest collector of new names and new business the dealer ever found. It breaks the ice. Ten cents cost and ten cents list—free advertising that pulls like a husky bull pup!



8

Columbia Phonograph Co., Genl., Tribune Building, New York

CABINETS THAT ARE ORIGINAL.

Pooley Furniture Co. Enter Field with Record Cabinets That Possess Features Well Worthy of the Dealers' Attention—The Pooley Filing System Wizard-Like in Its Operation—The New Cabinet That Turns a Horn Machine Into a Hornless Model at a Minimum Expense—H. N. McMenimen in Charge of New Department—To Make Extended Visit.

The latest entrants in the field of disc record cabinet manufacture are the Pooley Furniture Co., of Philadelphia, with branch showrooms at 132 Madison avenue, New York. They have come forward with a cabinet proposition that should prove of interest to every live dealer who has faith in the future of the talking machine trade. This new department is in charge of H. N. McMenimen, who during his nineteen years in the talking machine trade has accumulated a fund of experience and useful information, as well as an acquaintanceship with every jobber in the business and most of the dealers, that has placed him in a position to know just what the trade requires, and he is most enthusiastic over the new Pooley line as opening a new field for the dealer.

As to the new cabinets themselves, any written description of them would be inadequate, for it is in their actual operation that the greatest interest lies. It is said of the Pooley filing system, incorporated in the cabinets, that you simply ask for the record and it rolls out to you, and that practically states the case. The cabinets are supplied with two shelves with a capacity in all of 210 disc records held vertically. A vertical indicator travels along a bar so notched that the indicator may be placed in front of any of the 210 records. When the indicator points to the number of the record desired a slight pressure on a lever causes the record to roll out between parallel bars covered with felt, from whence it is easily removed for playing.

A special loose index book is supplied for the purpose of cataloging records in numerical order. The numbers in the book correspond with the figures on the dial above the top shelf of the cabinet and the result is that any record may be obtained in the fraction of a second, and mistakes are practically impossible, for as each individual section only holds a single record it is impossible in returning a record to place it in the wrong compartment, the compartment being already occupied. In short, the Pooley filing system has brought the record-handling problem in the home down to a purely automatic basis, and without a complexity of delicate mechanism which is liable to get out of order.

The real feature of the Pooley line is the hornless record filing cabinet, which in exterior appearance closely resembles the \$200 or \$250 hornless machines. In this cabinet the lower section is given over to the standard Pooley filing system, while the upper part is equipped with an amplifying sounding board built on scientific principles, and arranged for direct connection with the tone arm on any standard disc machine, which is placed in a special recess near the top of the cabinet. It

is claimed for the Pooley cabinet that the tonal effects of the talking machine possible through the utilization of the special sounding board are of a decidedly superior quality, inasmuch as the machine is so arranged under the sounding board that the sound travels upward and in the natural direction, thus losing none of its purity.

In fact, the entire cabinet is distinctly original in conception and construction. From the dealers' viewpoint it is pointed out that the new cabinet has solved a problem that has in many cases become quite irritating. An enthusiast, for instance, owns a first-class horn machine, but wishing to be up-to-date desires to secure a hornless model in its stead. The dealer cannot afford to offer an amount even for a comparatively new horn machine that will prove really satisfying to the purchaser when applied on an exchange basis. No matter how good a deal he makes he finds himself shy of a good part of the profits due him on the sale of a hornless model, and in addition has an old-style horn machine on hand to dispose of.

This is where the Pooley cabinet fits in. The horn machine which may have really excellent reproducing qualities can be thoroughly satisfactory in every way when placed in the Pooley cabinet. A door hides it from view, and there the enthusiast has a mighty handsome piece of furniture, an up-to-the-minute talking machine and an ideal filing cabinet at a comparatively small cost. The cabinet itself sells for \$100 retail, and if a \$60 machine is placed therein the whole outfit costs \$160, a proposition that offers many talking points to a live retailer.

The ordinary Pooley filing cabinet intended to hold the smaller models of hornless machines are handsomely finished to correspond with the standard finishes of the various machines. To those who know the standing of the Pooley Furniture Co. in the realm of fine furniture manufacturing, it will not require any details regarding the quality of the cabinet work in their new line for the talking machine trade. The Pooley line of cabinets was shown to the jobbers at the convention in Milwaukee and met with a high measure of praise. Those talking machine men who have seen them since have become equally enthusiastic, and Mr. McMenimen expects to make many more converts upon his annual visit to every jobber in the United States and Canada. He will leave New York for this purpose shortly after July 15.

MUSICAL IGORROTES.

The Dog-Eating Natives of Samar in the Philippines Are Musical, According to Mrs. Wilkins—A Settlement in Fordham.

The histrionic and musical residents of Fordham are to be augmented by a score or more of dog-eating Igorrotes from Samar, in the Philippines, if Mrs. George S. Wilkins, a wealthy widow who lives at the Hotel St. Francis, in West Forty-seventh street, has her way. Further, Mrs. Wilkins hopes to civilize her guests by means of music, of which, she says, they are passionately fond.

Mrs. Wilkins, who, previous to her marriage six years ago was the Baroness von Groyss, of Vienna,

has a large income from the estate of her father. Her favorite diversions are music and travel. She first became interested in the Igorrotes at the St. Louis Exposition in 1904, and was a constant visitor to the village reproduced there. On the last day of the fair a reception was held in the Igorrote village, and Mrs. Wilkins attended.

She was greatly impressed by the brightness and intelligence of a seventeen-year-old boy named Penossan and undertook to teach him the cakewalk. The boy was an apt pupil, and after twenty minutes' instruction outdid his teacher.

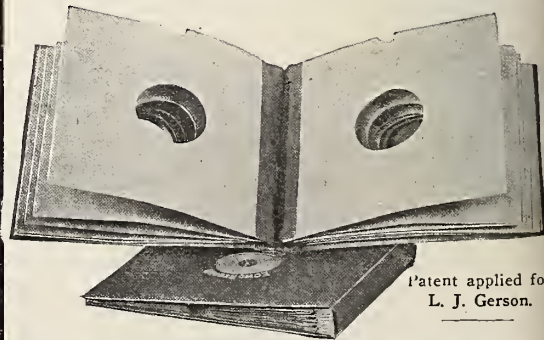
"What I saw of the Igorrotes at the time," said Mrs. Wilkins the other day, "determined me to try an experiment. I intend, unless the United States government objects, to bring about thirty of them, men and women, to New York very soon. I want to get a large house up near Fordham, put in two or three pianos and other musical instruments, and give music lessons to each of the islanders. I also intend to install talking machines and a great supply of records, for no one factor has been more successful than the talking machine in instilling a love and appreciation of music among these Igorrotes. They have found it an educator.

"It is astonishing what a quick ear an Igorrote has for music, and how fond he is of it. I am sure my experiment will be a great success, and I believe that more of these savages can be converted by music than by missionaries."

"What will you do if the Fordhamites object to having a lot of dog-eaters among them?" she was asked.

"I don't think there will be any objection," she said, "at least not from the intelligent and educated people. I intend to have the party come in charge of Penossan, who is chief of his tribe now, and I expect that his influence will be of great help to me."

**NEW FALL STYLES NOW READY
SEND FOR SAMPLES!
Echo Record Albums**



Patent applied for
L. J. Gerson.

Send for 1911 Booklet of New Style Echo Albums for Talking Machine Records. They fit any Record Cabinet or Victrola.
These are the Net Prices to Dealers:
10-inch 16-page albums \$1.05
12-inch 16-page albums 1.20
Ask your Jobber for Echo Albums

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)
Washington, D. C., August 8, 1911.

SOUND REPRODUCER AND RECORDER. William A. Chapman, Smithville, Ark. Patent No. 998,465.

This invention relates to sound recorders and reproducers, and is particularly useful in connection with talking machines employing disc or other types of records upon which the sound waves are recorded in the form of grooves, and in which diaphragms are used to reproduce the sounds from the grooves, or to form the grooves upon blank records.

An object of the invention is to provide a simple, inexpensive and durable sound recorder and reproducer, which is

adapted for the dual purpose of forming the sound recording grooves in the record, and for reproducing the sounds from grooves already impressed or formed upon the records, and which requires no structural or other change to fit it for either purpose, beyond replacing a recording needle or point by a reproducing needle or point or vice versa as the case may be.

A further object of the invention is to provide a device of the class described by means of which sounds can be reproduced with great clearness and power, and by means of which metallic scratching or other undesirable sounds due to the contact of the record with the reproducing point are to a large extent eliminated.

A still further object of the invention is to provide a device of the class described in which the weight of the reproducer is supported not upon the recording or reproducing point or needle, but is carried by a special roller provided therefor and engaging the record for this purpose, in which the diaphragm is of special form and is free not only to vibrate but to move bodily, and in which the stylus bar is extensible and is carried by the sound box casing in such a manner that there is no metallic contact between the parts.

Another object of the invention is to provide a sound reproducer in which the stylus bar is of peculiar form to transmit the undulations of the sound grooves most efficiently to

the diaphragm, and there convert them into diaphragm vibrations or movements which cause the propagation of the sound waves, in which special means are provided for holding the recording or reproducing needles in place, and for adjusting

them accurately so that the length of the stylus bar remains unchanged, and in which the stylus bar itself is flexibly suspended from a cradle secured to the sound box casing, though rigidly held against upward, lateral and torsional movements.

Figure 1 is a front elevation of one embodiment of the sound recorder and reproducer; Fig. 8 is an inverted plan view of the device; Fig. 3 is a longitudinal section on the line 3-3 of Fig. 1; Fig. 4 is a partial rear elevation of the sound box; Fig. 5 is a rear elevation of the lower portion of the device; Fig. 6 is a rear or inside elevation of the diaphragm and the means for securing it in place; Fig. 7 is an enlarged transverse section showing a bracket for securing a record cleaning brush or scraper to the sound box; Fig. 8 is an enlarged transverse section showing the needle grip; Fig. 9 is a perspective view showing a detail of the scraper-holding bracket; Fig. 10 is a perspective view showing a detail of the needle point grip; Fig. 11 is an enlarged transverse section showing the means of modified form for securing the stylus bar to the sound box, and Fig. 12 is a longitudinal section on the line 12-12 of Fig. 11.

HORN. George L. Stevenson, Providence, R. I., assignor to Household Cabinet Works, same place. Patent No. 997,870.

The object of the invention is to construct a horn having unusual acoustic properties whereby the sound is not only amplified but where the phonetic principles of clear, articulate, yet soft and mellow sound are produced, in contrary distinction to the effect of the ordinary flaring or bell-mouthed horn which merely enlarges the sound without refining it. A further object is to enable it to take up but comparatively little room when used either inside or outside of a phonograph supporting cabinet, or upon being stored away when not in use.

In the accompanying drawings: Figure 1 shows an improved horn as mounted on the inside of a cabinet or box on which the phonograph is supported. Fig. 2 illustrates the horn as applied to the ordinary inexpensive phonograph instrument. Fig. 3 is an enlarged perspective view of an improved horn showing the walls of the same turned inward at its mouth end, forming a contracted opening instead of being turned outward, as is the usual custom. Fig. 4 is a central longitudinal section through this horn. Fig. 5 is a transverse sectional view of the horn on line 5-5 of Fig. 4.

PHONOGRAPH CABINET. Charles A. Cooper, New York, assignor to Household Cabinet Works, Providence, R. I. Patent No. 997,905.

The object of this invention is to provide a drop-head table or cabinet, in which a panel, head, or movable section is arranged to support a sound reproducing instrument, such as a talking machine or the like, said instrument being provided with a horn

or suitable device for enlarging, intensifying and diffusing the sound produced by said instrument, said horn being mounted beneath the panel within the cabinet and arranged to be raised and lowered with the instrument and said movable panel.

A further object of the invention is to provide an opening through the outer wall of the cabinet adapted to register with the mouth of the horn when raised to its operative position, to permit the sound to pass out therethrough, said opening being provided with a plurality of longitudinal bars or members to aid and assist the acoustic properties of the horn.

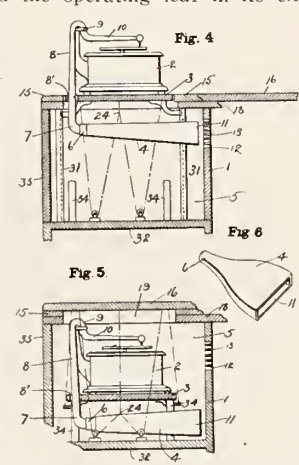
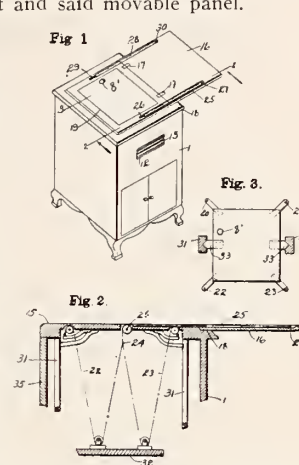
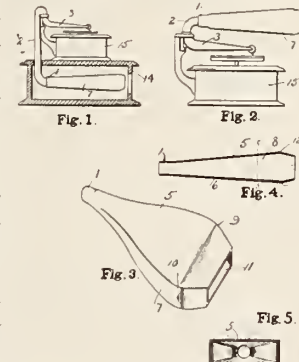
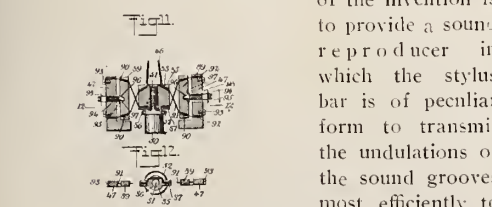
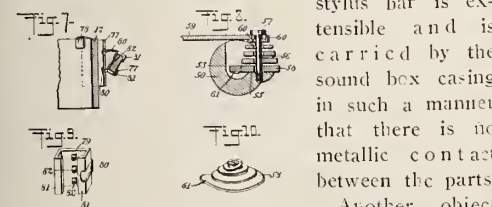
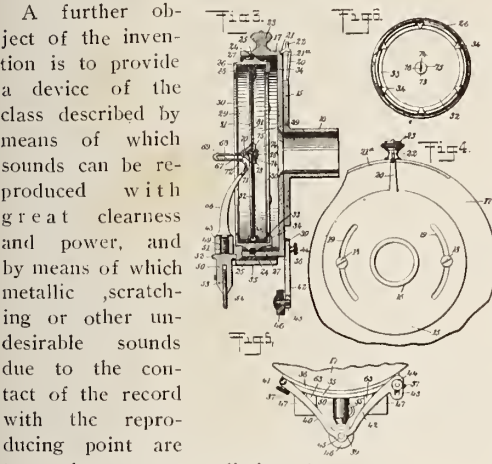
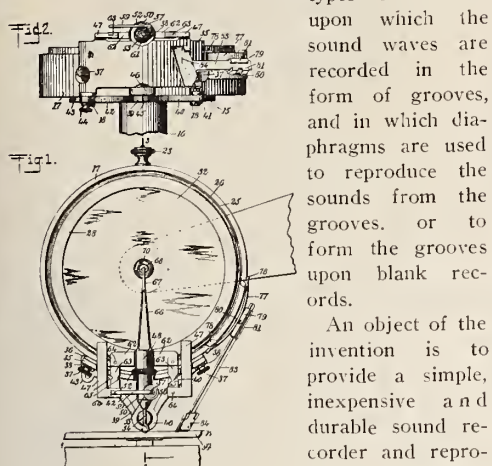
In the accompanying drawings: Figure 1 is a perspective view illustrating a cabinet having a drop head or movable section, the same being in its raised position and the operating leaf in its extended position.

Fig. 2 is an enlarged sectional view on line 2-2 of Fig. 1 through the hoisting mechanism, illustrating the movable section in its raised position. Fig. 3 is a plan view of the drop head showing the relative position of the vertical guides and the members by which the head is supported.

Fig. 4 is a central sectional side elevation of the cabinet showing the instrument in position on the drop head and the horn supported from said instrument within the cabinet, the whole being in its raised or operative position. Fig. 5 is the same as Fig. 4 showing the cabinet as closed and the instrument and horn lowered into the cabinet to its inoperative position. Fig. 6 is a detail of one style of horn which may be supported within the cabinet to be raised and lowered with the phonograph and the drop head.

AMPLIFYING TUBE. Robt. A. Boswell, Washington, D. C. Patent No. 997,265.

In machines of the cylinder type, prior to this invention, the bell portion of the majority of the amplifying tubes is pivotally supported, while the smaller portion of the tube has a pivotal or swiveled connection with the reproducer in such wise as to allow the amplifying tube or horn to oscillate, as the reproducer is fed along the record. This structure of machine, it has been held, in some respects, is unsymmetrical, awkward and clumsy, and the basic purpose of this invention is to eliminate these objectionable features, and furthermore, to improve the structural details of the amplifier. By improving such structural details, the sound, to some extent, is increased, because of



THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

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THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

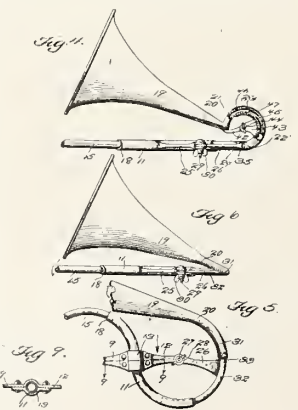
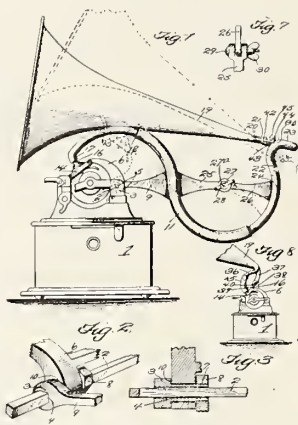
As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

the lengthy travel (which has been increased beyond that heretofore utilized) of the volume of sound through the amplifier (the greater portion of which is restricted to a very small diameter in cross section). The volume of sound, when passing through this restricted portion of the amplifier, is held constricted until it reaches a point where the amplifier begins to enlarge into the bell portion thereof. In eliminating the objectionable features, an amplifier or tube is produced, which travels laterally of the record, and as one body with the reproducer and its arm; the amplifier being so shaped, mounted, and supported as to allow the reproducer to be raised, and, in so doing, the tone-arm is moved telescopically and longitudinally with regard to the remainder of the amplifier. This amplifier comprises an intermediate supported portion, known as the compound curved tubular member, and two free end portions, correspondingly curved, telescopically and longitudinally movable in regard thereto, one being classed as the bell member, while the other is the tone arm. The bell member, however, cannot only move telescopically, with relation to the compound curved member, but may be oscillated laterally, because it is provided with a contracted curved portion, which is telescopically movable with regard to a tubular member correspondingly curved. This tubular member, in other words, is an additional compound curved member, which is telescopically movable with regard to the first-named compound curved tubular member.

In Fig. 6, however, the bell member is allowed to oscillate laterally, because it consists of two parts, the bell member and the extension thereof, joined together by one, two or three threads; the extension being telescopically movable relatively to the compound curved tubular member, for instance, the first-mentioned compound curved member. This same structure is shown also in Figure 5 in side elevation. The invention not only embraces the above features, but embodies means, whereby as the bell member is raised and lowered, the extension thereof moves exactly concentric in conjunction with the compound curved member, and may be held in any desired position. When the reproducer is lifted to the fullest extent above the record, it may be readily supported, as shown in dotted lines.

Referring to the drawings, Figure 1 is a side elevation of a talking machine, generally known as the cylinder machine, provided with what is known in the art as the compound curved tubular member, for the support of the free moving parts of the amplifier. Fig. 2 is a detail perspective view of the connection between the reproducer arm, the guide rod therefor, the sleeve upon the guide rod, and the connection between the sleeve and the compound curved tubular member. Fig. 3 is a detail sectional view longitudinally through the structure shown in Fig. 2. Fig. 4 is a top plan view of the amplifier, showing the first-named compound curved tubular member, the tone arm, the bell member having a curved portion at its contracted end, and the extension or second-named compound curved tubular member, correspondingly curved with regard to the first-named compound curved tubu-



lar member and the curved contracted end of bell member. Fig. 5 is a side elevation of the first-named compound curved tubular member, a portion of the tone arm, a portion of the bell member and its extension, showing the threaded connection between the extension and the bell member and clearly disclosing the fact that these parts are telescopically movable with regard to one another, and further showing the means whereby the extension and the bell member may move exactly concentric with regard to the compound curved member. Fig. 6 is a top plan view of the structure shown in Figure 5. Fig. 7 is a detail elevation of the joint or connection between the extension of the second-named compound curved tubular member and the first-named compound curved tubular member. Fig. 8 is a side elevation of the same form of machine as shown in Fig. 1, only illustrating the fact that the bell member has a curved contracted end portion and fulcrumed upon the reproducer arm, and showing that the curved contracted portion is telescopically movable with regard to the tone arm. Fig. 9 is a sectional view on line 9-9 of Fig. 5. As to the drawings, I denote the casing of the talking machine, containing the usual mechanism (not shown) for rotating the record and the mandrel; the structure of the mandrel forms no part of the present invention.

PHONOGRAPH-REPRODUCER. Thomas A. Edison, Llewellyn Park, New Jersey, assignor to New Jersey Patent Co., West Orange. Patent No. 996,625.

Phonograph reproducers as now generally used, comprise a stylus having a curved surface adapted to be applied to the record groove with a suitable degree of pressure, and as the record surface travels said stylus slides along the surface of the groove and moves toward and away from the body of the record.

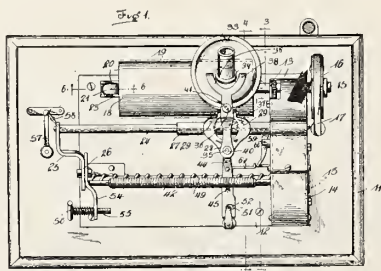
This invention has for its object the elimination of the friction which is caused by the sliding of the stylus over the record surface by providing a stylus in the form of a roller or ball, and rotatably supporting the same, so that it presses upon and rolls along the record surface.

This invention has for its further object the provision of a support for the said stylus, which enables it to rotate with a minimum amount of friction.

Referring to the accompanying drawing, Figure 1 is a side elevation of a phonograph reproducer constructed in accordance with this invention; Fig. 2 is a detail section on line 2-2 of Fig. 1; Fig. 3 is a side elevation of a stylus lever carrying a modified form of rotary stylus, and Fig. 4 is an end view of the same.

SOUND-REPRODUCING INSTRUMENT. Robt. W. Weatherman, Selmore, Mo., assignor of one-half to Floyd Hartley, same place. Patent No. 996,816.

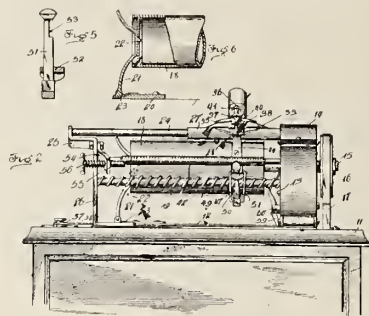
This invention has special reference to a



mechanism used in connection with machines of the cylinder type to replace the stylus of the reproducer at the beginning of the record after the same has been played.

The principal object is to improve and simplify the general construction of devices of this character. A second object of the invention is to provide a means of novel character for stopping the

machine after the stylus has been moved back to the starting point. A third object of the invention is to provide a novel form of holder for the repro-



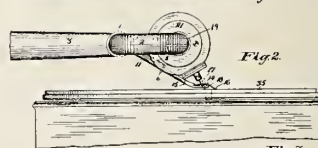
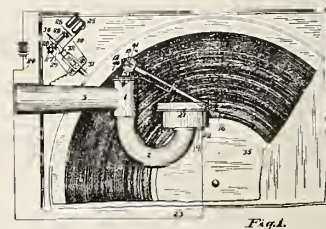
ducer especially adapted to be used with an instrument of this character.

With the above and other objects in view, the invention consists in general of a sound reproducing instrument of the class described, provided with a novel and improved form of mechanism for moving the stylus back to the starting point after a cylinder has been played, said mechanism actuating an improved reproducer arm.

In the accompanying drawings, like characters of reference indicate like parts in the several views, and:—Fig. 1 is a plan view of a phonograph constructed and equipped in accordance with this invention. Fig. 2 is a rear elevation thereof. Fig. 3 is a section on the line 3-3 of Fig. 1. Fig. 4 is a section on the line 4-4 of Fig. 1. Fig. 5 is a detail view of a certain throw off device used in connection with this instrument. Fig. 6 is a partial section on the line 6-6 of Fig. 1.

MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES. Arthur E. Spencer, San Francisco, and Frank C. Thomas, Mill Valley, Cal. Patent No. 998,807.

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds produced by the talking machine. The object is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.



In the accompanying drawing, Figure 1 is a broken plan view of a talking machine equipped with the invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1, showing the positions of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

Talking machine improvers are still "on the job."

RECORD BULLETINS FOR SEPTEMBER, 1911

COLUMBIA PHONOGRAPH CO.

At the Telephone—Anna Caldwell, Vocal Quartet, Male Voices, orch. accomp., Columbia Quartet

- 10-INCH SYMPHONY DOUBLE-DISC RECORD.
 A1027 Widmung (Dedication) R. Schumann. Baritone Solo, orch. accomp. Cecil Fanning
 Bid Me to Live—J. L. Hatton. Baritone Solo, orch. accomp. Cecil Fanning
 12-INCH SYMPHONY DOUBLE-DISC RECORD.
 A5308 A Perfect Day—Carrie Jacobs-Bond. Baritone Solo, piano and cello accomp. Cecil Fanning
 Des Trompeter von Sakkingen—It Was Not So To Be—Scheffel. Baritone Solo, orch. accomp. Cecil Fanning
 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
 A1028 Red Rose Rag—Wenrich. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich); My Hula Hula Love—Wenrich. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)
 A1030 To a Wild Rose—Edward MacDowell. Violin Solo, orch. accomp. George Stehl
 The Last Love (Ultimo Amor)—Schottische—Janics. Mandolin and Guitar trio. Trio Arriaga
 A1031 Folies Bergere—Spanish Love—Bryan, Berlin and Snyder. Baritone Solo with Chorus, orch. accomp. Andrea Sarto and Chorus
 Red Pepper (A Spicy Rag)—Henry Lodge. Prince's Band
 12-INCH DOUBLE DISC BLUE LABEL RECORDS.
 A5307 The Pink Lady—My Beautiful Lady—Waltz Song—Ivan Caryll. Soprano Solo, with Chorus, orch. accomp. Grace Kerns and Chorus of Mixed Voices
 The Pink Lady—Selections—Ivan Caryll. Prince's Orchestra
 A5310 Evening Song—Robert Thallon. Kaltenborn String Quartet
 Le Secret D'Amour (Love's Secret)—Bruno Oscar Klein. Kaltenborn String Quartet
 10-INCH DOUBLE-DISC RECORDS.
 A1025 "National Emblem" March—E. E. Bagley. Prince's Band
 "Washington Grays" March—Grafulla. Prince's Band
 A1026 La Traviata—Waltz—Verdi. Whistling Solo, orch. accomp. Guido Gialdini
 Amoureuse Waltz—Berger. Whistling Solo, orch. accomp. Guido Gialdini
 A1029 Dixie Gray—Theo. Morse. Vocal Quartet, Mole Voices, orch. accomp. Columbia Quartet
 Some of These Days—Shelton Brooks. Sporo Solo, with Quartet Chorus, orch. accomp. Elise Stevenson and Columbia Quartet
 A1032 It's Nice to be Nice, to a Nice Little Girl Like You—Seymour Furth. Soprano and Tenor duet, orch. accomp. Ada Jones and Walter Van Brunt
 Alexander's Rag-Time Band—Irving Berlin. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan
 A1033 Any Girl Looks Good in Summer—Phil Schwartz. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet
 Summer Days—Al. Piantadosi. Soprano and Tenor Duet. Edith Chapman and Henry Burr
 A1034 I Want a Girl (Just Like the Girl that Married Dear Old Dad)—H. Von Tilzer. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet
 Down in Sunshine Valley—George Christie. Duet for First and Second Tenors, orch. accomp. Albert Campbell and Henry Burr
 A1035 Lord's Prayer and Twenty-third Psalm. Talking. Len Spencer
 March Religioso—W. P. Chambers. Prince's Military Band
 12-INCH DOUBLE-DISC RECORDS.
 A5309 Minstrel record, introducing: Opening Chorus, "Oh! Dem Golden Slippers"; Principal Song: "My Dusky Rose," sung by Arthur Collins; Closing Chorus: "I Ain't Gwine to Weep No More." Minstrels, orch. accomp. Columbia Minstrels

VICTOR TALKING MACHINE CO.

- No. Size.
 Arthur Pryor's Band.
 31839 Fourth Symphony—Finale. Tschaiakowsky 12
 Lyric Quartet.
 5857 Madrigal from "The Mikado" (Brightly Dawns Our Wedding Day). Gilbert-Sullivan 10
 Charles Gilbert Spross, Pianist.
 5858 Marche Mignonne (Op. 15, No. 2). Poldini 10
 Charles Schuetzke, Harpist.
 5859 Angel's Serenade. Braga 10
 Victor Light Opera Company.
 31835 Gems from Pinafore—Part II. Gilbert-Sullivan 12
 Reed Miller, Tenor (Cello obligato by Rosario Bourdon).
 31836 O Loving Heart, Trust On. Watson-Gottschalk 12
 NEW RED SEAL RECORDS.
 Luisa Tetrazzini, Soprano.
 Twelve-inch, with orch.—In Italian.
 88313 Sonnombula—Ah, non giunge (Oh, Recall Not One Earthly Sorrow). Bellini
 Alma Gluck, Soprano.
 Twelve-inch, with orch.—In French.
 74245 Carmen—Micaela's Air, "Je dis que rien ne m'epouvante" (I Am Not Faint-Hearted). Bizet
 Maud Powell, Violinist.
 Twelve-inch.
 74246 Deep River (Negro Melody) (Op. 59, No. 10). S. Coleridge-Taylor
 Janet Spencer, Contralto.
 Ten-inch, with orch.—In English.
 64189 Good-Bye, Sweet Day. Thaxter-Vannah
 Jeanne Gerville-Réache, Contralto.
 Ten-inch, with orch.—In French.
 87080 Vivandière—Viene avec nous (Come With Us). Godard
 Riccardo Martin, Tenor.
 Ten-inch, with orch.—In Italian
 87081 Madame Butterfly—Amore o grillo (Love or Fancy). Puccini
 John McCormack, Tenor.
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 74243 An Evening Song. Butler-Blumenthal
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 88314 Traviata—Di Provenza il mar (Thy Home in Fair Provence). Verdi
 Evan Williams, Tenor.
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 64199 Good-Bye, Sweetheart, Good Bye. Williams-Hatton
 Nicola Zerole, Tenor.
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 64207 L'Alba Nascente—Mattinata (Serenade, "The Day Is Breaking"). Pirelli
 John McCormack—G. Mario Sammarco.
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 87082 Pescatori di Perle—Del tempio al limitar (Pearl Fishers—The limit of the Temple). Bizet
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 70047 Air for G String. Bach
 70048 March of the Toys (from "Pabies in Toyland"). Herbert
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 70049 Natoma—Dagger Dance, Act II. Herbert 12
 60053 Woodland Sketches (Op. 51) 1. At An Old-Trysting Place. 2. To a Wild Rose. MacDowell 10
 Frank La Forge, Pianist (accomp. by Victor Orch.)
 70043 Adagio from A minor Concerto (Op. 16). Grieg 12
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- 70044 Moriah—Scotch Medley (from "The Old Town") H. Williams 12
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 16885 It's Time to Close Your Drowsy Eyes and Sleep (Frantzen). Van Brunt and Bieling 10
 Wanted—A Harp Like the Angels Play (Bessey) (Harp accomp.) Henry Burr 10
 16886 Night Time's the Right Time (Goodwin-Meyer) "That Girl" Quartet 10
 Peek-a-boo, Mister Moe, Peek-a-boo (Lee-Bestor) "That Girl" Quartet 10
 16887 Alamo Rag (Deely-Wenrich). Gene Greene 10
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 16888 They Kissed, I Saw Them Do It (Hawley). Orpheus Quartet 10
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 16891 Inglesina March (Delle Cese). Vessella's Italian Band 10
 Dance of the Wood Nymphs (Sak). Kryl's Bohemian Band 10
 16892 Carmen Selection (Bizet) Xylophone. W.H. Reitz 10
 Musetta Waltz (from "La Bohème") (Puccini) Whistling. Guido Gialdini 10
 16896 In the Land of Harmony (Kalmer-Snyder). American Quartet 10
 It's Got to be Someone I Love (Dillon-Doyle). Ada Jones 10
 16897 Chicken Reel (Mittenthal-Daly). Arthur Collins 10
 Gee, but It's Great to Meet a Friend from Your Home Town (Tracy-McGavisk). Murray and Chorus 10
 16898 When You're in Town (Irving Berlin). Elise Stevenson-Henry Burr 10
 I Only Know I Love You (Glick-Wilson). Harry Macdonough 10
 16903 The Old-Time Street Fakir (Descriptive Specialty) (Porter) (Banjo accomp. by Van Eps) Porter-Harlan 10
 A Talk on Trusts—Comic Talk. Murry K. Hill 10
 35194 Pink Lady Waltzes (McLellan-Caryll). Victor Dance Orchestra 12
 Immortellen Waltz (Gung'l) Victor Dance Orch. 12
 35195 Attila—Grand Trio (Verdi). Kryl's Bohemian Band 12
 Aida Selection (Verdi). Arthur Pryor's Band 12
 35196 Memories of Home (Oliebe Heimat) (Ambrosio) Violin-Flute-Harp. Neapolitan Trio 12
 Love's Old Sweet Song (Molloy) Neapolitan Trio 12
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 German Records.
 63263 Das Ping Pong Spiel (Stolberg). Stolberg 10
 Lieschen möchte gerne freier! (Reutter) Stolberg 10
 63264 Sapprant was is denn das? (Maxstadt). Stolberg 10
 Hat ihm schom (Maxstadt). Stolberg 10
 65289 Trinken wir noch'n Tröppchen! Stolberg 12
 Volkslieder—couplet (Maxstadt). Stolberg 12
 63266 Wies daheim war (Gustave Wolgemuth). Manhattan Quartet 10
 Ruck, Ruck, ("Die Auschwählte") (Van Cas) Manhattan Quartet 10
 68290 I. Weist du noch (Brüschweiler). Ein Frommer Wunsch (Burch). Manhattan Quartet 10
 Die Schnitzelbank. Manhattan Quartet 12
 Swedish Instrumental Records.
 16875 Swedish Grand March. Pryor's Band 10
 My Swedish Rose Waltz (Swedish Melodies) Victor Orchestra 10
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 63302 Narodin Kalop (National Galop) including Moravian Hymn. Kryl's Bohemian Band 10
 Prodana Nevesta—March (Bartered Bride). Kryl's Bohemian Band 10
 63303 Poda M lejnm Pochod (At the Mill—March) (Kmoek). Kryl's Bohemian Band 10
 Lvi Silou pochod (With Lion's Strength) Turner's March (Fr. Kmoek). Kryl's Bohemian Band 10
 68296 Pepe Polka (J. Pehel). Kryl's Bohemian Band 12
 Smes ces Kych pisni (Gems of Bohemia) (Saf-ranck). Kryl's Bohemian Band 12

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 767 The Maple Leaf Forever. Knickerbocker Quartet and N. Y. Mil. Band
 768 Baron Trenck—Waltzes. Am. Standard Orchestra
 769 Tell Her I Love Her So. Dr. Franklin Lawson
 770 I Want Everyone to Love Me. Anna Chandler and Chorus
 771 I'm Just Pinin' for You. Walter Van Brunt
 772 Italian Army March. Guido Deiro
 773 Wanted—A Harp Like the Angels Play. Will Oakland
 774 When You're in Love with More Than One, You're Not in Love at All. Irving Gillette
 775 Any Girl Looks Good in Summer. Walter Van Brunt and Chorus
 776 Sailor's Hornpipe Medley. Charles D'Almaine
 777 It's Got to be Someone I Love. Ada Jones and Chorus
 778 Summer Days. Billy Murray and Chorus
 779 The Dwellers in the Western World—No. 1, "The Red Man". Sousa's Band
 780 Down in Sunshine Valley. Manuel Romain and Chorus
 781 Your Eyes Have Told Me So. Stanley Kirby
 782 Bits of Remick's Hits—Medley Overture No. 8. New York Military Band
 783 Stick to Your Mother, Tom. Will Oakland and Chorus
 784 When I'm Alone I'm Lonesome. Anna Chandler and Chorus
 785 I Think of Thee, Sweet Margaret. W. H. Thompson
 786 The Sweetest Story Ever Told. Venetian Instrumental Trio
 787 Let's Make Love Among the Roses. Arthur C. Clough and Chorus
 788 The Vacant Chair. Elizabeth Spencer and Chorus
 789 The Winning Fight, Two-step. National Promenade Band
 EDISON STANDARD RECORDS.
 10511 The Lion Chase—Concert Galop. Sousa's Band
 10512 Every Little Movement. Marie Narelle and Mary Jordan
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(Continued on page 50.)

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 5771 A—Sognai—Reverie... F. Schira
 B—A Black Pawl (A Slow Drag)... H. G. Tompson
 5772 A—Chanson de Mon Coeur (Valse) Archibald Joyce
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 B—Tarry With Me... Otto Nicolai
 Walter Van Brunt.
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 B—Sweet Mary Ellen (An Irish Love Song)...
 Geo. W. Meyer
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 5778 A—There's a Dixie Girl Who's Longing for a
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 5780 A—The Village Barber (Steve Porter and Byron
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 Boy (Byron G. Harlan)... Thurland Chataway
 5781 A—Hands Up (Ada Jones and Billy Murray)...
 J. Fred Helf
 B—It's Lonely Here in Hamburg (Ada Jones)
 Dorothy Elliott
 5782 A—B. P. O. E. (W. H. Thompson)... Nat M. Willis
 B—That's Why the Violets Live (Wm. Wheeler)
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 5783 A—Red Pepper (A Spicy Rag) (Banjo Solo with
 Orch. Accomp.) (Fred Van Epps)... H. Lodge
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HAVE CONTAGIOUS CONFIDENCE.

By R. A. Peterson.

The salesman who is trying to increase his worth to his house will find many avenues open to him for the carrying out of his purpose.

In the first place he should try earnestly to recognize his shortcomings, to study the methods of others more successful than he and apply those same principles to himself. He should court criticism of his ways of selling, his method of approach, opening and closing. Self study will go far to improve his efficiency.

One of the principal things which the retail salesman should watch is the small sales trade. It is this which bears the heaviest profit, and though his total for the month may be less than his fellow salesman who is pushing heavier goods, the profit side is going to even things up handsomely.

Many salesmen, especially where individual sales records are kept, will neglect the small purchaser, often to the point of insult; forgetting that the small buyer of to-day is the one who buys heaviest to-morrow.

A salesman who had had several years' experience in retail selling went with a firm where he had the opportunity of watching a much older man who had been in the retail trade for years. One of the first things that attracted him was this man's persistence in closing small sales. Often he would spend more time over a few minor articles than the average youngster cares to on a much larger purchaser. And yet the younger man found that this salesman rarely missed a sale on any article, light or heavy, and enjoyed a trade that no one could take from him.

Another point which will bear much watching is in the matter of price cutting. Far too many can be found who cut prices indiscriminately, not so much because their competitors are doing it, or that they fear to lose the order, but that the customer asks for the price and the salesman hasn't the backbone to insist on their full value. While these cuts are small ones they often total 10 per cent, an amount which any thinking man will realize is far too much for his house to lose. The salesman should realize that his firm has marked upon the goods their just value, and that he has no right, except in rare instances, to cut this price, any more than he would have to take the same amount from the register and make his customer a present of it.

The salesman with his own and the interest of his house at heart is going to be an avowed enemy to dead stock. No better way can be found to increase both profits and the appearance of the store than by consistently working off all articles which are not moving properly. No buyer is infallible. All make mistakes, and in most cases are powerless to correct them unless the salesman puts a shoulder to the wheel and helps.

EDISON AND THE TRUST MAGNATES.

The following anecdote was related last week of Thomas A. Edison: A meeting of directors had been held a few days before at his Orange laboratory. The conversation turned on the recent indictments against trusts. Edison mentioned that he had been present at a dinner of "Captains of Industry," some time ago. One of the directors asked: "Edison, how was it you were invited to dine with that crowd?"—to which he replied without a second's hesitation, "Oh, I suppose it was to dilute the company." Readers of his recently published biography, "Edison: His Life and Inventions," will call to mind numerous incidents of his inexhaustible fund of humor and of the keenness of his wit. In fact, although none but his most intimate friends know it, Edison has a remarkable gift for repartee.—Harper's.

FIT FOR A BETTER JOB.

Stop that whining about being fitted for a better job. You're not fitted yet or you'd get it. If you're wise you'll keep still. You're going through the experience and the hard knocks and the insults that are going to fit you for that job if you'll let them. Many a young fellow gets up in the air because of a call down. Take the call down and take it with the determination that it won't happen again. None of us is seriously accused in the wrong very often, says the Furniture Manufacturer and Artisan. Bless the man who tells you your faults—the rougher he tells them the better for you. Don't feel humiliated over it. Rather thank God that you are permitted to see yourself as others see you. You are where you belong.

When honesty is the greatest qualification put up to me concerning a man I say: "He was born that way, and if that is all he has got he has not developed anything since."

Take care what company you keep; waters are impregnated with the good or bad qualities of the minerals through which they pour.

Don't get discouraged. Other men are selling your product successfully, and you can if you try hard enough.

Don't be a "drone" and stick around the hive, but be a "worker." Get out after the "honey."

LOOKS FOR BUSY FALL TRADE.

G. T. Williams, general manager of the New York Talking Machine Co., states that the business of that company is decidedly good considering the season of the year, and that judging from the present prospects the fall business would show up in excellent shape. The demand is naturally heaviest for the various styles of Victrolas and the outlook seems to indicate that the question of obtaining sufficient numbers of those models for the holiday trade will again be a live one.

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CONFIDENCE IN ADVERTISING.

Confidence the Basic Principle of Whole Commercial Structure Says E. R. Scott in Address Before Des Moines Admen's Club—What Confidence Means Under Various Conditions Rather Interestingly Defined.

Confidence is the basic principle underlying our entire business structure. Take confidence out of our business and what have we left? Nothing but a shell; the meat is gone. Confidence then is an essential in good advertising for the same reason that confidence is an essential in any other business, for advertising is a business—not a game. There may be instances in which advertising is a game, but with men who work at it—who study it, the word game hardly fits. With all of us advertising is a business, it is our means of earning a livelihood and when the teacher asks my son what his father works at I would feel somewhat abashed if he should answer, "Oh, my pop does not work, he plays the advertising game."

Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would he plow well, plant well and cultivate well? No, he would not.

It is the confidence he has that makes him a good farmer. He knows that if he does his part the crop will be his reward.

If the engineer on the Twentieth Century Limited lacked confidence you would not care to ride on his train. But he has confidence—confidence in himself, confidence in his engine, confidence in the steel, confidence in the roadbed and confidence in the dispatcher who keeps the track clear.

Why can one man go to a banker and get the loan of a large sum of money when another man with greater assets and less liabilities cannot. Confidence does it. The banker knows his man.

I step into your store, make a purchase and hand you a check in payment. If you do not know me you look me over carefully and—refuse the check. You prefer to keep the goods—you say I don't like the looks of that fellow—you lack confidence.

A salesman takes his trunk and starts over his territory. He calls on John Jones. If Jones is a stranger to him, he does not immediately say, "Come, look at my samples." He begins to work for Jones' confidence. He knows that even if the goods are right and the prices right, Jones must have confidence in him and his house or he will not get the order.

Confidence, then, is the key to the situation. It furnishes the energy or spur for the farmer. It leads the railroad engineer to brave danger. Confidence causes the banker to risk fortunes in his investments. Confidence is the most potent factor in the salesman's success and confidence is the essential of advertising. Without confidence there would be no advertising.

VICTROLA AND PLAYER-PIANO

Used Together in Recitals at Hahne & Co. Store, Newark, N. J.—The Columbia Line with the Armstrong Piano Co.—A Free Record Offer the Subject of Some Comment.

(Special to The Talking Machine World.)

Newark, N. J., Sept. 11, 1911.

An interesting feature of the celebration of their fifty-third anniversary by Hahne & Co., the prominent department store proprietors of this city, last week, were the daily concerts given in the auditorium connected with the piano department. On three days the Victrola was used to reproduce the voices of the great opera artists, the piano accompaniment being furnished by a Hardman Autotone. The player-pianist, Le Roy H. Moon, had complete control of his instrument and the effect of the combination aroused the enthusiasm of the large audiences. Many of those present did not believe

it was possible to carry out such a plan and their surprise was well worth noting.

The Armstrong Piano Co., who recently secured the agency for the Columbia Co. line, have given over the entire second floor of their building to the "talker" department and are displaying every model of horn machines and Grafonolas. They have had two sound-proof demonstrating rooms fitted up in connection with the main display room and report that the business has been such as to fully warrant the opening of the new department.

A certain dealer on Broad street has stirred up some bitter feeling in the local talking machine trade by offering to give an Indestructible record free with every purchase of three records at the usual price. The offer extends to five records free with every purchase of a dozen.

AN AUTOMATIC SALESMAN.

Motion Picture Machine for Use of Travelers Now Being Manufactured.

To bring a machine to the buyer's office and to show it in action without the noise and grime of the factory is virtually what is suggested by the Motionscope Co. This enterprising company manufactures a motion picture machine of a size fitting into a salesman's traveling case, but in addition to enabling the salesman to enter a prospect's office and give a demonstration of the machine in operation, it is pointed out that films may be shipped to prospective buyers when it may not be necessary to send the entire machine. Then the film can be shown at the regular motion picture institution of the neighborhood at little cost.

The picture machine is equipped with an attachment for showing single slides, which, of course, may be colored or may be reproductions of drawings to elucidate features of the design not conveniently explained with the motion picture. Of course, with a motion picture machine the reels may be stopped at any point and a definite operation studied with care. The possibilities of the application of the motion picture machine are, of course, great, and it is interesting to add that the company have had such a degree of success in introducing the machine that on October 1 they expect to have a plant of double present capacity for turning out films, slides and picture machines.

HANDLING DIFFICULT PROSPECTS.

The Salesman Uses Diplomacy and Skill to Interest an Inscrutable Customer.

There are few talking machine salesmen who have not come across in their time a class of customers difficult to please, and who apparently come to scoff instead of to buy—the kind of customer that tries one's patience. This class of customer is not confined to the female gender, but more frequently is found among the opposite sex. G. H. Putnam, who doubtless has had some experience in this line, in writing on this subject says:

"Most people are subject to moods which they control with difficulty or not at all. But the man of moods and explosive temperament, after he has made an exhibition of himself and perhaps gone to the extreme of ill manners and abuse in dealing with a salesman, is, unless he is thoroughly hardened, sure to swing back to the opposite mood, often with a tinge of regret for his unmannerly conduct.

"This is the salesman's opportunity. It is to judge his man and quietly but abruptly leave him, that is, if he is permitted to do so—in some cases the salesman's going may be hurried. Then he should estimate the time for his return.

"It is useless to try at once to overcome a man who has lost his temper or happens to be in ill humor, but the politely persistent salesman should keep at his prospective customer until the explosion comes, then quickly make his exit,

"After an hour, or two, or, even better in most instances the next day, he may return and then he will probably find the man in a better humor and generally more than ready to make amends.

"The salesman who understands this tendency of human nature to react, and makes the most of it, will be able to land many a customer who would otherwise escape him.

"While it may hardly seem honorable purposely to lead a man into such a situation, it is certainly consistent with business ethics to take advantage of the better mood and the almost certain tinge of remorse that follows when a man makes a fool of himself."

"RECORD" OF INDIAN PRAYER.

Two Redmen Contribute to French Gramophone Archives of Languages.

A dispatch from Paris says that a curious experiment was made with great success at the Sorbonne a few days ago. Recently the French Minister of Public Instruction authorized the creation of a public office in which arrangements were made for the storing of the archives of language on gramophone records. Special plates were made for the record, and it is hoped to preserve a complete collection of all languages and every dialect in use in the world at the beginning of this twentieth century. Just now a number of Redskins are on show at the Jardin d'Acclimation in the Bois de Boulogne in Paris, and the management has been asked to induce two of the chiefs to consent to speak into the gramophone. They have been induced to do so, but not without difficulty.

When they were told that the prayer which they were asked to speak into the great trumpet-like receiver would be repeated in two centuries to other ears by means of the apparatus they refused to have anything to do with it. When they did consent they made a number of conditions. The prayer they selected was the one with which they conjure the divinitics of evil.

Before they would agree to speak it they arrayed themselves in all manner of charms and fetiches against the Evil One and lesser devils, and they would not speak into the gramophone at all until they were allowed to hold a loaded revolver in their right hands while so doing. At the first experiment one of the chiefs was so alarmed by the preliminary whirr of the instrument that he fired six revolver shots into it and smashed it to pieces. Another gramophone was brought, however, and the redskins' prayer is now on record in the archives, with the languages and dialects of Sweden, South America, China and even of Montmartre.

USED A PHONOGRAPH.

Miss Dwight Learned Her "Seven Days" Lines from the Records.

Miss Maquita Dwight, who will be with one of the Wagenhals & Kemper "Seven Days" productions this coming season, became familiar with her part in a queer way. She was visiting a friend in the country and, the day before rehearsals were called, this friend was taken ill. Miss Dwight could not leave her.

The actress notified her managers of her predicament and they had a number of phonograph records, recording Miss Dwight's lines, made. These they sent her, and when Miss Dwight reached New York a few days ago she was thoroughly familiar with her role, having learned the lines from the records.

Keep your windows in spick and span condition. If trimmed often and attractively, they are a mighty working power for your store's good—they work all the time.

SOUTHERN CALIFORNIA NEWS.

Trade in All Sections Shows Improvement—The Angeles Co. Take on the Victor—Sherman, Clay & Co. Enlarge—Great Activity with Edison Agents—Columbia Manager Looks for Large Fall Trade—Some Distinguished Visitors—Interesting Budget of News from All Points in the State.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 4, 1911.

Trade throughout Southern California is improving steadily and rapidly, much to the surprise of many of the dealers, who have consequently become more enthusiastic regarding the outlook for the coming season in the talking machine trade than ever before. A good portion of the increased trade is due to the fact that many people are returning from the seashore and mountains, and are adding fresh records to their libraries. Dealers in this section of the country are anxiously awaiting the new Edison disc line to appear, and, judging from the inquiries, it will cause a sensation when placed on sale.

The Angeles Talking Machine Co., 337 South Spring street, who formerly conducted what was known as an exclusive Edison store, have installed the complete Victor, and though the new move A. Pfaff, the proprietor, can now accommodate the disc as well as the cylinder trade.

Miss A. Brown has just returned from an extended northern trip, where she has been spending her vacation with friends. Miss Brown has had charge of the talking machine department of the Fitzgerald Music Co. for several years. She is the only lady manager in the city of Los Angeles, and more than holds her own in the talking machine business with the managers of the opposite sex.

The J. B. Brown Music Co., 642 South Broadway, have had an excellent run on Victrolas, and a very fine trade in records as well as smaller sizes of machines for the month of August. H. B. Hinmann, manager of the talking machine department, has planned to start their season of monthly Victrola concerts on September 14 with the opera, "Lucia." Not only the records of this opera are played, but the story of the opera is given and explained in connection with each record. These concerts have proven very successful; filling the hall when given.

The Birkel Co. report business in rather good condition. R. W. Pittock has taken the place of Mr. Cook, who has charge of the phonograph parlors and is away on his vacation.

W. P. Carson, who has taken the managership of the talking machine department of the Wiley B. Allen Co., is a successful talking machine man, and will no doubt increase their trade.

A. W. Beatty, Moricopa, Cal., is in the city with

his automobile enjoying two weeks' outing with his family. They are making their headquarters at Long Beach.

Miss Jones, Mesa, Ariz., who has charge of the Edison line of Everybody's Drug Store, reports business unusually good in her section of the country.

F. J. Hart, president of the Southern California Music Co., who has been very ill for several months, is now improving slowly. It is hoped he will soon be able to take up active work again in his large establishment.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, was in this city for a few days visiting his uncle, Mr. Geissler, of the Birkel Co. He also paid a visit to O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co.

J. V. Haines, who is making a wonderful record in the sales of the Edison business phonographs, has returned from a trip to San Diego.

The Southern California Music Co. state through their manager, O. A. Lovejoy, that the Edison wholesale trade has gone far above the average for the season. The retail trade of the Victor and Columbia goods is active.

H. D. Michaud is one of the latest Columbia agents. He is an exclusive dealer for Watts.

T. E. Dame, of Ryan & Dame, the hustling dealers of Tulare, Cal., has been in Los Angeles several days. He is an Edison enthusiast, and makes a specialty of the Edison Amberola, having placed a large number of these instruments in the better homes in his town.

Fred D. Hall, of Chicago, the well-known inventor of the Victor fibre needle, was a recent visitor. Mr. Hall, who is a brother-in-law to W. J. Raynard, traveling representative for the Southern California Music Co., came purely on a personal visit, but found time to explain to a number of the city dealers the right way to use the fibre needle. Mr. Hall leaves for San Francisco, Seattle and then for home. He expressed considerable surprise at the up-to-date way the talking machine business is cared for in our city, and stated that our stores in Southern California compare with any in the East.

T. W. Jones, the exclusive Edison dealer of Fellows, is spending a couple of weeks at the beaches here.

The Paulin Furniture Store, of Ocean Park, have opened a department for talking machines, pianos, sheet music and small goods. Mr. Paulin reports business as starting out very nicely.

Carl Strock, Edison dealer of Santa Ana, is having great success in working the home demonstration and free-trial plan. He is using an automobile to cover the trade in his section.

Clark Bros., of Uplands, have enlarged their

talking machine department and added complete record stock in the Victor and Edison lines.

C. E. Le Roy has taken the Edison line for San Bernardino, and intends going after the business hard. He will make a specialty in the higher priced instruments.

W. A. Voltz, Edison representative for California, is on a visit to the Edison factory at Orange, N. J.

George P. Austin, Oxnard, Cal., has added complete catalogs of Mexican and Portuguese records to his already large stock.

Leroy Calvert, the jeweler of Azura, has lately added a talking machine department, and states business is starting out very good in Edison and Columbia lines.

A. G. Farquharson, special representative for the Columbia Co. in Southern California, reports great success with the Grafonola Favorite. He has recently closed many large deals in Los Angeles and vicinity for the new style Favorite.

Sherman, Clay & Co., Victor distributors for Southern California, have just enlarged their present floor space to more than double its capacity. They have just received their second carload of Victrolas XVI., which nearly supplies the demands of the dealers for the summer trade. They have disposed of a great many Circassian walnut Victrolas to the trade in the past few months.

Mr. Delozier, president of the Delozier Furniture Co., of El Centro, Cal., who spent his vacation in Los Angeles and San Diego, visited the Columbia wholesale house and ordered a stock of new hornless graphophones for fall.

Jacob Schireson has just returned from an enjoyable vacation on Catalina Island. Business has been extraordinarily brisk with the firm during July and August.

William F. Stidham, local manager of the Columbia Phonograph Co., reports that their volume of business this summer has been unprecedented, and he looks for a very large fall trade.

PHONOGRAPHIC ADVERTISING

An advertising device, having an advertiser exhibit and a phonograph to announce the advertisement as it is displayed, is shown in a patent, No. 998,721, to George A. Stafford, of Belcherville, Tex. It has a motor which, through suitable mechanism, operate to display advertisements successively and the motor also operates the phonograph to announce the advertisements.

THE TIME TO CHARGE.

The time to charge an article to the customer is immediately after the sale, no matter if other customers are needing your attention.

EXPERIENCE IS A GREAT TEACHER

Applies Just as Aptly to the Handling of Talking Machines as to Anything Else.

OUR SIXTEEN YEARS' EXPERIENCE

EDISON

Yours to command
PROMPTNESS
NEW GOODS
FULL FILLING
OF ORDERS

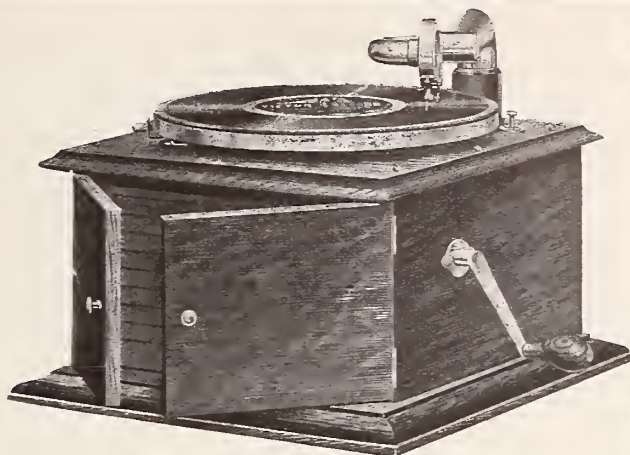
Has taught us what goods to handle and how to handle them. Just how well we have learned our lesson will be at once made plain to you if you send us your orders for Victor and Edison Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.
DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

If you do not handle our "GRAND OPERA" NEEDLES you are not supplying your customers with the best.

\$15 for this genuine Victor-Victrola



Victor-Victrola IV, \$15.

Equipped with all the latest Victor improvements, including Exhibition sound box, tapering arm, "goose-neck", ten-inch turn-table and concealed sound-amplifying features.

There is no reason on earth why anyone should hesitate another moment in purchasing this greatest of all musical instruments.

The fact that it bears the famous Victor trademark and is a *genuine* Victor-Victrola guarantees the same high quality and standard of excellence so well established and recognized in all products of the Victor Company.

Never has there been such an opportunity for profit and prestige in the musical instrument industry.

No dealer can afford to overlook it.



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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co. of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons.
 Colliester & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitall Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Ia. Chase & West.
 Harger & Billah, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Billah, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walk Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wuischner-Stewart Music Co.
 Jacksonville, Fla. Carter & Logan Brothers.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmeizer Arms Co.
 Knoxville, Tenn. Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine
 Co.
 Minneapolis, Minn. Laurence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blont.
 C. Bruno & Son, Inc.
 I. Davaga, Jr., Inc.
 S. B. Davaga Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmeizer Arms Co.
 Omaha, Neb. A. Hoape Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. The Talking Machine Co.
 Louis Buehn & Brother.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Carstensen & Anson Co.
 Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Broa.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinricha.
 Syracuse, N. Y. W. D. Andrewa.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

Unless a dealer has been shut out by somebody else's exclusive Columbia selling rights, there is no reason *that will hold water* why he should not meet the Columbia demand with Columbia product instead of trying to satisfy it with other goods that will cost him double effort to sell and doubtful success.



Columbia Phonograph Co., Genl., Tribune Building, New York

SHOW RECORD MAKING PROCESS.

Montelius Piano House, Vancouver, Has Interesting Window Display During the Recent "Made in Canada" Week.

(Special to The Talking Machine World.)

Vancouver, B. C., Sept. 4, 1911.

Accompanying is a photo of a window display recently used by the Montelius Piano House, Ltd., Vancouver, B. C., during "Made in Canada" week, and, as shown, explains the process of making Victor records at the Canadian (Montreal) factory.

Nos. 1, 2 and 3 show the principal ingredients used—shellac, ground fiber and coloring powder—

House, Ltd., is factory distributor for York band instruments, O. Kohlert's Sons' clarinets, saxophones, etc., M. Hohner goods and other small instrument lines from English, French, German and Austrian markets. A complete line of Edison phonographs, etc., is also carried, besides an up-to-date stock of sheet music, books, etc.

These departments have an efficient staff under the management of Harry R. Rothermel, who is well known to the talking machine and musical instrument trade on the Pacific Coast.

GETTING THE NATURAL MUSIC.

The phonograph is constantly coming into new

"Your children will certainly appreciate this book."

"I don't read, and haven't any children," was the snarling answer.

"Then probably your wife would be pleased with it," said the book agent.

"I have no wife. Nobody but myself and my cat," thundered the man.

"Well," was the undismayed reply, "don't you ever want a good, heavy book to throw at the cat just to ease your feelings?"

INVENTS A TALKING WOMAN?

Massachusetts Creates Wonderful Figure After 8 Years' Work—Uses Phonograph in Talking Apparatus—Inventor a Bachelor.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 9, 1911.

John W. Belcher, of Center street, Newton, has just finished a remarkable mechanical figure of a woman which walks, talks, writes and smiles. The figure is 5 feet 8 inches in height and weighs 185 pounds. It is dressed in a red silk gown of the latest design, and can move its lips, eyes, mouth, arms, legs and fingers.

Nearly seven years ago Mr. Belcher, who had previously spent about ten years in quest of perpetual motion, began the construction of the figure. To make the figure talk, sing and answer questions the inventor uses a talking machine. Mr. Belcher is said to be a bachelor.

THE VALUE OF PERSONALITY.

Personality is the greatest asset that any retail business man can have. He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own.

You will find upon investigation that the heads of our largest financial institutions are men of wonderful personality, who have injected this personality into their business until it is felt in every department.

Never knock your competitor, for it gives him too much free advertising.



INTERESTING DISPLAY BY THE MONTELIUS PIANO HOUSE.

in separate jars, No. 4 a lump of the record material from the mixing vats, No. 5 a square of "material" ready for the press, No. 6 a matrix and No. 7 the perfect Victor record.

Beneath these are printed cards explaining the details of manufacturing; from the mixing in the crude state to the final testing of the finished product.

In the foreground all of the different steel and fiber needles are displayed with springs and other motor parts; also record catalogs comprising every language in which Victor records can be obtained. A group of Victrolas and Victor machines with music-master horns, with the well-known photos of Caruso and Melba arranged among display records complete this interesting and instructive exhibit—and which, as far as known, is also an original one.

Besides being jobbers of Victor-Berliner goods for the Canadian Northwest, the Montelius Piano

service. A Boston artist and musician who has a summer home in the White Mountains and is a great lover of nature in all the phases of outdoor life, proposes to catch the notes of song birds and reproduce them for the benefit of the public. A concert of bird music no doubt might be made highly delightful. But there is one "bird" whose song is not likely to be perpetuated on the phonograph record. The music of the Jersey "skeeter" will never become popular.

INTENSIVE SELLING.

Modern salesmanship is based upon the cardinal principle not to induce any sale unless the buyer benefits by it.

This is radically different from the old idea of "a sale, dead or alive," as demonstrated by a book agent. He approached a man sitting on his porch.

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) vacuum cleaner patents.

HAND OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York
218 So. Wabash Ave., Chicago

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 2.

At the close of our last article I asked this question, WHO ARE THE SALESMEN IN THE WORLD OF COMMERCE?

My reason for asking this question is the fact that there seems to be quite a general impression among business men that it is those only who directly market product, sell, or take orders for the product of any given commercial institution, who may or should be termed "SALESMEN."

If we wish to be technical, and follow dictionary definitions, possibly this is correct, but it is better to be PRACTICAL than too technical, and the test of PRACTICABILITY is result-getting; in the commercial world—BUSINESS-BUILDING.

The way to get results—PROFIT-MAKING BUSINESS—is to follow this definition:

THE SALESMEN OF THE WORLD in the realm of Commerce are the COMMERCIAL INSTITUTIONS themselves.

Whether an individual business, a partnership, or a corporation, there is just ONE SALESMAN for each Commercial Institution in existence to-day—THE INSTITUTION.

It is a Composite Being. If a partnership or corporation, it is a Legal Entity.

Everybody from porter up to president is a part of ONE SALESMAN—THE INSTITUTION.

The result of the efforts of the institution—its work as a whole when successful—is to MARKET its PRODUCT at a PROFIT.

As we saw in Talk No. 1, the accomplishment of this result is dependent upon the SERVICE RENDERED. This in turn depends upon the efficiency of each unit.

EVERY HUMAN BEING IN AN INSTITUTION MUST BE A SUCCESS FOR THE INSTITUTION ITSELF TO BE A COMPLETE SUCCESS.

Every human being in it must be a SERVICE-RENDERER, and if he is that he is bound to be a BUSINESS BUILDER, and by all the rules of Commercial Logic a Union of Business-Builders can result in one thing only—a PROFITABLE BUSINESS.

How About Equipment?

If each person engaged in the service of the institution is right, the equipment must and will be right. Equipment is EFFECT; Man is CAUSE.

THE RIGHT CAUSE (MAN) WILL PROVIDE THE RIGHT EFFECT (EQUIPMENT).

A house is known by the customers it gets and keeps. It is the REPEATER that counts—the PLEASSED BUYER, who buys and buys again. He advertises your SERVICE by continuing his Patronage. Strive to make many like him. He is the most potent factor in commercial success—THE PLEASSED PATRON, WHO BUYS AND BUYS AGAIN.

Both the getting and the keeping of customers or patrons depends upon the efficiency of each unit in the composite salesman—THE INSTITUTION. Its success is the sum of the successes of the individuals engaged in its service. Make each unit right, and the whole will take care of itself.

E PLURIBUS UNUM, UNITED WE STAND, DIVIDED WE FALL, was never said more truly of our great country than of every commercial institution in it.

Successful institutions are nothing more than the combined efforts of successful men. The house as a whole must persuade the buying public to purchase its product at a profit.

Salesmanship Is Persuasion Applied to Business.

Persuasion works both ways. People are persuaded to buy, people are persuaded not to buy, people are sometimes persuaded by one individual part of the composite salesman to buy and then are persuaded not to keep on buying by some other part of the composite salesman.

This is not done intentionally, of course, as a rule; but it is RESULTS THAT COUNT, and persuasion not to keep on buying—not to become a repeating patron—is the result of the words or deeds of an intelligent unit.

A House Divided Against Itself Cannot Stand.

Nineteen hundred years ago this great truth was uttered. It is one of the eternal truths of all time. It is as true now as it was then. It will be as true to-morrow as it is to-day.

In the business world, UNITED EFFORT spells SUCCESS. DISUNITY—DIVISION—CLASH OF INTEREST—these constitute the prologue of the drama that ends in the bankruptcy court.

I have known the good work of a good getter of customers—the salesman in the technical sense of that term—to be all undone by the untactful work of the credit man; or, again, by the short answer or smart remark of the repair man.

The inefficient work of a bookkeeper, who should be driving a mule instead of pushing a pen, has driven away many a customer. People do not like to get incorrect bills.

Poorly written letters, incorrect spelling, lack of efficiency of any kind on the part of the stenographer and typist often spoils business.

What Makes a Successful Business?

I answer, Not only the BUSINESS OBTAINED, but the BUSINESS RETAINED. The first is the seed, the second is the tree that bears the fruit of profit.

BUSINESS-BUILDING consists in keeping the patron once made, and making his good will a magnet to attract other patrons.

Great commercial institutions are not built by the patrons of the day, but by the patrons of the years, whose children, in time, will become patrons.

AN ENDLESS CHAIN OF PATRONAGE IS THE ONLY HOPE FOR THE SUCCESS OF A GREAT BUSINESS HOUSE.

It is all very plain when we once wake up to the fact that confidence is really the basis of all trade. It is not only the basis, but the very atmosphere in which it grows.

Every thought you think, every word you speak, every act you perform, adds to the sum of the confidence the buying public has in your institution, or it subtracts in some degree from it.

There is no middle ground. There is one kind of straight sticks only. All sticks are either straight or in some degree crooked.

The words you speak and the deeds you do are either right or wrong. They either tend to beget and strengthen confidence, or to destroy it.

This is true of every one connected with the composite salesman—THE INSTITUTION.

To get results, to render service, and therefore build business—in fact, to make a profit of each department of the talking machine business or of any other business—each department must work in harmony within itself and with all the others.

There is often too much rivalry between departments and too much rivalry between people in departments. Unselfish co-operation constitutes the lubricating oil for the machinery of business. Apply it to avoid friction. Selfishness is a sand that cuts and wears the machinery out.

In the ball team that wins, each player is willing to make a sacrifice hit, if necessary. It's THE TEAM, THE TEAM, THE TEAM. Anything that's fair to make the TEAM WIN!

It's the STAR TEAM SPIRIT in business that wins, not the TEAM OF STARS.

The workers in an institution are not independent, neither are they dependent. All are interdependent.

(Continued on page 10.)

Victor--Edison

Always

As Usual

We are the only Jobbing House within 190 miles of Pittsburg which can ship you both

Victor and Edison in one shipment

and save you double freight or express charges—worth considering

We have a complete line—in stock, ready for immediate shipment—Edison and Victor Machines, Records and Supplies.

Standard TALKING MACHINE Co.
PITTSBURG, PA.

EDISON

This ad, running in the big standard magazines and national weeklies is making its appeal to *every* member of millions of families — many of them easily within your reach, waiting to be shown that the Edison Phonograph is easily within *their* reach.

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



Out on your porch, in your easy chair, away from the heat and the crowds, enjoying every kind of musical entertainment that the theatre, the opera, or the music hall affords—that's what it means to own

an EDISON
PHONOGRAPH

SOON



There is no greater comfort than an evening with an Edison—the comfort of bright songs and music perfectly rendered; the comfort of Amberol Records, playing four-and-a-half minutes instead of two; the comfort of the permanent sapphire reproducing point that does away with constant needle-changing, and the comfort of a subdued volume of sound, that does not carry beyond your own little family circle.

You probably do not get much other than your porch these evenings. Get an Edison Phonograph, and that is far enough. The comfort of a cool porch is something—

the comfort of fascinating entertainment provided by a perfect instrument is everything. The wonderful, sensitive wax cylinders, the silent, long-running motor, the long-playing Amberol Records, the permanent sapphire reproducing point, and the means of making and reproducing your own records, are all exclusive Edison Phonograph features. Remember this when you make your purchase.

Edison Standard Records \$.35
 Edison Amberol Records (play twice as long)50
 Edison Grand Opera Records \$.75 to \$2.00
 There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00, sold at the same prices everywhere in the United States. Get complete catalogs from your dealer or from us.

THOMAS A. EDISON, Inc., 95 Lakeside Avenue, Orange, N. J.

the EDISON BUSINESS PHONOGRAPH you don't hold up anyone else's work while your dictation is going on.

You can make this advertising doubly effective and profitable to yourself by using the ready-made ads which we furnish you free, by working your mailing list to a finish, and by taking advantage of the remarkable aid in the way of window display which we have inaugurated and which has been of such gigantic help to so many Edison dealers.

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

TALKS ABOUT BUSINESS BUILDING.

(Continued from page 7.)

Stand so close together that you support one another.

E PLURIBUS UNUM. UNITED WE STAND, DIVIDED WE FALL. Make that the motto of your institution, as it is the motto of our nation. Then no one can "fall down."

When soldiers would pass over a stream the force of which would hurl one man from his feet, they link arms, form a long file and plunge in. So united they successfully ford it. What no one can do a united mass of men can do, and yet the combined effort results in the profit of each individual.

In the world of commerce there are rivers that would prove just as disastrous for one man to try to pass over alone. Don't let him do it. Let him call his companions, and go over with them triumphantly. Their victory will be his victory.

All will WIN, and yet EACH MAN will be an INDIVIDUAL VICTOR. Isn't that the noblest kind of VICTORY in which ALL TRIUMPH and no one suffers defeat?

Are You the "Boss?"

If you are I want a word with you. If you are an employe—that is, the right kind of employe—the employe who has determined on becoming a "boss" some day—this is of interest to you, too.

A great business man said to me recently: "I quit thinking about the success of the company, dividends, etcetera, a long time ago, and transferred my thought to make each man and woman connected with my institution a success. As soon as I did that I found that the success of the institution began to take care of itself."

If the employes in your institution are not successes, then your institution is not a success. Do you feel that way?

What Is the Greatest Power in Business?

What is your answer? Think it over well and long. It is important enough to deserve that.

In Talk No. 3 I shall tell you what I think it is.

MEETS WITH PAINFUL ACCIDENT.

Harger Blish, Son of H. H. Blish of Harger & Blish, Des Moines, Loses Hand from an Injury Sustained While Making a Landing from a Launch—Has Left the Hospital.

(Special to The Review.)

Des Moines, Ia., Sept. 8, 1911.

H. H. Blish, secretary of Harger & Blish, the well-known Edison and Victor distributors of this city, has been the recipient of many tokens of sympathy, owing to the serious accident which befell his son, Harger Blish, while a guest at the home of a friend at Rice Lake some weeks ago.

Shortly after his arrival, while making a landing in a launch with Mrs. Stout, his hostess, he put out his hand to prevent the launch from bumping too forcibly against the pier. It was caught, however, and crushed, the bones broken and the large artery severed. The physician who dressed the wound suggested his immediate removal to a hospital, and he was taken by train to Chicago, where the doctors advised an immediate operation and the removal of the hand in order to save the life of the young man.

Mr. Blish's father was at once notified and left for Chicago, but the operation was necessarily performed before he reached that city.

We are pleased to state that Mr. Blish left the hospital for home this week. The accident has been a serious blow to the members of the family, but the fact that no complications set in, and that young Mr. Blish's life has been spared, is something to feel grateful for.

One talking machine salesman sold six outfits in one month to fellow travelers on trains by having a picture of the Victor dog painted on his suit case. Another example of the effectiveness of good advertising.

To neglect the show window of a store is like using the front parlor for a store-room.

BRINGS \$3,000,000 SUIT.

Head of Phonograph Co. Says Receiver Made His Stock Worthless.

(Special to The Talking Machine World.)

Tacoma, Wash., Sept. 4, 1911.

For the largest sum ever demanded in any action in Washington courts, F. C. Goodale, president and general manager of the Goodale Phonograph Co., to-day began suit for \$3,000,000 damages against George Shreeder, president of the Tacoma Baseball Club, Attorney Garretson and his wife and others.

The Goodale Co. was incorporated a year ago with \$5,000,000, to handle a new kind of phonograph invented by Goodale. The defendants are stockholders. Goodale has a controlling interest. The invention is patented in ten countries. Goodale alleges the defendants caused the appointment of a receiver, thereby rendering his stock worthless.

NEW STORE IN BROOKLYN.

W. L. Sohl Co. Will Handle the Victor in Their New Store at 1412 Kings Highway.

The New York Talking Machine Co., 81 Chambers street, New York, have sold a fine outfit of Victor goods to the Webster L. Sohl Co., who opened a new store at 1412 Kings Highway, Brooklyn, N. Y., September 1. They will also handle a full line of sporting goods. The order was taken by V. W. Moody, and therefore the new firm were well looked after in every detail.

LANDAU BROS. OPEN IN PITTSBURGH, PA.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Sept. 5, 1911.

Hyman Landau, formerly with S. Landau Bros., music dealers in Wilkesbarre, Pa., has opened a talking machine store in this place, under the firm name of Landau Bros. He was in New York yesterday and placed his initial order—a

good sized one—with the New York Talking Machine Co., for a full line of Victor goods. They will also handle the Edison line. Both of the brothers are experienced, active men, and anticipate doing a fine business.

VICTOR ON THE SEA.

An Interesting Concert on the United States Gunboat "Quiros."

A Victor outfit on the United States gunboat "Quiros," in the Philippines, sold by Sherman, Clay & Co., Spokane, Wash., has given the officers and crew no end of pleasurable entertainment and amusement. The accompanying picture is typical of the Victor concerts aboard this boat. An amusing extract from a letter received from Chaplain Smith of this ship says: "I am enclosing a photo



A TROPICAL "VICTOR" CONCERT ON BOARD U. S. GUNBOAT "QUIROS."

which may be of some interest to you; it represents an actual concert on board the United States gunboat 'Quiros.' As you can see from the picture, the kitten is enjoying the music. The cat and the 'Master's Voice Dog' would enjoy it more if the sailors left them alone. No matter where on the boat the kitten is, at the first notes of the Victor she always runs to the instrument and jumps in the horn."



Won't You
Have a
Lesson in
Spanish?

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

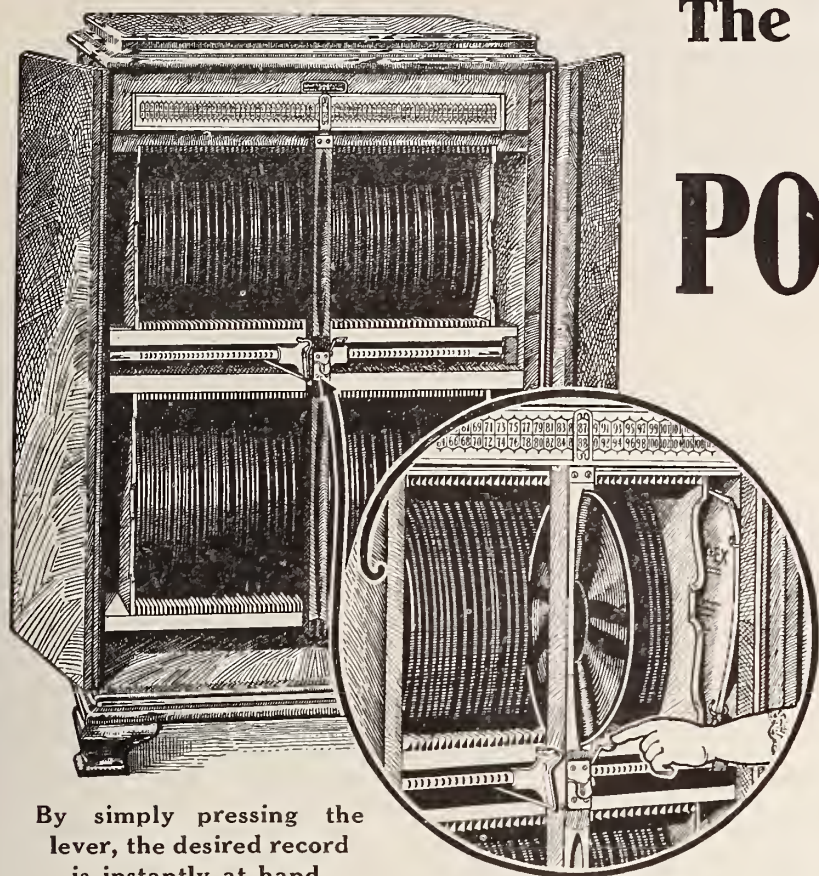
The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.



By simply pressing the lever, the desired record is instantly at hand.

The Working Perfection
of the
POOLEY
FILING
SYSTEM

Needs only to be shown
—it will sell itself.

POOLEY RECORD CABINETS

are in the highest degree attractive, conforming to modern ideas of taste and elegance.

POOLEY RECORD CABINETS are sold under a license, with an established and maintained retail price. You make more money by selling POOLEY CABINETS, for you do not have to meet *price cutting cabinet competition*.



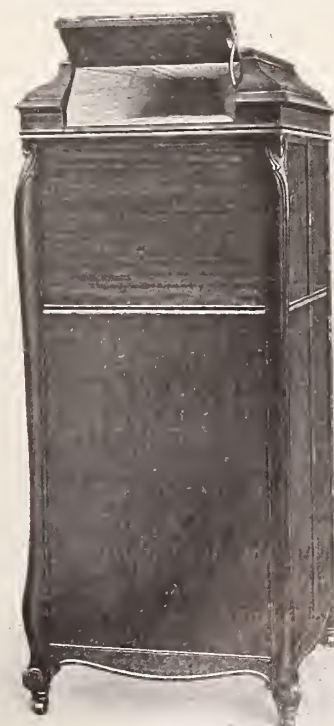
Some dealer in your territory will represent us.

Better write us to-day if you are the one to take advantage of this opportunity.

POOLEY FURNITURE COMPANY



16th. & Indiana Ave.
PHILADELPHIA





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NEW YORK, SEPTEMBER 15, 1911.

THERE are still many echoes of the Jobbers' Convention flying over the land, and it is conceded that the advertising which the Milwaukee talking machine received in the columns of the daily papers was tremendous.

The fact that the socialistic Mayor of Milwaukee, who told the visiting talking machine jobbers that if music's gladsome lay came tripping in each morning with the shaving water there would be no grouches that day, hit the publicity nail squarely on the head, and many have been the editorial comments in the papers all over the country concerning the Mayor's statement.

There are some who have said that he followed after Carnegie's suggestion, for it was Carnegie, the great giver of libraries, who first discovered that the way to arise each dewy morn with one's soul attuned to the eternal harmonies of the universe was to be called to breakfast by a pipe organ. Thus awakened one sat down thinking sweetly of international peace and reformed spelling, to two soft-boiled eggs and a plate of toast without any desire to observe the condition of the steel market.

CARNEGIE was the first in finding how the perfect day should have its perfect beginning; but that was years ago, and a pipe organ can only be purchased by the elite; but Mayor Seidel says that if the talking machine poured forth its sweet soul-charming notes at every breakfast table throughout the land there would be no trouble in working hours.

Of course not!

If one went forth with the sweet notes of the great artists still ringing in his ears, how could he immediately begin some absurd dispute with his fellowmen regarding the price of meat or the price of labor?

The talking machine men of the country should appreciate the generous tip given in the utterances of Mayor Seidel and work upon it accordingly.

A talking machine should be upon every breakfast table, or closely adjoining.

ERIOUSLY, why not profit by the Mayor's gentle advice, and ask visitors if they have breakfast a la talking machine?

Encourage the idea and at the same time it encourages interest in the great product, the entertaining powers of which still lack greatly in appreciation.

There are many dealers who could profit by this suggestion—some of whom have been complaining of the dullness of trade.

Of course, trade has been somewhat dull during the summer.

That is to be expected; but the question is, have men made the most of their opportunities?

If talking machine men would canvass their respective localities thoroughly and systematically, using up-to-date methods in their plans, they would find that richer territory lay outside their own doors than they had ever dreamed of finding so close to them.

TO say that the talking machine business has reached its highest point is an admission that one does not understand the business, for we are still climbing up, and the highest point is yet a long way ahead.

Instead of overworked territory there is much wasted territory.

There are many men who do not appreciate in the slightest degree the importance of the talking machine.

They do not know how to improve the conditions which lie all around them.

They have not been careful perusers of the educational literature which is being constantly sent to them, for it must be admitted that here is a vast fund of information within reach of every talking machine dealer in the land; but a great deal of the excellent work is unappreciated and unobserved.

Instead of overworked territory there is wasted territory, and the question is how to make this wasted territory profitable.

It must be done, and all it requires is intelligent and persistent effort.

People are not going to buy talking machines simply because Mr. So-and-So has one in a dirty fly-specked, ill-kept window.

There is nothing attractive about that!

On the contrary, it is repellant, and a passerby would not enter unless he were forced to do so.

SOME men who are keeping most unattractive establishments and are conducting their business along non-progressive lines wonder why crowds are not pressing into their stores begging for talking machines.

It is perfectly absurd to expect that condition.

Such men cannot be expected to do business and they never will without a complete change in their plans.

On the contrary, look at the brighter side

—the record established by some progressive institutions.

It is a liberal education to go through their establishments and note their system and plans.

They are not doing business along slipshod lines.

They are doing it with the regular systematic stroke of men who have learned their lesson and who realize the opportunities which are round about them!

OF course there will be changes in connection with the marketing of talking machines.

That is obvious to all men who are conversant with the trade situation.

But suppose there are?

Men will have to accommodate themselves to changing conditions, and one thing, however, which should be impressed upon the minds of all talking machine men in this country, is that the products will steadily increase in output.

They will be widely distributed and more machines will be sold annually as time rolls on, so with widening trade possibilities it should be a comparatively easy matter to adjust an individual business to changing conditions.

THE members of the trade in this country have not adequately appreciated the value of the talking machine in the public parks and open air concerts, while there have been instances in the smaller towns where this form of entertainment has been in vogue, yet it has not obtained to any appreciable degree, while in England the merchants have used the talking machine as a tremendous factor in stimulating interest—thereby creating added business in talking machines.

Showing the intense interest which is created in these open air concerts, readers will do well to examine the photographic reproduction of a concert given in one of the parks in Manchester, England.

It will show the immense crowds which gather to be entertained by the talking machine, and why should not men in this country profit by the satisfactory movement of those abroad who have substantially increased their business by this form of advertising?

REPUTATION multiplies the value of printer's ink. When, after a lapse of fifteen years, it was announced that Verdi had written a new opera, the musical world was on "the tiptoe of expectancy." It was not the title of the opera, nor the Shakespearian theme, nor any star cast that aroused public interest. It was Verdi. "Rigoletto," "Trovatore," "Traviata" and "Aida" had established his reputation. "Otello's" reception was cordial, as a natural consequence.

Washington's reputation was invulnerable. When a President was wanted for the new republic there was no question as to the man. The man in whom the public puts its trust is the man who points the way to great events.



VESS L. OSSMAN, Banjo Player.



FRANK L. STANLEY, Baritone.



HENRY BURR, Tenor.



FRED VAN EPS, Banjo



ARTHUR COLLINS, Baritone.



BYRON G. HARLAN, Tenor.



ADA JONES, Mezzo Soprano.



CHAS. D'ALMAINE, Violinist, Composer.

THE unprecedented growth of the U-S proposition is due in no small measure to the character of selections found on U-S Everlasting Records. In the extensive range of numbers catalogued, the best efforts of the world's best talent are brought together, a few of the singers and players being suggested on this page.

Entertainment of U-S quality is resulting in surprisingly big sales for dealers who have been far-seeing enough to take on the line.

Dealers: Write at Once for Particulars

and the story of U-S Combination Phonographs and U-S Everlasting Records, both offering improvements hitherto undreamed of. U-S is the surprise of the whole phonograph industry.

The U-S Phonograph Company - - - Cleveland, Ohio

Associated with Bishop-Babcock-Becker Co.

5-7 Union Square.....New York
219-225 West Washington St.....Chicago
50-60 East Fifth St.....St. Paul
321 First Avenue, N.....Minneapolis

229 Cedar St.....Milwaukee
Washington and Causeway Sts.....Boston
Broadway and Beaver Sts.....Albany
16th St. and Sherman Drive...Indianapolis

225-227 West Fourth St.....Cincinnati
60 West Mitchell St.....Atlanta
1106 Commerce St.....Dallas
210-212 South Broadway.....St. Louis
960-962 Mission St.....San Francisco

The wear resistance of a record is of as much importance as the tune retention of a piano. All other things being equal, it insures an economy of money as well as an increase of musical enjoyment. The undeniably superior wearing surface of Columbia Double-Disc Records is steadily building up an unshakable demand among customers who *know*.



Columbia Phonograph Co., Genl., Tribune Building, New York

OUTLOOK GOOD IN CINCINNATI.

Talking Machine Trade Shows Improvement and Dealers Expect Lively Fall—Hornless Machines Have the Call During August—Sales Staffs Settle Down to Business—Handsome Victrola Department in Aeolian Co.'s New Building—Located on Main Floor—What the Various Houses Are Doing to Get Their Share of Trade—Other Gleanings.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 4, 1911.

While business has been fairly good during the past month and the indications point to a continuation of the demand for machines and records during September the real rush is expected about October 15. The dealers look forward to good results this fall. Up to date the companies have been maintaining their own and consequently are in a good frame of mind.

The Victrola department of the Aeolian Co. is now located in its new quarters in the new Aeolian building, at 25 Fourth avenue, West. The Victrola booths are magnificently furnished, having genuine Turkish rugs in each room, cane-seated mahogany chairs surrounding a mahogany table, upon which is placed a portable lamp, thus giving it a home-like effect; in other words, it seems just like home to come into one of these rooms. The department is located on the main floor of the new building. The record racks have been enlarged, in addition to the installation of a new set of dust-proof drawers, which hold ten thousand records. Free daily Victrola concerts will be given in the recital hall on the second floor. The Victrola department is now one of the best equipped in the country.

The Rudolph Wurlitzer Co. report a satisfactory machine and record business during August in spite of the unusual weather conditions. The last week, however, broke all records and the large force was just about able to handle the crowds that visited the talking machine department during the last few days in the month. The sales of machines were not limited to any one style, but the hornless machines had the greatest call, and judging by the prospects to-day, the horn machines will be reverted to the background for many months to come, or until the novelty of the new machines has worn off.

All hands are on deck after their vacations and the retail force with all the optimism that the big increase of machines and record sales only can give. The wholesale department is kept very busy taking care of the many orders which are arriving every minute. Wholesale orders on the No. 9 are very heavy, but with light receipts, and already orders for three new hornless machines are pouring in from the wide-awake dealers who appreciate the possibilities of these wonderful sellers and need no encouragement or persuasion to induce them to stock up.

Manager R. J. Whelen, of the Columbia Phonograph Co., has returned from his vacation, and is all smiles over the new hornless graphophones, the Lyric at \$25 and the Ideal at \$35, and says

they are going to capture a big trade in the medium price class instruments.

H. G. Grove, manager of the Columbia branch at Washington, D. C., paid the Cincinnati store a visit of several days, coming to Cincinnati from Pittsburgh. He is making a tour of the different Columbia stores, taking notes and ideas for the remodeling of the Washington store, which will be extensively improved.

J. M. Bryant, manager of the Grafonola and graphophone department of Wm. Knabe & Co.'s Fifth avenue store, New York, was another very welcome visitor at the Cincinnati store in August.

E. J. Meyer, of Madison, Ind., one of the oldest talking machine men in this section, spent a very interesting day here looking over the complete Columbia line, of which he carries a large stock of both Grafonolas and graphophones.

August business was good, wholesale a little quiet, but even that is picking up its ears and taking notice, for the fall trade is right on us, and the dealers realize to do business they must have up-to-date stock on hand, and with the new models now shown and new records, a record smashing business is expected. Retail and installment forged to the front, far ahead of last August.

R. R. Souders, manager of the Dallas, Texas, Columbia store, with his wife, passed through Cincinnati en route home from New York and other eastern points, staying several days in Cincinnati interchanging views and business ideas.

The Joseph Krolage Music Co. last week bought in a part of the assets of the Groene Music Publishing Co. The new firm have not yet found time to place the talking machine department upon a lively footing, but Mr. Krolage hopes to do this before the coming of the fall rush.

John Arnold, Fifth and Elm streets, is happy over the August showing. He found the demand for records unusually large. Quite a number of machines were sold.

J. E. Poorman is waiting for prosperity to strike his Main street store. His side line of bicycles has kept him busy during the summer, but he hopes to do something with his talking machine stock during the next three months.

The Lyric Piano Co.'s store contains an attractive window display in honor of the Fernbank dam celebration, which exercises will take up all of this week, commencing to-day.

TOO MUCH CREDIT BAD.

Reckless Extension of Credit Often Leads Dealers Astray and Sometimes Into Bankruptcy—Other Trades Suffer from Same Evil.

Credit itself, and the protection of that credit, is the basis of business stability. The reckless extension of credit on the part of jobbers and their representatives is all too frequently punished by periods of pretty hard digging, and sometimes bankruptcy. Too much credit is also bad for the retailer, unless he is very level-headed and a good business man. Unlimited credit and frequent extensions lead him to become careless about his own

collections, and when something drops he is generally underneath. The talking machine trade is not the only line of business that suffers at times from careless or too generous credit. The furniture trade, for instance, have their own troubles in that line. A number of jobbers will appreciate the following views expressed by a furniture paper on that matter:

It is not unusual to hear manufacturers complain of trade conditions for which they most unjustly blame the dealer, when in 95 per cent. of the cases they should blame themselves. A few complaints that have been heard recently are the following: "We are awfully hard up for cash, and yet there is plenty of money due us from good concerns. Furniture dealers take more time to pay their bills than in any other industry."

That may be true, but why shouldn't they take a year or even more if the manufacturers will permit it? It is considered shrewd merchandising to do business on the other man's capital and dealers are strictly within their rights when they take all the time they can get in which to settle their accounts. But they are not within their rights when they fail to keep to the terms under which they bought their goods. The contest on terms should be thoroughly settled when the order is placed, and the shrewd dealer settles it then, for it is the "open season" to get liberal terms, as the manufacturer is on the anxious seat until he gets the order, and the terms constitute an unimportant vista. We heard a dealer press for more than the regular time one day at the exchange and the salesman laughed and said: "I won't put down any terms; you always take your own time, anyway. I don't care when you pay; take all the time the house will stand for, and you know the boss is easy." That is bad salesmanship. The salesman failed to clean up his order. If he had said, "I'll put down the regular terms. I must do that, as all the salesmen are ordered to put down the terms and we are not allowed any leeway, but if you can crowd the house for some time, go ahead, I don't care," he would have saddled the pivotal point on the house, which is perfectly legitimate.

The percentage of losses from failures is infinitesimal, if only ordinary intelligence is displayed in passing on credits. The failures "out of a clear sky" are rare; they are events which "cast their shadows before them," thus warning credit to run to cover. The manufacturer, being "easy," or perhaps gouty, doesn't run to cover, and then bewails the misfortune which he has invited.

YERKES FORSAKES BACHELORDOM.

On September 7, H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., New York, went to Topeka, Kan., where he was married. His fiancee is not only a very winsome young lady, but she is an accomplished musician, and belongs to one of the leading families in the city. After the honeymoon they will return to New York, September 25. The World extends its felicitations to Mr. Yerkes on the happy event, and wishes him all manner of good luck.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Strike Disturbances in England Seriously Interfere with Talking Machine Sales—Deliveries Held Up by Carters' Strike—Settlement of Dispute Causes General Rejoicing—Traders in the Provinces Rather Shy and Backward in Placing Orders—No Change in Marketing of Records—Thomas A. Edison's Great Reception in England—Meets Prominent Men and Discusses Many Phases of His Activities—Involved in Hotel Carlton Fire—Some Excellent Selections in the New Record Lists—Photographing Thought—Unusual Volume of Summer Business Reported—Talking Machine Exhibits at the Music Trades Exhibition—News of Interest.

(Special to The Talking Machine World.)

London, Eng., Aug. 30, 1911.

In place of the usual silly talk we are offered at this particular season, the world's newspapers have vied with each other in their descriptions and reports of the great labor upheaval from which we have suffered these last few weeks. Doubtless by now my readers know as much about it as we ourselves do, and while it is not therefore necessary to traverse further discussion upon the matter in these columns, its effect upon business calls for some consideration. During a period of three weeks or thereabout, trade throughout the country has been greatly disorganized, and in some quarters brought to a standstill entirely. Apart from minor disturbances, the carters' and railway employes' strikes have caused most of the trouble. Consignments have been held up in transit at the docks, warehouses and stations, etc., and it has proved equally useless to attempt the dispatch of goods from the factories. Of course, a certain amount of cartage went on; business was not entirely suspended, although it very nearly reached that point in London, Liverpool, Manchester and other big centers of commerce. In our own trade, as may be imagined, business was very seriously hampered for the time being, but fortunately, owing to the short duration of hostilities—one can find no more fitting name for these strikes—we are inclined to believe that it has not resulted in any permanent injury to the otherwise bright prospects of the coming season. Had the trouble occurred later its consequences may have easily proved disastrous to an industry such as ours, dependent upon good times and the prosperity of the masses.

Relief Over Strike Settlement.

Talking machine traders view the strike settlement with feelings of relief, and now look forward to completing their preparations for a big season's trade. Many firms have already announced particulars of their new models, but we notice that some of the important companies are holding back for awhile. It seems to us good policy not to give too early publication of new goods, for dealers are apt to lose sight of the "newness" by the time they want to stock-up for the season's operations. It's all very well to be first in the field, but what's the good when orders in bulk are not placed until towards the latter part of September or even later? The point is perhaps of no great importance, yet it seems to us time enough to publicly introduce new goods when dealers are in a receptive frame of mind, which they certainly are not in July and August. With the commencement of the season proper more attention is given to these matters, and announcement then would have the desired effect. Some "new" goods are old before they get there, simply by reason of too early publication.

Reports from the Provinces.

My reports from the Provinces this month clearly indicate that traders are not placing orders too freely at the moment. Labor disturbances everywhere have caused some little nervousness, and evidence is not wanting of considerable hesitancy on the part of factors and dealers in that respect.

Their view is that until general business conditions reach normal again, they would be unwise to load their shelves with goods, especially records, which might remain there some time, become out of date, and prove difficult to dispose of. Having regard to the ephemeral character of many records, and the enormous number of new issues each month, their attitude is not unnatural, but fortunately the outlook is very much brighter, and as far as one can judge, there is no prospect of a renewal of the strikes.

An Important Correction.

The paragraph in our last issue in reference to the British and Colonial control of Odeon, Fonotopia and Jumbo records, was perhaps somewhat unfortunately worded and might just possibly lead to misapprehension. We said that "no change was contemplated for the present." We should have said that "No change was contemplated at all," as the arrangements whereby these markets are worked by Barnett Samuel & Sons, Ltd., are of a permanent character.

Thos. A. Edison in England.

Hailed by the newspapers as "the king of inventors," Thomas A. Edison arrived at Fishguard on the Cunard liner "Mauretania" August 7, where he was met by Paul H. Cromelin, managing director of the National Phonograph Company, and, of course, a host of newspaper representatives. The interviews were necessarily brief, for soon the "Mauretania" was steaming for Liverpool, where a great touring car was in waiting. Mr. Cromelin remained with Mr. Edison at Liverpool, and M. J. Monnot, president of the Klaxon Co., joined the party. The trip to London was made at a leisurely speed, with a stop at Coventry for lunch. Asked his impressions of the country he had seen, the reply was: "Well, I have come down from Liverpool—through your 'national park' shall I call it? Wonderful, wonderful! Dainty little cottages and smiling flower gardens. Everything beautiful! No wonder the English are proud of and love their country." During the evening, escorted by his personal attorney, Sir G. Croydon Marks, M. P., Mr. Edison visited the House of Commons. He was introduced to Mr. Lloyd George, Chancellor of the Exchequer; Sir Rufus Isaacs, Attorney-General; Sir John Simons, Solicitor-General; the Master of Elbank, chief Government whip; Mr. John Burns, president of the Local Government Board; Lord Haldane, Secretary of State for War; Lord Brassey, Mr. Ramsey MacDonald, Mr. T. P. O'Connor and others. Accommodated by the Speaker's order with a seat in the distinguished stranger's gallery, Sir George Marks was enabled to indicate many distinguished statesmen of international repute. During his visit Mr. Edison was an interested spectator of the two divisions that were responsible for the passage of the Parliament bill. Mr. Edison spent a portion of the following morning in a London taxi-cab to see "the sights." He returned in excellent spirits to the Carlton Hotel, where he had been staying, and after flashing a passing glance at the mechanical and other features of the vehicle which he had just vacated, he re-entered the hotel. On Wednesday Mr. Edison's party motored from town to Folkestone, taking the boat for Boulogne, where it was arranged he would join Mrs. Edison and the younger children, Madeline and Theodore, for a tour through France and other parts of the Continent.

To a press reporter Mr. Edison confided that "Its real good to have a rest and to watch other folk's work. The holiday spirit has gripped me fair and good," he said genially. "I have not been working out inventions on my way over, but there is a little business connected with my visit. I've got something new, which I think will interest people, but I can't say anything about it at the present time." Another report says: "He is sixty-four years of age, an American citizen by birth,

but of Dutch blood on his father's side and Scotch blood on his mother's. But, in spite of his sixty-four years, he has still the spirit of a child who is beginning to explore, with the inquisitive, prying mind of childhood, the mysteries of the world about him. Many inventions by which electricity has been harnessed to the service of humanity have come from that thoughtful, searching brain of his. He helped to perfect our electric railways, and he was the first to construct a phonograph, by which the human voice may speak long after the living organs which first produced the words have gone to dust in the grave. The kinetograph, the incandescent light system and many other extraordinary and useful inventions which add to the comfort, the luxury, or the miracles of life, we owe largely to this searcher into the secrets of Nature's crucible. He is still searching, still inquiring, still thinking out the why and wherefore of things. It is this curiosity and search for new adventures of invention which makes the conversation of Thomas Edison like that of a pioneer who, from some high rock, sees afar off great territories that have escaped the conquest of mankind."

Speaking of his electric accumulator he mentioned that its application to motor cars, railways and ships was perfect. By substituting nicked steel coring for lead, and solution of potash in place of sulphuric acid, the battery and motor were no heavier than petrol engines and storage tanks, whilst the cost of running was reduced. Applied to cars now running in America the cost would average \$1 per 100 miles.

He was most enthusiastic over his Cinephonograph. His labors have now been crowned with complete success, and before very long we shall be able to witness a series of "speaking pictures," in which Hamlet's advice to the players to "suit the action to the word, the word to the action," is realized in the most vivid and natural manner. The Cinephonograph will certainly be awaited with the keenest interest, for to be able to study the gestures of actors on the canvas, and listen to their voices, in absolute unison with their movements, is an achievement which should add enormously to the popularity and attractiveness of cinematograph theaters.

Mr. Edison's dictum is that "it is work, not genius, that is chiefly responsible for his inventions—2 per cent. of genius and 98 per cent. of work."

This, we are told is the great inventor's first holiday in fifteen years, and it is twenty years since his last visit to Europe. As on that occasion, Mr. Edison's presence among us has attracted considerable attention but, being here mainly for pleasure, he will avoid the limelight of publicity or engagements as much as possible.

At the Carlton Hotel, where Mr. Edison had booked during his two days' stay in London, prior to joining his family on the Continent, he became involved in what might have proved a very unpleasant experience. During the evening of his departure a serious fire broke out at the hotel—one of the finest in London. Visitors and firemen hustled each other on the staircases; in the corridors, everywhere in fact, and arising out of the operation of extinguishing the flames, many rooms—including Mr. Edison's—were absolutely flooded. Fortunately Mr. Edison had arranged to catch the boat to Paris that night, and his baggage being all ready it was soon removed to a place of safety, thus avoiding any inconvenience or delay of his plans.

Mr. Edison is now touring the Continent in a motor car, visiting the chief cities and places of interest. While his plans are not definitely fixed, we understand that he will prolong his holiday somewhat beyond the date originally intended. The end of September is his probable time of departure, and it is hoped that he will find it convenient to spend a few more days in this country before finally setting his face west.



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Talking Machines in China.

A consular report says that the Chinese themselves have not taken kindly to foreign pianos and talking machines, and whatever demand for pianos may exist at Canton among the foreign population is supplied through dealers in Hong Kong. The same remark applies equally to violins and other foreign stringed instruments, talking machines, etc. There are two large foreign factories in China which turn out an excellent grade of pianos and players by native workmen under foreign supervision, the wood used in the manufacture of which is obtained in China and from abroad.

Mr. Harth "Showing His Hand."

K. F. Harth, the new agent here for Favorite Records, has lost no time in showing the strength of his hand. We are just in receipt of the first list of new titles issued under his management, and the nature of the selections, combined with excellence of recording, and the service of good artistes, is certainly a very satisfactory indication of the company's determination to meet the wants of the trade in an efficient manner. The present list offers a wide diversity of popular titles from the world's repertory of classical, sentimental and comic music, from which is easily deduced the fact that the company have to cater for a very large public representing a variety of taste in music.

An Excellent List of Records.

"His Master's Voice" list of records for September contains most excellent fare of a character well calculated to stimulate the activity and enthusiasm of even the sleepest of dealers if such there be after the powerful and quick-fire publicity appeals recently issued by the Gramophone Co. The celebrity issues this month are especially fine. In great form the one and only Caruso is responsible for magnificent rendering of "Il fior cheavevi a me" ("Carmen"), Bizet, and "La Siciliana" ("Cavalleria Rusticana"), Mascagni; while the renowned baritone, Comm. Mattia Battistini gives us of his best in "Oh, tu bell astro" ("Tannhauser") and "Allor che tu coll'esiro" ("Tannhauser"), Wagner, and "Brindisi" ("Amleto"), Ambrose Thomas. In addition to "Mal regendo all'aspro assalto" from "Il Trovatore" (Verdi), duet by Signor Caruso and Mme. Louise Homer, "Mira la bianca" (Rossini), duet by Frl. Emmy Destinn and Mr. John McCormack; "L'amo come il fulgor del creato" ("La Gioconda") (Ponchielli), Frl. Emmy Destinn and Mme. Kirby Lunn, and "Del tempis al binitar" ("Pescatore di Perle"), Bizet, Mr. John McCormack and Signor Lammarco. Special mention should be made to Mme. Tetrazzini's exquisite rendering of "The Last Rose of Summer" (Moore), which, by the way, is the first occasion on which Mme. Tetrazzini has sung in English. In the ordinary supplementary list we notice that Eugene Stratton has at last recorded for the benefit of the great talking machine public. His first offering is Leslie Stuart's famous wild west serenade, "I May Be Crazy," which his many admirers will be glad to have. Others in the list are as follows: "Utopia, Limited," selection (Sullivan); "The Grand Mogul," Selection I. and Selection II. (Audran);

"Three Symphonic Dances," No. 1 (Grieg); "The Merry Wives of Windsor," overture (Nicolai), and "Mazurka-La Czarine" (Ganne), by the band of H. M. Coldstream Guards. "When the Heart is Young" (Dudley Buck), Mme. Agnes Nicholls; "Love's Coronation" (Aylward), Mme. Edna Thornton; "Pierette and Pierrot," from "Count of Luxembourg" (Lehar), Miss May de Sousa; "M'apparitt' amor" ("Marta") (Flotow), Miss Ruby Helder (lady tenor); "Mother Machree" (Olcott), Mr. John McCormack; "Only Once More" (Moir), Mr. Walter Hyde; "Mona" (Stephen Adams), Mr. John Harrison; "Danny Deever" (Damrosch), Mr. Stewart Gardner; "Mother England's Breving" (Coates), Mr. Harry Dearth, and "Dear Eyes" (Daisy McGeoch), Mr. Harry Dearth; "Erl King" (Schubert), Mr. Robert Radford; "A Carnival for Life" ("Count of Luxembourg"), (Lehar), duet by Miss May de Sousa and Mr. W. H. Berry; "Improvisation" (C. G. Dawes), Mr. Francis Macmillan (violin); "Légende" (d'Ambrosio) (violoncello), Mr. Jacques Renard; "More in Sorrow Than in Anger" (Sax Rhomer), Mr. Geo. Robey, and "Tom Clare's Version of The Telephone," Mr. Tom Clare.

Motor Music.

Sirens, exhaust whistles and fog-horns will be regretted when the "Archangel's Trumpet" has superseded them. This is a new invention for motor cars, which seems, from its description, to be rather diabolical than angelic. Some motor-horns already play a fragment of a tune, usually from the Trumpet March in Verdi's "Aida," and the few notes heard every few seconds are maddening enough. The new invention has a whole octave of notes which can be sounded by "a simple device." Moreover, able compilers have arranged several "scores" of many themes, which a chauffeur of ordinary musical intelligence will be able to learn with ease and to execute with effect. These themes are actually taken from well-known music. The prospect of the possible desecration is appalling. Shall we be warned to get out of the way by the first four notes of the C Minor Symphony, by Siegfried's own special motif, or by the three notes which stand for Fate in the Ring Operas?

New Field in Psychological Science.

A newspaper report says that a communication has been made to the Academy of Sciences which, if it is all that it claims to be, opens up quite a new field in psychological science. It is the alleged discovery that certain mental images, corresponding to material objects, can be photographed. As a proof, two photographs were presented, one representing a bottle and the other a cane. The discoverer, Major Darget, who has made particular researches in this field, and who is credited with having also discovered the rays emitted by the human body, which he calls V-rays, declares that the cane and the bottle were photographed from his mind or brain while he was thinking of them. He describes the process as follows: He was in a dark room and for a quarter of an hour he thought of a bottle which he could see before him. He kept at the same time

a photographic plate before him plunged in a developing bath, and held his fingers in the same bath. At the end of the quarter of an hour the image of a bottle appeared on the photographic plate. He went through the same experience, he says, in the presence of six witnesses, and then the photograph of the mental image of the cane was taken in the same way in the presence of the witnesses. All this, of course, does not absolutely prove that he has actually photographed thought or mental images in an abstract way. Of course, there is nothing impossible in the process. Images of external objects enter and fix themselves in our brains through the retina of the eyes, and if they enter they can also leave the brain and be reflected in some way—on a photographic plate for instance. It is only coming back to the old philosophic definition that an idea or mental concept is "similitudo objecti in mente existens." The whole process, however, would have to be carefully submitted to the usual scientific rules. As the case has been stated before the Academy there is nothing to prove that the so-called mental images may not have been reproduced simply from the retina of the eyes, as the major states that he kept his eyes fixed on the bottle and the cane. These and other objections might be made, but the experiment nevertheless opens up a very interesting field for research.

Summer Trading Returns Phenomenal.

In the course of conversation with your correspondent, W. Manson, manager of the British Zonophone Co., Ltd., who had just returned from a provincial trip, spoke most enthusiastically of his company's summer trading returns, which he described as phenomenal. He said: "It is true that business in some quarters has been considerably affected by labor troubles, but summer time considered, we have really experienced a most satisfactory turnover. Our factors and dealers regard the amalgamation of the Zonophone and Twin records with equanimity and pleasure, and look forward to an exceptionally fine season—indeed, I may say that the enormous orders we have to execute during the next few weeks is most gratifying. No! We do not contemplate making any alterations in our machines, except in one case, and that is the "cinch" hornless. With our last year's model the screen over the mouth of the resonance chamber was composed of metal; in all our new models we will substitute wood (oak). The price remains as before, £2 12s. 6d. retail. As regards records, we shall continue to offer all the best from the world of classical, sacred, sentimental and comic music, for the rendering of which the services of only leading artists are utilized. Just recently we have made arrangements with a large number of tip-top artists to record for us exclusively, and this policy, as you may imagine, has influenced a much greater demand for our products." The catalogue of Zono-Twin double records, increasing all the time, now numbers some hundreds of the best selling titles on this market. Amongst recent additions are the following: "Earl of Tobermory" and "He Was a Scotchman," Jock Lorimer; "Do You Remember the Last Waltz" and "Let Me Kiss Those Tears

FROM OUR LONDON HEADQUARTERS—(Continued.)

Away," Ernest Pike; selection from "Count of Luxembourg" and "Count of Luxembourg Valse," Black Diamonds Band; "My Shepherd Boy" and "Mary," Zona Verrey; "The Old Cuckoo Clock" and "Little Annie Rooney," Zono concert party, and "Drake Goes West" and "Rolling Down to Rio," Mr. Peter Dawson.

The Music Trades Exhibition.

Making allowance for the adverse effects and dislocation of general trade brought about through a veritable flood of labor strikes, in which this country was involved just prior and during the life of the Music Trades Exhibition, London, August 14 to 19, talking machine exhibitors agree that they have little cause for anything but satisfaction. This industry was not so strongly represented as it might have been, but the impressive stands of the Gramophone Co., Columbia Co., Lockwoods and Pathé Frères made an influential showing and attracted a very fair number of visitors of the buying class. In one or two instances, notably that of a German pianoforte manufacturer who could not get his goods up from the docks, business was rather seriously affected by the strike, but all things considered, material complaints in this respect were not many.

It was an exceedingly well organized exhibition, and while the expected "rush" of visitors did not materialize, they came in sufficient numbers to satisfy the talking machine people, whose stands were well patronized. Many large and small orders for early delivery in good time for the season's trade were placed, and these will keep manufacturers busy until the big contracts come along.

Occupying a handsome stand, the Gramophone Company's exhibit comprise every description of machine from the interior-horn cabinet models to those of the portable and hornless type. There were no new models on show, but visitors appeared in good numbers, and those from the provinces took full advantage of the opportunity offered to indicate their wants for the season.

At the magnificent Columbia display we came across Louis Sterling, who expressed himself as well satisfied not only with the amount of

orders placed by old customers but also with the number of new accounts they had opened up. A complete range of the company's new hornless models, in addition to the new Junior Regals and other types of machines were exhibited. The former, especially, attracted attention and visitors were loud in their praise of the reproducing power and fine workmanship of these new hornless instruments. Frank Capps, head mechanic of the Columbia Phonograph Co., at their Bridgeport, Conn., factory, was a visitor. He seemed much impressed with the excellent arrangement and strength of the exhibition, and thought it would prove a splendid send-off for the season's trade.

Messrs. Lockwoods extensive display of something like 150 machines, in addition to horns and other novelties, attracted enormous attention. Dealers found much to interest them in the new models of Perophone machines, for which large orders were placed. Mention should be made of a new line of flower-horns of attractive style and design. These are absolutely seamless, the whole having been stamped out over a mould, we should imagine, and made of stout metal. They were in great demand.

The tasteful array of new hornless and ordinary machines made by Messrs. Pathé Freres riveted the attention of trade visitors, and demonstrated yet again the wonderful popularity of the former type. Pathé's report having secured good orders, both from London and the provinces, for their new goods, which augurs well of future prospects.

To Exhibit at Electrical Exhibition.

The National Phonograph Co. announce that they will exhibit their business phonograph at the Electrical Exhibition, Olympia, Sept. 23 to Oct. 21.

Reduction in Record Prices.

News reaches us from Pathé Freres to the effect that their 11-inch "De Luxe" records will now be sold at 3s. instead of 4s., as previously. Another important reduction is made in the price of their 11-inch "Classic" record, which is now

offered at 4s. This record previously sold at 6s.

Records of Quaint Dances.

The dancing conference which has been engaged in session discussing the merits of various methods and styles of dancing are credited with a desire to introduce the "One-step," which to the uninitiated can be nothing less than a hopping movement. But in all their reported discussions there seems to be no mention of the "Tango," the dance which is exercising all Europe with Paris as its center-piece. The "Tange," be it known, is the typical dance of the Argentine Republic, and its peculiar movements are already being taught in the dancing academies of Paris. The furore at present centers round the Tange called "Criollo," written by Octave Cremieux, and it is characteristic of the Columbia-Rena enterprise that we are presented with this new dance by the band of H.M. Scots Guards. We are promised that "Criollo" will rival the famous "Matthiche" once it has got a hold here, and already it is on the way. Other excellent issues to hand include: 12-in: "Faust," ballet music, first movement and second movement (Gounod), Court Symphony Orchestra; Polish Dance, Opus 3, No. 1 (Scharwenka), and Valse Brillante, Opus 34, No. 1 (Chopin), pianoforte solos, by Naver Scharwenka. 10-in: "Winter Tales," Opus 112 (H. Saro), and "The Beautiful Milleress"—declaration (Joachim Raff), Kaltenborn String Quartette; "For You Alone" (H. E. Geehl), and "Thy Beaming Eyes" (Edward MacDowell), Walter Etherley; "The Carnival" (J. L. Molloy), and "Sons of Erin" (Edward Lass), Edgar Coyle; "Let's Go Back to Baby Days" (Drislane and Meyer), Princess Male Quartette, and "Long, Long Ago" (T. H. Bayley), Metropolitan Trio, and "All Change for Llanfairfechan" (Wilkie Bard, David and Arthurs), and "Waltz, Waltz, Waltz" (Wilkie Bard and Geo. Arthurs), Arthur Leslie and company.

Albert Vischer to Australia.

Albert Vischer, for many years a prominent figure in talking machine trade circles, has severed his connection with the Klinger Works, this city.



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEWIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



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FROM OUR LONDON HEADQUARTERS—(Continued.)

and intends embarking for Australia in a few weeks time. He will probably take up a line of talking machines, but for the time being his campaign will be mainly confined to the sale of goods foreign to this industry. Mr. Vischer, it will be remembered, held the agency for the Favorite record in this market for a number of years, and the popularity of the record to-day we believe to be not a little due to his early efforts. We heartily wish him the best of luck and success in his new sphere.

Three Months' Notice the Custom.

In a recent case at one of the London courts, his honor, Judge Parry, upheld the contention of a traveler that three months' notice was the custom, and a claim accordingly was allowed.

Special Operatic List.

The Zono-Twin Company announce the formation of a special operatic list comprising titles which have proved most popular, lifted from their old Zonophone catalogue. They will be issued as 10-inch single-faced records, to be retailed here at 3s.

Excellent Batch of Records.

An excellent batch of records is to hand from J. E. Hough, Ltd., of this city, whose claim in respect of smooth surface and first-class recording is well justified, especially in relation to the series of V. F. discs just issued. At the same time we would seize this opportunity to commend to the notice of our readers abroad both the quality of this firm's artistes and the titles for which they are responsible. Always alive to the importance of offering really salable goods, Messrs. Hough's present issues are thoroughly dependable in this connection, and doubtless Colonial and foreign traders would find it profitable to further investigate these lines. Of the records to hand, the following call for special mention: V. F.—"Ah fors è lui (Part I. "Traviata"), Mme. Jomelli; "Still is the Night" (Goetze), (duet), May and Carr, and "Oh, Robert, My Beloved" (Meyerbeer), Miss Elda May; "In the Shadows" (H. Finck), and "Narcissus" (intermezzo) (Nevin), Royal Court Orchestra; "Two Eyes of Grey" and "For You Alone," S. Hemsall; "Amoureuse Waltz" and "Glow-worm Intermezzo" (accordeon solos), Frosini; "Softly Awakes My Heart" and "Killarney" (cornet solos), Sergt. Hunt, Irish Guards. Bell discs.—"Ladies Beware" (Peggy), and "La Sonnette" waltz, Royal Court Orchestra; "Peaceful Henry," King's Col. Band, and "Temptation Rag," Irish Guards; "Patrol of Brigade of Guards" and "Old Comrades March," Irish Guards; "Stick to Your Uncle Jeremiah" and "We All Go the Same Way Home," Jack Charman, and "Bells of St. Malo," London Reg. Band, and "Bells of Auld Lang Syne," Irish Guards.

The Latest Novelty.

The latest novelty to be expected on the variety stage, we read, is a fish that can talk. Its powers of articulation will shortly be put to the test of public trial. Only the other day the White City

was the scene of a contest between a laughing hyena and a laughing jackass. The frivolity of both should be more than counterbalanced by the seriousness of the talking fish. The question who will make the piscatorial record?

BRITISH COPYRIGHT BILL FINALLY PASSED.

Only One Amendment Added to Bill as Published in Last Month's Talking Machine World—Records Made Before July 1 This Year do Not Carry Royalties Until July 1, 1913—Under Certain Conditions Protection is Only Extended to Works Produced Wholly in Great Britain—Interesting Features of the Law.

(Special to The Talking Machine World.)

London, Eng., Sept. 4, 1911.

Substantially as published in our last issue, that section of the bill devoted to legislation of copyright in respect to mechanical music has now finally passed through the House of Commons. As will be seen, the only amendment accepted by the Government was that moved by Mr. Barnes, which provided for an extension of time on the question when royalties should become operative. The sale of records lawfully made before July 1, 1910, do not carry royalties until July 1, 1913. The importance of this amendment cannot be over-estimated, and needless to say, manufacturers regard it, failing entire non-retroactivity, as very satisfactory. Consideration of the bill was resumed in Parliament August 17, when the following discussion ensued: Mr. Cassel (U.) moved an amendment to clause 19, providing that "Copyright shall not include the sole right to make any record, perforated roll or other contrivance by means of which the work may be mechanically performed or delivered." Under the law as it stood at present, and until the present bill became an Act of Parliament, it was not an infringement of copyright to make a perforated roll or any mechanical contrivance for the reproduction of musical sounds. The bill proposed to alter the law in that respect, and to make it an infringement so to do. He raised no objection to that proposal in regard to future works, but he objected to its being made retrospective. It ought not to affect people who, whilst the law allowed them to do so, had spent thousands of pounds in accumulating a large stock of these contrivances in order to sell them. The matter was of very great importance to the very large number of makers of musical instruments in London. Although the case of some manufacturers had been laid before the standing committee which considered the bill, those of others was not put forward at all. One firm alone had in stock at the present time something like 10,000 stencils used in the manufacture of the rolls. He produced for the inspection of the house a musical roll, of which the company had close on 250,000

in stock. The bill gave to the composer who had assigned all his rights a windfall, at the expense of people who had laid out their money on the footing that it was perfectly legal for them to do what they did without paying any royalty. He thought the author and the composer had done pretty well out of this bill, and he considered that they might be content with allowing this small justice to the manufacturers.

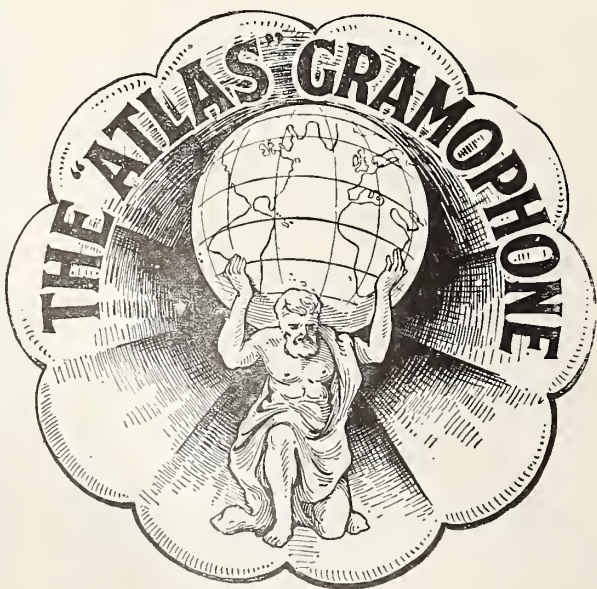
J. D. White (R), in seconding the amendment, said that while he thought it right that there should be this extension of copyright, it should not be applied retrospectively. Mr. Buxton said he did not maintain that the decision of a grand committee should be treated as sacrosanct, but when such a committee had given very careful consideration to the various points its decisions deserved the careful consideration of the house. He could not accept the amendment. The proposal of the Government would be no burden on trade and would afford some slight solace to the author. The amendment was negatived without division.

Mr. Barnes moved an amendment providing that no royalties should be payable in respect to mechanical contrivances reproducing musical works sold before July 1, 1913, if contrivances reproducing the same work had been lawfully made or placed on sale before July 1, 1910. The amendment was accepted and inserted in the bill.

American Copyright.

Mr. Joynson-Hicks moved to add at the end of clause 23 the following proviso: In the case of a foreign country under whose laws it is a condition precedent of protection being given to works, that such works must have been in whole or in part manufactured in such foreign country, it shall be lawful for His Majesty, by order in council, to direct that the protection afforded by this act shall not apply to works the authors or publishers whereof are subjects or citizens of such foreign country unless such works are wholly manufactured in the United Kingdom.

He said that under the American copyright law no English author could obtain copyright in that



1912

Season's Catalogue

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All Latest Improvements

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country unless he went to the expense of having his work set up in type, printed and bound there. Whilst this might not do any harm to authors of popular novels, which were certain to have a large circulation in America, it certainly had a very injurious effect upon authors of English scientific works who could not afford to incur the expense entailed by printing their books in the United States. We had been too subservient to the United States in regard to copyright law. All he asked was that the same justice should be done to the English printer and manufacturer as the American nation had decided should be given to printers and manufacturers in the United States.

Sir J. Simon said if the Government accepted a provision of this kind it would be a breach of the Berlin convention. The real truth was that the non-member thought the occasion gave an opportunity of arguing the case for retaliation. All the amendment would do would be to deprive English authors and English interests of certain protection which they at present enjoyed. Mr. J. Ward supported the amendment. Sir G. Parker (U.) declared that if the amendment were carried the result would be that the international agreement with every nation of any importance except America would be broken, because the principles laid down by the Berlin convention would be repudiated by this country. He was certain the United States would abrogate the Copyright Act which already existed there to the injury of interests which were held dear. The bill, as amended, was reported to the House, and was read a third time amid cheers.

TALKING MACHINES IN PUBLIC PARKS.

Illustration Below Furnishes an Idea of the Interest of the Public in Talking Machine Concerns in the Parks of Manchester.

(Special to The Talking Machine World.)

Manchester, Eng., Aug. 28, 1911.

Wm. Grimshaw, whose headquarters are at Prestwich, near Manchester, has been successful in using the talking machine as an entertainer in the public parks and other leading resorts.

eightth of a mile. In a conversation with The World Mr. Grimshaw said: "I do not know but that the old country can give the new world points in the matter of gramophone concerts in the public parks. "As an originator of these concerts we are naturally interested to know how the movement has caught on across the water."

The attached program will show how Mr. Grimshaw entertains the throngs:

WINTER GARDENS
BLACKPOOL
General Manager, Mr. JNO. R. HUDDLESTONE.

GRAND PAVILION,
MONDAY, TUESDAY, WEDNESDAY,
THURSDAY AND FRIDAY,
October 10th, 11th, 12th, 13th, and 14th, 1910.

EVENINGS AT 8.00 O'CLOCK, GRAND
GRAMOPHONE CONCERTS
PRESENTED BY

MR. WILLIAM GRIMSHAW, the Gramophone King
(Originator of the Manchester Parks Concerts.)

THE PROGRAMME INCLUDES
CARUSO, MELBA,
TETRAZZINI,

ROBERT RADFORD, JOHN HARRISON,
ALICE VERLET, CLARA BUTT,
JOHN MCCORMACK,

HARRY LAUDER,
GEO. GROSSMITH, JR., BILLY WILLIAMS.
Band Selections, &c.

The Finest Gramophone in the World.

DANCING IN THE EMPRESS BALLROOM AT 7.30.

Admission to Ballroom & Pavilion, 6d.
Pavilion Stalls, 6d. extra. Other seats, Free.

Mr. Grimshaw is the patentee of trumpets, tone arms, etc., which are especially adapted for this kind of work. They are suitable for gramophones and auxetophones or for any disc talking machine. His taper tone arm is a perfectly straight one, having no bends or curves.

Mr. Grimshaw is a great admirer of The Talking Machine World. He said: "We have enjoyed reading the various items of news from your side



SNAP SHOT TAKEN AT TALKING MACHINE CONCERT IN MANCHESTER (PUT IT UNDER A MAGNIFYING GLASS).

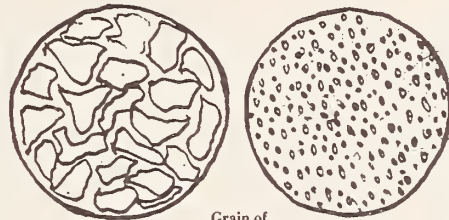
The illustration shown herewith portrays the 150th concert given by this progressive talking machine man in the parks of Manchester:

The illustration only shows a portion of the center of the picture, but it will give an idea of the immense number of people who gather to listen to the talker. From the front to the back is one-

of the world. You produce a fine paper, showing a healthy state of trade. Although we have one or two excellent papers over here, yours beats all of ours put together."

Mr. Grimshaw does not understand why American dealers have not gone more largely into the form of public park entertainment.

**Don't Buy Needles
That Damage
Records**



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
FLURSTEDT
E. SAUERLANDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

The Columbia Catalog this Fall lists Hornless Graphophones, Grafonolas, and Horn Graphophones—taking the initiative in several models, leading the market as usual.



Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE CONDITIONS IN GERMANY.

Reports Indicate a Very Busy Season This Autumn—Figures Regarding Exports of Talking Machines and Records—Interesting Law Suit Decided Regarding the Copyright Law—The Dacapo Record Co. of Berlin and Vienna Amalgamate with Russian Concerns in Order to Cater More Successfully to the Russian Talking Machine Trade.

(Special to the Talking Machine World.)

Berlin, Germany, Sept. 1, 1911.

According to the reports made by manufacturers and dealers, the talking machine trade in this country is very brisk and the indications are that the coming winter season will be the best the trade has seen for some years. The chief demand is, of course, for the various hornless models of which new ones are appearing on the market continually. It is stated in certain sections of the country that business would have been much better had not numerous strikes affected trade in general to a considerable extent.

A report of the exports of German talking machines and records for the five months ending May 31, indicates that there were 11,370 dozen machines and 7,426 dozen records exported in 1911, as compared with 5,311 dozen machines and 8,489 dozen records exported during the same period in 1907. The increase in the number of records exported is due, it is claimed, to the fact that the Germans have established record making plants in a number of foreign countries which they have business connections.

A protracted lawsuit, now finally decided by the German Supreme Court, should prove most interesting to the members of the talking machine trade in the States. According to the copyright law of 1901, pieces of music might be recorded on music rolls and other similar interchangeable parts of mechanical instruments, even without the composer's permission. It was scarcely thought at that time that the talking machine would attain such a wide circulation. In course of time, with the growth of the talking machine trade, the manufacturers without more ado, and in accordance with the letter of the law, copied the pieces of music on to the records and disks. Until suddenly the writers of the text of operas and songs protested that while it might be permissible to copy the music, it was certainly not permissible to copy the words. No passage in the law permits the copying of the words, and they therefore demanded a license for the use of the text. As it was found impossible to come to an agreement, Messrs. Brietkopf & Härtel, in Leipzig, sued a firm of record manufacturers, carrying the case to the highest court. This court has now decided that the writers of the text are entitled to full copyright protection. This means that all records containing text made so far have been made and placed on the market illegally. In actual practice this belated decision will probably give rise to suits for damages only in isolated cases, as very few authors and publishers will care to embark in protracted litigation on this account, especially as the new copyright law, which

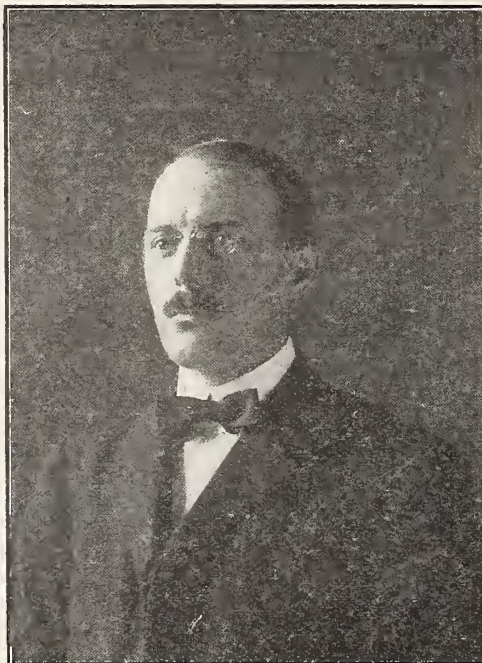
came into effect a year ago, expressly recognizes the author's right in the case of the records.

The Dacapo Record Co. m.b.H., of Berlin and Vienna, have recently amalgamated with the Metropol Record, Moll, Kybarth & Co., of Moscow, and Aprelewka, and should now be addressed to Dacapo Record, Moscow. The Dacapo Company made the arrangement owing to the increasing difficulty of importing records from foreign countries into Russia, such, for example, as a strict censorship and the necessity for a licence under the Russian copyright law. A duty of 13 kopeks per record is also exacted by the Russian customs, which will be saved under the new arrangement. Moll, Kybarth & Co. was established in 1910. The new company have a capital of 150,000 roubles (nearly \$80,000).

BENEFITED BY HIS TRIP.

Geo. P. Metzger Again in "Harness" After Enjoyable European Trip—Planning Active Advertising Campaign This Fall and Winter.

George P. Metzger, manager of the advertising department of the Columbia Phonograph Co., General, New York, who, as already told in The



GEO. P. METZGER.

World, returned from his European trip recently, started in at once, on returning to his office, on an active advertising campaign in which the Columbia products will be featured this fall and winter in that strikingly individual style which has always distinguished Mr. Metzger's "copy." Mr. Metzger has been greatly benefited by his "outing." This is evidenced in his splendid physical condition, and he is "fit" to cope with the busy season before him. In the course of an informal chat, he said:

"I had a delightful time while abroad, and enjoyed every minute of it. Of trade matters, the least said about prices on the other side the better. They are simply absurd, and there is no comparison between conditions here and abroad. I had the pleasure of meeting Mr. Cromelin several times and I need not say that I enjoyed his companionship while sojourning in London—a city which interested me greatly."

DON'T BE A GROUCH.

The Chronic Fault Finder Does Not Receive Attention When Something Really Goes Wrong—A Striking Instance.

We all know how almost impossible it is to house several hundred people under one roof, all working for the same goal, without there being a certain percentage of the grouch element among them. We could illustrate by citing individuals who always have a good trade, who always smile, but the grouchy member would retaliate by saying "Blank is a liar, he isn't having a good trade." Well, he isn't losing anything by smiling, and all people enjoy a smile more than a grouch.

We called a firm's attention to an "acid protest" made by one of the salesmen and the head of the house said, "Oh, Blank is a grouch; nothing is ever right from his point of view." That salesman had so weakened himself in the estimation of the proprietor that nothing he could say would have any weight, and a really good suggestion would be lost through lack of faith in his judgment.

Another man complained and when no one paid any attention to it the "Boss" said, "He's an old woman, nothing pleases him." Another complaint came into the head office and immediately there was a call for the manager who was told that "Mr. Smiles" had protested against a condition, and "You better see about it, for you know 'Smiles' doesn't complain unless there is reason." "Smiles" hadn't weakened his position with complaints that were useless nor with whims that were senseless. As the Furniture World says: His attitude is worthy of emulation.

Don't kick about things you can't help; what is the use?

Don't kick about things you can help; go to work and apply the remedy.

Don't get the reputation of being a grouch; it is a reflection on either your digestion or your intelligence.

B. FEINBERG ON WESTERN TRIP.

After an absence of several months on sick leave, B. Feinberg has again taken up his duties as special representative of the Columbia Co.'s wholesale department. He has been quite ill at times, but is now in prime health again. Mr. Feinberg started Sunday on a long trip through the Middle West and South and does not expect to be back in New York until about December 15, and expects to land some big talking machine business before returning.

TRADE NOTES FROM PROVIDENCE.

The Massey Diaphragm Is Rapidly Growing in Popularity Judging from Orders Which Are Reaching the Manufacturers—Henderson Controls the Talking Machine Adjunct at Shepard Co.'s Department Store—Activity at Columbia Quarters—Pushing the Sales of New Style Machines—Other Items of Interest

(Special to The Talking Machine World.)

Providence, R. I., Sept. 5, 1911.

Providence has been termed by many as "Little New York," and judging from the hustling qualities of the talking machine industry, it's true.

Very prominent in the field is the J. A. Foster Co., Edison jobbers and retailers, with both departments managed by John H. Massey. They have spacious quarters for this branch on the second floor, where the dealer and retail customer have every facility and comfort for purchasing goods.

Last month appeared the first announcement in The World of the Massey diaphragm, an invention of John H. Massey, Edison manager of the J. A. Foster Co. and for whom the Foster Co. are wholesale and retail distributors. Locally the Massey diaphragm is having a big sale and their advent into the national field in a wholesale way

is likewise meeting with fine success. In this month's World advertisement is a reproduction of the face of the Massey, which shows it's general appearance, together with their liberal offer of giving one—retailing for a dollar—simply for the asking.

John H. Massey, who created this diaphragm, said to The World that he is greatly pleased at its growing popularity, and that all the people to whom he has sold one would not part with it if they couldn't get another.

The Tone Controller Co., makers of Dustoff record cleaners, are marketing a "Dustoff" de Luxe, which retails for 50c. The regular model sells for 15c. retail, and in each instance there is 40 per cent. in it for the dealer. They also supply circulars and cuts gratis, so the dealer is aided in every way to sell Dustoffs. The record cleaners are for all disc records and are made of the highest grade materials. Certainly a fine side line for the dealer.

F. C. Henderson, the piano man, owns the talking machine department at the Shepard Co.'s department store, having purchased it recently. He is selling the Edison and Victor lines. F. L. McNeil, formerly with the Henry F. Miller & Sons Piano Co., Boston, is manager. This makes three departments that Mr. Henderson owns and operates here, the other two being the piano and the sewing machine, to say nothing of the various de-

partments he owns in other stores at other cities.


E. A. Stevenson is the manager of the Providence branch of the Columbia Phonograph Co., which enjoys the distinction of being the only exclusive talking machine store in the city. These quarters bear the usual marks of Columbia artisticness. Mr. Stevenson's reports anent business are most optimistic, and it is safe to say that Columbia patrons are properly cared for here.

Wm. D. Blossfield, manager Victor department, M. Steinert & Sons Co., has returned from his vacation spent cruising on the waters about Providence and hauling in horse mackerel of 60 to 90 pounds weight.

EDISON PLANT BUSY.

New Disc Outfit a Topic Universally Discussed in the Trade—Recent Visitors to Factory.

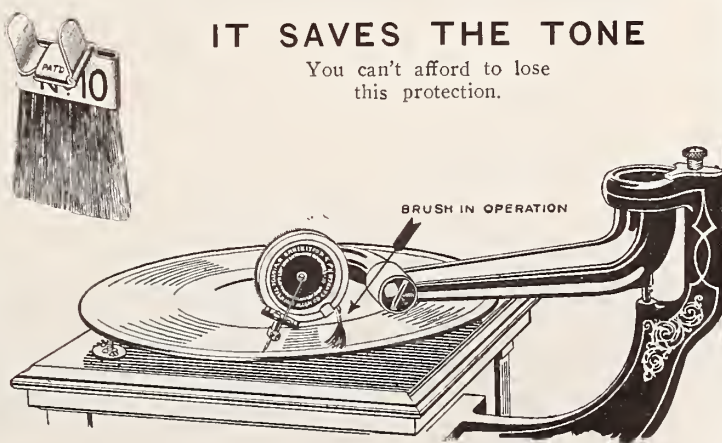
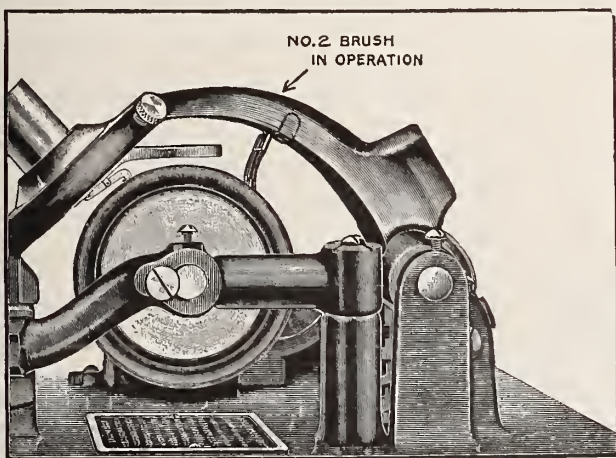
The management of the Thomas A. Edison, Inc., Orange, N. J., report their plant busy with many orders ahead. It now looks as if the pressure for goods will be a factor which must be reckoned with this fall. The new disc outfit is a topic universally discussed by jobbers and dealers, and the shipping date for these goods is awaited with eagerness.

| | | |
|--|--|---|
| <p>FOR EDISON PHONOGRAPHS</p> <p>List Price 15c each</p> | <p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p> | <p>FOR VICTOR Talking Machines</p> <p>List Price 25c each</p> |
|--|--|---|

ANNOUNCEMENT

To the Trade:

Our line of RECORD BRUSHES as per ad below formerly known as the "PLACE" will hereafter be known by our new, trade-mark, name *Cleanrite* New printed matter is ready but NO change has been made in the brushes, and, for a "PLACE" stamp and labels until our present stock on hand is exhausted.



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. **Write Now**

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"

The Talking Machine Trade in New England

NEW EDISON JOBBERS IN BOSTON.

The Pardee-Ellenberger Co., Inc., Have Opened Headquarters at 66 Batterymarch Street Under the Management of F. H. Silliman, Having Purchased the Stock, Good Will and Business of the Boston Cycle & Sundry Co.'s Edison Department—Splendidly Organized to Build Up a Successful Business.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 7, 1911.

Boston has new Edison jobbers, the Pardee-Ellenberger Co., Inc., who have opened headquarters at 66 Batterymarch street, corner of Franklin street, under the management of F. H. Silliman. This company acquired by purchase the stock, good will and business of the Boston Cycle & Sundry Co.'s Edison department, the latter company being out of the talking machine field altogether. The Pardee-Ellenberger Co., Inc., are well known in southern New England and New York State for their Edison service, and throughout the country for their specialties, such as the Linoid recording horn, Pardell boxes, etc. W. O. Pardee is president and treasurer, and H. L. Ellenberger is secretary.

Their new headquarters are on the second floor at 66 Batterymarch street. The same system will be employed here as used at New Haven for keeping stocks and shipping orders. Hundreds of record bins have been built and indexed and it is their intention to always have a most complete Edison stock. Big freight elevators are in the rear of the shipping rooms and, located as the building is, right in the heart of the commercial jobbing center of the city, the express service is unequalled. The office is in the front of the building, and a modern system of booking orders, answering correspondence, etc., is in force. The entire northern section of New England will be handled from these headquarters and even a part of New York State will be covered.

F. H. Silliman, manager of the Boston offices, whose likeness appears herewith, has been associated with the Pardee-Ellenberger Co., Inc., for the past ten years, being on the selling end. Mr. Silliman has, consequently, acquired a lot of knowledge as to just what the dealer demands for Edison



F. H. SILLIMAN.

Service and he will direct every effort to see that the dealer secures what he should have when he wants it. Mr. Silliman intends to get acquainted with the trade personally, in addition to having the territory covered by traveling men. In a chat with The Talking Machine World, Mr. Silliman remarks: "This is the age of specialists and I am convinced that the trade require an up-to-date Edison service—one that is along progressive lines and not bound by ancient customs and traditions. There has been as much progress in the advancement of Edison service as there has been towards overcoming the difficulties of heavier-than-air travel. Such is the P.-E. service and as soon as the trade learn the value of our efforts, which will be right away, the scope and quality of our patronage will amply reimburse us for the extra expense in rendering quick and complete service."

FEATURING THE NEW ART DIAPHRAGMS.

(Special to The Talking Machine World.)

Springfield, Mass., Sept. 5, 1911.

W. W. Young, head of the Talking Machine Co.,

this city, manufacturers of the new art diaphragm, remarks that in addition to talking about the new art to their customers, if the dealers will take two minutes to show prospects a "without and with" effect, that many more new art diaphragms will be sold. The retail price is \$1—a low cost to everybody. "The difference is so noticeable," said Mr. Young, "that everyone who listens to it, wants to purchase one. The demonstration eliminates all doubt and creates the sale, although I hear excellent reports from circularizing. The new art is a fine mail order proposition for talking machine dealers also, as it mails for 2c. and can be put on by anyone. A new art diaphragm will be sent free to any dealer requesting it on his letterhead, together with prices, etc.

TALKING MACHINE NEEDLES.

The Extent of the Bagshaw Enterprise in Lowell Emphasized in an Illustration in Their Announcement Elsewhere—The Their Announcement Elsewhere.

(Special to The Talking Machine World.)

Lowell, Mass., Sept. 7, 1911.

The eye never naturally magnifies and the camera likewise. A half-tone illustration, reproduced directly from a photograph, as in the case on the opposite page, of the group of W. H. Bagshaw needle factory buildings, shows exactly the extent of the Bagshaw plant. The building of this huge enterprise devoted to talking machine needles is an impressive monument to the qualities of Bagshaw needles. The rank and file of the world would believe it incredible, and some of the jobbers probably will remark to themselves: "Bagshaw must sell a lot of needles to maintain a plant of this size. Guess I'll get in touch with Bagshaw right now."

That would undoubtedly be a good move, as there is considerable land adjoining the Bagshaw factories and both Messrs. W. H. and C. H. Bagshaw wouldn't mind erecting one or two more buildings if the facilities of their present immense plant proved inadequate to fill their needle orders. Advices at the Bagshaw offices indicate that the forthcoming four months' business will be of tremendous proportions, with a probable forecast of overtime work to keep even their present trade supplied.

NEW COLUMBIA DEALER IN PORTSMOUTH.

(Special to The Talking Machine World.)

Portsmouth, N. H., Sept. 9, 1911.

D. H. McIntosh is a new talking machine dealer, having secured the exclusive representation of the Columbia line. A large initial stock shows Mr. McIntosh's enthusiasm.

TAKE ON THE COLUMBIA LINE.

(Special to The Talking Machine World.)

Wolfeboro, N. H., Sept. 6, 1911.

Wallace & Rogers, department store, have added the Columbia line and are now displaying a complete list of the different machines.

Do the people of your town instinctively come to your store for their machines and records or do they have to stop and think where there is a talking machine store? If the latter's the case you need some ginger in the advertising department.

The next time they want you to advertise in the program of a church entertainment, offer to send up a machine, some records and an operator instead. That's some *regular* advertising.

If everybody was at the top of the ladder it would very likely become top-heavy and over-balance. It's no disgrace to hold the ladder steady by standing on the lower rounds until someone falls off and makes room further up.

THE PARDEE-ELLENBERGER CO., Inc.

EDISON JOBBERS

BOSTON, MASS.

NEW HAVEN, CONN.

¶ Announce that they have purchased the Edison business of the Boston Cycle & Sundry Co., of Boston, who have been in the talking machine business for so many years.

¶ Headquarters have been established on the second floor of 66 Batterymarch Street, corner of Franklin Street, where a model Edison jobbing service will be rendered to the trade. This branch will be under the management of F. H. Silliman.

¶ The service will be "Exclusively Edison and Exclusively Wholesale," and the facilities which we offer will create and hold the patronage of the live Edison dealers of New England.

¶ 66 Batterymarch Street is but two minutes' walk up Broad and Franklin Streets from Rowe's Wharf station on the Atlantic Avenue Elevated Circuit. Take Elevated at North or South stations. We bid you welcome. Come in and get acquainted.

THE PARDEE-ELLENBERGER CO., Inc.

66 Batterymarch Street, cor. Franklin Street
BOSTON, MASS.

FROM OUR BOSTON HEADQUARTERS

ROOM 12, 178 TREMONT STREET, G. W. HENDERSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 8, 1911.

Rumors of price cutting with machines and records of leading manufacturers are very strong; so much so that it is understood that one dealer in particular has been cut off from one well-known company. Nothing makes a customer so "sore" as to think he is being "done" or that an attempt is made to "do him." So it stands to reason that if a lower price is quoted by someone else and the customer goes "shopping" and can't find any other price but the list price he seems to think something is wrong and immediately tells how much lower he can buy at Mr. A. B. C.'s. Naturally the "on-the-square" trade, who are enabled to know positively that they are losing sales and who the offender is, are going to put a stop to it.

Why wouldn't they? To a certain extent—to the signed agreements, anyway—things in the talking machine trade must be equal. And when anyone—firm or individual—openly violates agreements, destroys confidence and openly dares to oppose required rules and regulations, the quicker one of that type is chastised the better it will be for the entire trade.

One or two other dealers also are understood to be closely watched. These are the kind who cut prices surreptitiously and are the hardest to detect. While the writer does not want to spoil any chances to catch this clement, it would be better to say, however, that there is something startling in the wind, and violators of conditions will get, to use a slang phrase, "all that is coming to them." Or maybe nothing that should come to them. Perhaps both.

Why One Dealer Lost a Customer.

Whoever coined the old, old phrase, "Honesty is the best policy," surely occupied the right seat for properly seeing matters. In the talking machine business it is just as inherent as in any other line. The honest dealer is probably saying, "Why tell me this? I know it," while the dishonest one is musing, "Why tell me this? I don't want to know it."

But here's the why for the honesty sermon: A certain customer had been in the habit of buying a number of records monthly from a certain dealer—probably averaged \$200 worth a year. That habit was broken recently—and because of dishonesty. The customer wanted a grand opera number, costing \$3, but in the foreign list there would probably be the same number at one-third the cost, the composition itself being the same, but in the former sung by a noted artist. The dealer positively asserted that number was not in the foreign list, and the customer paid \$3 and departed. Arriving home, Mr. Customer found the dealer had lied, and that it was on the foreign list at \$1. Did the customer call him up and tell him about it? No. He is simply buying records elsewhere, and the dealer is wondering why \$200 worth of record business has gone to a competitor.

Moral: Be honest. Know your goods.

Take Over Edison Department.

The most important move in talking machine circles last month was the purchase of goods and good will of the Edison department of the Boston Cycle & Sundry Co. by the Pardee-Ellenberger Co., Inc., New Haven, Conn., who have established substantial quarters at 66 Batterymarch street. This company will handle Edison goods exclusively, as the special article covering this story states. This appears on the opposite page.

Fall Trade Opening Up Well.

With the closing of Labor Day, business seems to have taken quite a spurt. The trade are optimistic, and the writer hears of different campaigns being planned which should secure every possible talking machine sale in this territory. Collections with the dealers seem to have improved. And it is probable that they will even be better, as one of the big companies have issued a very strong letter on this point.

H. A. Winkelman Home from Maine.

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., returned recently from his annual vacation, which he passed at Swan's Island, Me. Last year, it will be remembered, Mr. Winkelman vacationized at Lake Chargog-gagoggmanchaggaggchaubunagungamangg, but he couldn't secure any rest pronouncing that name every day. Mr. Winkelman remarks that business with the House of Ditson is gaining rapidly and that they expect a banner year from 1911.

C. B. Gorham, talking machine manager of Denholm and McKay Co., was a visitor yesterday.

Harry Marker in Hawaii.

The accompanying illustration shows two prominent members of the talking machine fraternity right in the midst of a pineapple plantation. The

Phonograph Co., while on the left, balancing pineapples, is James W. Bergstrom, of the Honolulu Music Co., Ltd. This card was received by George K. Cheney, mechanical expert with the Boston Talking Machine Co., who numbers both as personal friends.

Harry Marker has been on an extended trip making foreign records. He made nearly a hundred at Hawaii, and at the time this card was mailed he was about to depart for Java.

James W. Bergstrom was recently president of the Bergstrom Music Co., piano and Victor dealers, but is now the head of the Honolulu Music Co., Ltd., dealers in the Autopiano and Columbia goods. Mr. Bergstrom expects to be in the States soon.

Some E. T. M. Co. Personals.

Vacations are closed at the big establishment of the Eastern Talking Machine Co., Edison and Victor jobbers, and everything is activity. The Victor business is growing so rapidly that they are obliged to install booths on the third floor. Four of these are in process of erection, together with a large-sized record rack. This now gives the Eastern Co. two floors confined exclusively to the Victor business.

E. F. Taft, general manager, has given up his summer home just outside of Providence and is now esconced in his Brookline home.

Tuesday following Labor Day brought back vacationists as follows: S. H. Brown, who had been touring about New England; A. W. Chamberlain, with New Found Lake, N. H., his scene of restfulness; Wm. J. Fitzgerald, who journeyed through the State of Maine, and S. J. Freeman, who was harbored at Providentown, Mass. They all brought back a good coat of tan and are eager for the fall fray. One even arrived with a hirsute appendage, and it's still growing. Who was it?

The Eastern Talking Machine Co. Associates hold their annual meeting on September 28. As the present organization has reigned efficiently, it is understood that no doubt they will be re-elected. S. H. Brown, chairman of the entertainment committee, and Geo. K. Cheney, of the Boston Talking Machine Co., have been meeting frequently lately to arrange for a game of baseball—

(Continued on page 25.)



J. W. BERGSTROM.

HARRY MARKER.

trade will recognize the pineapple on the right as Harry Marker, recording expert with the Columbia

Needle Factories of W. H. BAGSHAW



Where "the best needles in the World are made"

W. H. Bagshaw :: :: Lowell, Mass.

Oldest and Largest Manufacturers.

Established 1870

ALL STYLES, SHAPES AND SIZES

THE SUNLIGHT OF PUBLICITY



PYRO *One-Light* ELECTRIC SIGNS

The most economical and durable outside overhead publicity device on the market.

COSTS LESS TO BUY

\$60 TO \$125 ACCORDING TO SIZE

CHEAPEST TO MAINTAIN

ONE CENT AN HOUR TO ILLUMINATE

The universal use of over-the-sidewalk electric signs maintained at immense cost for electricity, proves conclusively that they are trade winners.

A PYRO SIGN OVER YOUR DOOR

will stimulate YOUR trade and place YOUR business before the people as prominently and effectively as the biggest merchant in town—and it only costs one cent an hour to illuminate.

MADE IN ALL SIZES AND DESIGNS TO SUIT ANY LINE OF BUSINESS.

GUARANTEED DURABLE—WILL LAST A LIFETIME.

We make special designs with the trade mark of your business if you desire it.

Clip the coupon and send it to us to-day and we will send you our price list and new illustrated catalog showing the signs in actual use before some of the most prominent business houses in Chicago, New York and Kansas City.

EDWARD C. PLUME COMPANY

417-21 S. Dearborn Street, Chicago, Illinois

SALESMEN.—High class specialty salesmen will find it to their interest to write us regarding the handling of this exceptionally high-grade proposition.

EDWARD C. PLUME COMPANY,
417-21 S. Dearborn Street, Chicago, Ill.
Please send us free of cost your new catalog and price list of PYRO ONE LIGHT ELECTRIC SIGNS.

E. T. M. A. vs. B. T. M. Co. This will probably occur next Saturday afternoon at Atlantic.

C. W. Luce in Charge.

C. W. Luce is the manager of the Columbia department of Kraft, Bates & Spencer, Inc., piano dealers. Mr. Luce has had an extensive training in the talking machine arena and, judging by the results he has already secured, no doubt will have a successful career in his new position.

Lively Times at Columbia Co. Store.

Arthur C. Erisman, manager of the Boston headquarters of the Columbia Phonograph Co., reports a remarkable August-September business. He says that they just doubled the totals of last August, and that September bids fair to make even a better showing. Mr. Erisman is just about getting accustomed to his "½-flight-up" office and it is proving to be a fine arrangement.

The Boston branch received their first lot of Grafonola Favorite machines last December, and it is not until now that sufficient machines have arrived to permit open hustling. Heretofore every Favorite they could secure was sold before it was received, and it was only by tremendous exertions of the factory that they now have a good supply of Favorites. "But they won't last long," commented Mr. Erisman, "as that is one of our special sellers." Mr. Erisman enjoyed his vacation this year at Hull, Mass, a nearby seashore resort.

MILWAUKEE TRADE NOTES.

Pleased with Business Situation—New Machines Stimulate Business—Jos. Flanner to Look After Talking Machine Department—Columbia Grafonola for County Hospital—W. P. Gensch Invents Combination Steel Diaphragm—Warner to Handle Talking Machines Only—Other Items of News.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 9, 1911.

Local jobbers and retailers are more than satisfied with the manner in which the fall talking machine business has opened up all over Wisconsin. The retail trade in Milwaukee is especially strong, demand being brisk for the higher class of machines. Reports from retailers about the State indicate, however, that medium-priced machines are selling well. The jobbing trade is satisfactory in all lines, jobbers reporting that dealers seem convinced that the fall and winter business will be better than that of a year ago. Good orders for machines, supplies and records are being received from most sections of the State.

The crop outlook in Wisconsin is, now of the best and there is every indication that money will be plentiful from now on. While the grain yield in the southern portions of the State was rather light, owing to the dry weather in that section, it was offset by the fine crop in northern Wisconsin. The weather is now warmer; rains have been plentiful, and experts say that the corn crop will be the biggest in years. Wisconsin is distinctly a dairy and stock-raising State and a favorable corn crop means much.

The several new machines on the market are doing much to add life to business. The Wisconsin Talking Machine Co., Victor jobbers, have received the Victor IX. in larger shipments this month and are able to satisfy most of their dealers. Lawrence McGreal, Edison jobber, expecting the new Edison disc machine within a short time, and is confident that it will be a great seller from the very start. Mr. McGreal is receiving inquiries daily in regard to this machine.

Now that people have returned to their homes from vacations and summer outings, demand is much better for records and good sales are reported from all sources. The new September records are going well, several of them in the various lines promising to be real winners.

H. C. Baish, traveling representative of the Victor Talking Machine Co. in northern Wisconsin, was in Milwaukee recently. Mr. Baish reports that business is showing decided improvement and that the outlook for the fall trade is especially bright this season.

Alfred Hille, manager of the talking machine department of the Flanner Music House, has severed

his connection with the firm and is now in San Francisco, where he will probably engage in an entirely new line of business. Joseph Flanner, proprietor of the Flanner house, will now give his personal attention to both departments formerly conducted by Mr. Hille. The new Flanner quarters on second floor have now been completed and a full stock of Victor machines, records and supplies has been installed. Several thousand dollars have been expended in fitting up the new quarters and they are now among the finest in Milwaukee.

Lawrence McGreal, Edison jobber, Mrs. McGreal and her sister, Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co. and owner of the McGreal retail store, have just returned from Rochester, N. Y., where two weeks were spent at the family's old home.

The talking machine business at Gimbel Bros.' talking machine department has been increasing by leaps and bounds of late. L. C. Parker, the manager, has enlarged his sales force by the acquisition of C. W. Abbott, an experienced Victor salesman, who will do much toward increasing the Victor business in Milwaukee.

A. G. Kunde has just sold a Columbia Grafonola Mignon to the Milwaukee County Hospital for installation in the nurses' home. Mr. Kunde has been meeting with an especially good business from the various Milwaukee county institutions and supplies all the records for the many machines at the different institutions. A. G. Kunde is absent from the city on a combined business and pleasure trip to Columbus and Cleveland, O., and probably New York City.

W. P. Gensch, salesman with A. G. Kunde, 516 Grand avenue, has invented a new combination steel diaphragm, which promises to prove of much interest to the talking machine trade. The device can be attached to any type of machine, and the inventor claims for it many advantages over the diaphragm now on the market. Mr. Gensch has been selling a large number of the devices, which have been taking exceptionally well with the trade.

C. C. Warner, well-known Milwaukee piano dealer, 428 Eleventh avenue, secretary of the Milwaukee Piano Dealers' Association, is closing out his piano line, and after October 1 is planning on giving his entire attention to the talking machine business. Mr. Warner carries the Edison and Victor lines and has met with so much success in this branch of the business that he believes that it is worth giving up his entire time to this line. Rudolph Buckser, of Milwaukee, will carry on Mr. Warner's piano business, occupying a part of the store now used by Mr. Warner.

Several of Milwaukee's leading talking machine retailers, including Miss Gertrude Gannon, George Eichholz, Harry W. Krienitz and Charles H. Schefft & Sons, report a brisk fall business in machines, records and supplies.

RETIRING FROM BUSINESS.

Results in Benefit Only When Man Has Some Other Employment to Occupy His Time.

At what age ought a man to drop money-making and begin to have a good time? What shall he do when he stops grinding out his daily task? Is he likely to live longer if he retires at fifty or continues his drudgery?

The rule with hard-pressed business men seems to be that when they leave off their usual routine they soon die. Life has nothing more to offer them. They do not love pictures or music. They have no desirable hobby.

Unless a man has some occupation which he is sure will keep him pleasantly busy after he retires, it is far better for him to stick to his desk. It is our interests that keep us alive. The more of them we possess the more vigorous is our hold on the world. So when a man begins to think of dropping his work and retiring, the main question which he ought to ask himself is, "Have I anything that will interest me day after day and year after year?" Unless a man wants to march directly to the grave, he must not leave himself without employment.

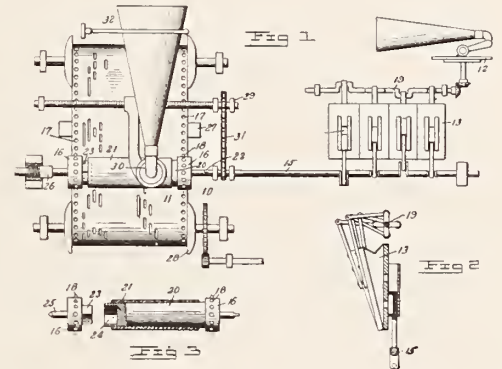
Of course this is written for the consideration of talking machine men who have made a fortune.

TALKING MACHINE AND PLAYER

Synchronously Operated is the Subject of a Patent Just Granted and Assigned to the Aeolian Co.—The Improvement Described.

Within a recent period, there has been an increasing demand for some form of mechanism that would operate synchronously a talking machine and a player-piano. Recently E. S. Votey, secretary of the Aeolian Co., secured an important patent, covering this subject, and on August 29, another patent (No. 1,002,100) was assigned to the Aeolian Co. by Samuel S. Waters, Washington, D. C., who describes his improvement as follows:

"The prime object of this invention is the synchronous operation of musical instruments, and particularly musical instruments of the automatic type. It has reference further to that particular type of automatic musical instruments in which use is made of a moving record of some form which controls the operation of the instrument. It is particularly applied to a synchronous operation of an instrument which is controlled by the movement of a record sheet provided with controlling formations in its body, in connection with



another musical instrument. The instruments which I show in this connection are a piano controlled by a perforated music sheet, and a talking machine of a disc record type. With all of this in view, however, it will be evident upon an understanding of the invention that it may be used in part or as a whole in connection with musical instruments of other types or in greater number, and that its use is not restricted to the particular instruments or types of instruments disclosed.

"In the accomplishment of the invention I make use of a geared connection between the record of one instrument and the driving means for the record of the other instrument. The driving means for the other instrument may be any suitable motor, and in this instance I use a pneumatic motor of a commonly used type with geared connection to operate the valves of this motor which directly determine its period of rotation. In effect the record of one instrument is geared directly to the record of the other instrument and moves the same, for all of the fact that the motor is interposed in that connection. It may be that under certain circumstances I shall find it convenient, as for instance when the load of driving the record is light, to omit the motor entirely and drive directly by the geared connection."

BUSINESS IN CANADA

Is Brisk According to J. A. Bradt, of Toronto, Who Has Been Visiting the Columbia Co.

James A. Bradt, manager of the Columbia Phonograph Co.'s Canadian office, Toronto, was in New York at headquarters for a few hours Saturday. As he is one of the most enthusiastic men in the Columbia service, Mr. Bradt said the outlook for business in the Dominion was not only bright, but could not be much better. In brief, he was confident the record of the Columbia business this fall would be the best ever, all he wanted was the goods and the rest would take care of itself.

Let the goods themselves do some of the talking. That's the stuff that proves most convincing to the customer.

The Columbia policy of exclusive selling rights is what the insurance people would call an *accumulative* policy, because its value has an annual increase.



5

Columbia Phonograph Co., Genl., Tribune Building, New York

EXPECT A LIVELY SEASON.

Blackman Talking Machine Co. Busy and Urge Dealers to File Holiday Orders Early to Ensure Prompt Service—The Blackman Monthly Ginger Talks.

J. Newcomb Blackman, head of the Blackman Talking Machine Co., 97 Chambers street, New York, reports that the business of his house is improving steadily and that the outlook for the fall and winter is of a most encouraging nature.

"There has been much interest shown in the new styles of Victrolas just introduced to the trade," said Mr. Blackman, "and there is every reason to believe that they will assume a strong position in the holiday business. The dealer is now in a position to meet the demands of every class of trade and with proper energy should sell enough machines from now until the holidays to keep his record department busy for an indefinite period.

"As is usually the case, many of the dealers are holding off from placing advance orders, but they are only storing up trouble for themselves. There is little likelihood that there will be any changes in the present lines before the first of the year at least and the dealer who is hesitating for fear of having something new sprung on him at the last minute is making a mistake. Even a conservative order for delivery shortly before the holidays will help the cause of the dealer, for the jobber can then get a line on how he stands and order a reserve stock accordingly, and should the dealer need extra goods in a hurry his jobber will be in a better position to supply the demand promptly."

One of the features of the Blackman service is the series of ginger talks to dealers, one of which appears at the bottom of each monthly advance bulletin. The talks are well thought out and right to the point and serve to keep the dealer from getting "stale" and careless. One of the recent talks, for instance, reads as follows:

HAVE YOU NOTICED THIS CONDITION IN YOUR TERRITORY?

The "progressive," "hustling," "up-to-date" dealers are "successful," "prosperous" and increasing their business and profit. The "disgruntled," "rut sticker" drifting kind spend all their time complaining about their successful competitors, refuse to adopt up-to-date methods and are fast losing ground, prestige, business and money.

YOU MUST BE ONE OR THE OTHER!

The American merchant of to-day seldom stands still. You must fight for business, for business of to-day is a struggle and those who participate must be trained for the contest.

THINK THIS OVER MR. DEALER.

What are you doing to increase your business, hold your customers and attract others, as compared with your competitor?

YOUR JOBBER SHOULD HELP YOU!

If he is the kind with long experience, and deep personal interest in the business, you should be able to present your case and receive valuable help for the stimulation of your business.

WE HAVE HELPED MANY DEALERS.

"Co-operation" is our "keynote." "To sell and

help sell" is our aim with our dealers. You don't have to take our word for this, so see us about your case and determine for yourself. It takes new records to be up-to-date.

JOS. M. BRYANT'S IMPRESSIONS.

Gleaned on a Recent Trip to His Old Home in the South.

En route to New York from his vacation at Selma, Ala., his home town, recently Joseph M. Bryant, in charge of the Columbia department of Wm. Knabe & Co., stopped off at Louisville, Ky., and Cincinnati to visit the trade. Louisville he found dead slow, and he was surprised what little effort was being made to sell talking machines. It is a large and important city, with a class of people known far and wide for their culture and refinement, a splendid field for working up a big trade, but no one seeming to realize the advantages of the situation. "In Cincinnati," said Mr. Bryant, "things are entirely different. There everything is looked after right up to the handle, and hustle is the word. The Aeolian Co. have a beautiful place and are doing a great business. The Steinway store is a beauty. The Wurlitzer Co. have also a great establishment, and their window displays are fine. The Columbia Co. have elegant premises, the manager, S. H. Nichols, is a live wire; and is doing a splendid business. Cincinnati seems to be the buying and distributing center in all lines for the territory, covering 150 to 200 miles in every direction. Even the people in Louisville run up to Cincinnati to do their shopping, and, of course, the talking machine end follows with the rest."

FOREIGN ALPHABETICAL CATALOG.

Early in the month—on the 8th—the Victor Talking Machine Co., Camden, N. J., sent out the new edition of their foreign alphabetical catalog, listing in alphabetical order all the records contained in the special foreign catalogs with exception of Chinese, Japanese and Korean records, which records are listed in special catalogs.

The special lists are a sub-division of the records contained in the catalog under their respective languages, as follows: Italian, Spanish, German, Portuguese, Hawaiian, Turkish, Arabian, Swedish, Danish, Finnish, Norwegian, Bohemian, Hungarian, Russian, Polish, Hebrew, Gregorian and Sistine choir, French and French-Canadian.

COLUMBIA BRIEFLETS.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, returned to New York Monday from a vacation in the mountains of Pennsylvania.

H. A. Yerkes, manager of the Columbia Co.'s export department, who was married in Topeka, Kan., September 7, will be given a handsome wedding present on behalf of the staff at the executive offices on his return from his honeymoon, between the 20th and 25th.

Edmond F. Sause, assistant manager of the Columbia Co.'s export department, will cease to be a

marriageable young man on October 25. The wedding takes place in Brooklyn, N. Y., his home, and his fiancée is one of the leading young ladies of that fashionable section known as the "slope."

After an absence of several weeks, Ralph L. Scott, of the Columbia Co.'s legal corps, returned Monday from a recuperating period in Vermont. He looks fit, and will tackle the next talking machine case—there are several pending—with vigor.

NEW U-S HORNLESS MACHINE.

Cabinet Model to Sell for \$50 Soon Ready for Market—Business Good in the East—Travelers on the Road.

The U-S Phonograph Co., Cleveland, O., will soon have a \$50 hornless cabinet machine ready for the market. They expect to ship their new product, a finished piece of mechanism and elegant cabinet work, about October 1. Word has been received at the New York office, 7 Union square, in charge of E. E. Prarie, from a shipment to Panama, I. P., through an export house, which is to the effect that a good trade will open on the U-S goods throughout the Isthmus, especially on the canal zone.

Business is reported excellent in the eastern territory, being very good during the summer. West and south the same reports prevail. The field controlled from the New York office is now being diligently and industriously looked after by the entire corps of travelers, who are now on the road. This section includes Connecticut, the southern part of New York State, Pennsylvania out to Harrisburg, New Jersey, Delaware, Maryland and Virginia. The other distributing points are Boston, Cleveland, Indianapolis, Atlanta, Chicago, St. Louis, St. Paul, Dallas, Kansas City, Denver and San Francisco.

K. D. Bishop, president of the U-S Phonograph Co., was a visitor at the New York office for a week recently. He was greatly pleased with the manner in which the place has been arranged for the display and demonstration of the line.

REPORT ACTIVE BUSINESS.

G. T. Williams, manager of the New York Talking Machine Co., 81 Chambers street, New York, said this week that business for the fall was opening up brisk and active. A number of very desirable dealers—for the trade at large—had been created by the company, to whom substantial initial orders had been sold. The outlook was exceedingly bright for splendid business for the remainder of the year. The factory, Mr. Williams continued, had commenced shipping the new Victrolas, and No. IV was receiving a rousing welcome. He goes away for a hunting and fishing trip to North Carolina the latter part of the month.

The display window on Chambers street—the store runs through the block to Reade street—is being remodeled and deepened in order to show goods off to better advantage. The unsightly iron supporting pillar that runs up through the window is to be encased in quartered oak in harmony with the other woodwork of the premises.

LOCK OPENED BY VIBRATIONS.

Englishman Invents Lock That Will Open Only to Tune Whistled or Sung—Each Lock to Respond to Different Vibrations—Possibilities of Trouble Great.

If the recent invention of Thorne Baker, an Englishman, comes into popular use, the future burglar must forsake the jimmy for the tuning fork to break into houses. For the invention is a lock that only opens in response to the notes of a particular tune.

The invention is no more curious than its origin. Mr. Baker was irked by the necessity of unbolting his bedroom door to admit the maid with early morning tea, so he bethought him of ways and means to open the door with the least possible effort. Whistling seemed to represent a minimum of exertion and he went to work on that basis.

The solution is a comparatively simple electrical device. An electro-magnet draws the bolt when a current passes through it. To complete the circuit and draw the bolt it is necessary that a piano wire and a platinum point, ordinarily separated by a minute distance, shall meet.

By sounding the note, or one of its octaves, close to the wire a vibration is set up, the wire and the point meet, and the bolt flies back.

A sounding drum may be used instead of a tuning fork. A stretched membrane may be caused to emit the desired note by a microphone telephonically connected with a distant mouthpiece. Or a bell may be used instead of a drum.

In the new regime of musical bolts and bars this will present problems only to be solved by time and experiment.

What, for instance, of the woozy gentleman who arrives home just before dawn and wishes to make a quiet entry?

In the old days of the latchkey there were, of course, difficulties. The elusive keyhole might wander irritatingly up and down the surface of the door and hide at last behind the impregnability of the doorknob. But let the keyhole once be cornered and the rest was easy.

The lock that only opens to music is another matter. Suppose a cunning wife has the door fixed up with a nightlock whose bolt only draws to the notes of "We Won't Go Home Till Morning" shouted at the top of one's voice? Even the meekest of husbands could be convicted of inebriety on a mere statement of the facts, if he were to be caught out after 9 o'clock.

Again, what of the tumblers that only tumble to some difficult operatic air? What husband, after a night of conviviality, could be expected to remember anything more difficult than "Home, Sweet Home," or "Rocked in the Cradle of the Deep?"

The "rah, rah, rah!" of college youths, delivered in front of a bank, may constitute a felony and promiscuous whistling on the streets a misdemeanor. And the clever musician could probably warble his way out of any prison in the world!

WILLSON IS ENTHUSIASTIC

Over the Remarkable Advance That Has Been Made by the Columbia Co. During the Past Two Years.

When H. L. Willson recently resumed his former position as assistant to George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, he sent the following letter, expressive of his enthusiasm on the remarkable advance in the company's business, to the jobbers and distributing agents:

"The writer takes this opportunity of expressing to managers his enthusiasm, on returning to the service after a two-year absence, on the remarkable advance that has been made by the company in every department. It is impossible to detail here all the improvements that are noticeable to me; but among the most striking are the unequaled quality of our product, both machines and records, the excellent service given by the factory in prompt deliveries, etc., the aristocratic tone of our advertising, the hearty co-operation on the part of everybody, and the general increased strength of the

company have its formal opening to-day (September 15). V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, negotiated this important sale.

"I saw a statement from the factory manager this morning (August 31) which would indicate that orders for popular types of machines are being filled in a most satisfactory manner, which I understand is but an example of the general good service you are receiving from the factory. You have probably felt these improvements coming along for the last couple of years, and their force has not been as noticeable to you as it has been to me under the conditions I see it. I feel sure that a short review of what has been accomplished in the direction of the above suggestions is as gratifying to you as it is to me, and I hope you feel the same enthusiasm and optimism that I do."

NEW CONCERN IN NEW YORK.

The Plaza Talking Machine Co. Have Opened with the Victor Line at 5th Avenue and 59th Street.

The Plaza Talking Machine Co., Fifth avenue and Fifty-ninth street, diagonally across from the fashionable Hotel Plaza, New York, one of the prettiest stores in the city, opens to-day (September 15), handling the Victor line exclusively. The fittings are in white enamel, gold trimmed, parquet floors and an abundance of plate glass. Four booths have been installed, with double glazing of plate glass, 10 by 12 inch panes, giving a massive effect. The store is 20 by 100 feet. The company is composed of H. P. Low and J. Romaine Brodhead, with the business under the management of Miss Nelly Handley, experienced in the line, and who is spoken of by V. W. Moody, who landed the order for the New York Talking Machine Co., in the highest terms for her cleverness and marked ability.

CHALMERS CO. OPEN IN EAST ORANGE.

The Chalmers Co., under the direct management of W. H. Chalmers, the president and chief owner, formerly of the Bremner-Chalmers Co., New York, etc., is a new concern in East Orange, N. J., selling the Victor product only. The place is located at 588 Main street, with a store 25 by 125 feet, decorated and fitted out in white enamel and double-glazed plate glass demonstrating booths, hardwood floor and harmonious furnishings. The

company has its formal opening to-day (September 15). V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, negotiated this important sale.

HISTORIC MEXICAN RECORDS

Made by the Columbia Phonograph Co. to Commemorate the Changed Political Conditions in the Land of the Montezumas.

Apropos of the recent Mexican revolution, of which echoes are still heard, the export department of the Columbia Phonograph Co., General, New York, have just issued a special list of double disc descriptive records, six in number. The bulletin, of which the cover is illuminated with the national colors of the Republic, and a miniature photo of Francesco I. Madero, the hero of the insurgents, is entitled "Episodios Historicos Mexicanos Acontecimientos de la Revolucion Maderista."

The company brought a number of Mexicans to the New York laboratory, where the recording was done, and which include four band selections specially written for these records, which recount the deeds of valor accomplished by the revolutionists and a description of the important battles fought to overthrow the Diaz regime. In a measure these records are intended to be educational, as they further explain the meaning of the movement for the liberation and future welfare of the Mexican people. The records were made and shipments made last week—including the necessary list and other literature—inside a month. This is quick work. The demand for these records is reported as extraordinary.

PEASE CO. HANDLING VICTOR LINE.

The Prominent Piano House of New York Open Victor Department in Their Warerooms on West 42d Street.

The New York Talking Machine Co., 81 Chambers street, New York, shipped their initial order—a good-sized bill—to the Pease Piano Co., 128 West Forty-second street, last week. For the present they will have a talking machine department in their New York store, handling the Victor line exclusively. G. A. Scofield, general manager, will give it his personal attention. Handsome booths are provided for demonstrating, and the stock will be adequate and up-to-date both in records and machines. The department is ready for business to-day (September 15). The window signs are strikingly artistic.

OUR POSITION AS MAKERS OF CABINETS FOR DISC AND CYLINDER RECORDS

Right off the reel we want every jobber and dealer to understand that The Udell Works, of Indianapolis, Ind., will not slight the quality of any Cabinet in order to make it come within a certain competitive price. With all the advantages that any manufacturer in this line has we are able to figure just as close. Our margins are extremely low. In fact with some of the "leaders" or what we term "sweeteners" we frequently just break even. Now here is the point—we are not working for to-day's order and then that ends it. It's *repeat* orders that mean something to *us* and they mean just as much to *you*.

We offer for your consideration a brand new line of *Table Cabinets* in Mahogany and Oak either with or without albums. These Table Cabinets to fit Victrolas IX, X, and XI. The New Victrolas IV, VI and VIII will have Cabinets to accommodate them in The Udell Line.

Our stock of Cabinets for Victrolas IX, X and XI and all Victors is in splendid condition for filling orders.

Obviously there is but one course to pursue. Write to-day to

THE UDELL WORKS, Indianapolis, Indiana

These Two New Columbia Non-Com

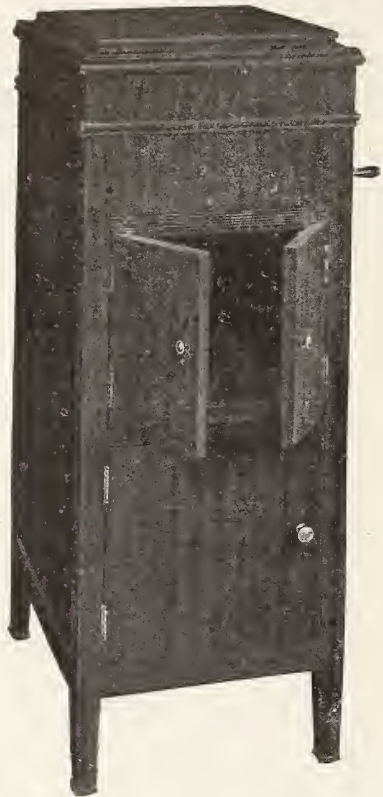
Nothing under \$150 is
in the same class.



The "Mignonette"

Price, \$100

An Upright, Fully-Cabineted Columbia
Grafonola, Self-Contained and Complete.



Any man who can read a sign-board can see what
show window of the Columbia dealer.

There is nothing else in the market to fit the story
the story of the \$50 Columbia Grafonola "Favorite."

The demand for just such instruments as these, a
the only selling of them the Columbia dealer
ready to demonstrate.

A clear **buying demand** is responsible for every
idea of manufacturing convenience. We know
the public **wants**.

THE COLUMBIA GRAFONOLA "MIGNONETTE," Price, \$100:

Here you have, offered for the first time, for an expenditure of less than \$150, an instrument that is not only wholly self-contained but that stands on its own base, providing ample space for the mechanism, for the tone-chamber, and for an extensive repertory of records easily accessible and protected from damage.

The "Mignonette" is a **success**. No better tonal quality has ever been achieved in any instrument. The reproducer, the tone arm, the scientifically correct principle of sound-wave reflection and projection, the silent, powerful, invariable motor—all contribute to its perfection. The mahogany cabinet, straight-lined, dignified and pleasing, stands 43 inches high from the floor, on slightly tapered brass-footed legs, and measures 16½ inches wide and 21½ inches deep.

We have been fairly positive in our predictions for some time past, and if you will then, hear a prediction: In these two types of the Columbia Grafonola we have again the "Mignonette" and the "Nonpareil" are bound to lead the market straight through the Faland of an easily handled and continuously profitable record business.

Now watch the market, and see the y

Columbia Phonograph Company,

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Art
Dealers Wanted: Exclusive selling rights

Grafonolas Are Practically Competitive



Nothing at \$150 can
compete with it.



The "Nonpareil" Price, \$150

An Exclusive Model, with Several New
and Exclusive Features.



happen when these two instruments go into the
and they are designed to satisfy—it is going to be
right over again.
e prices, is so distinct that for a long time about
ve to do will be to spread the news that they are
both of them—price and all—not a mere factory
ely that we are offering the public precisely what

THE COLUMBIA GRAFONOLA "NONPAREIL," Price, \$150:

Here is, for \$150, an instrument which is \$50 above the Grafonola "Mignonette" in the little individual details of finish and construction (points which are hard to show here, but which are instantly apparent in the instrument itself) and yet which is \$50 below competitive \$200 class only in its price. Many of the features of the "Nonpareil" are new and unique. The record-compartment contains a group of permanent hinged albums, each separately indexed and each swinging out and down—the most convenient means of selecting and replacing records ever devised. The total record capacity of these albums is 60 Double-Disc records (120 selections). A handsome loose-leaf index book, alphabetically arranged and leather bound, is furnished with the "Nonpareil." The top-table is covered with crimson silk velvet, clamped with a nickel rim, and is level with the top of the open cabinet. The entire cabinet is of brilliantly piano-polished mahogany, standing 44½ inches high, 18 inches wide and 22 inches deep.

We believe you will admit that events have proved that we understated every time. Our fast increasing list of musical stars, may serve you as reminders. Once more, initiative in meeting a demand that is as evident as it is surely profitable. The "Mignonette" man who buys either of them will be permanently satisfied—and that's the basis

Share your share of the best of it.

11, Tribune Building, New York

of the Fundamental Patents.
where we are not actively represented.

Largest Manufacturers of Talking Machines in the World.

INDIANAPOLIS GLEANINGS.

Business Prospects Improve—Columbia Grafonola Regent Attracts at Fair—The Detective and the Dictaphone—Excellent Demand for Victrolas—Musical Echo Co.'s Victrola Display at Fair—The News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1911.

The past month has been only fair in the talking machine line in Indianapolis. However, the long drouth of the summer was broken toward the end of the month with good rains and the dealers feel greatly encouraged. Most of them predict a good fall trade.

The Interdenominational-International County Fair given at Wonderland Park by the churches for charity was one of the big events of the last month. In one of the buildings a Columbia Grafonola Regent was shown. A sign outside announced that ten cents admission would be charged and a good business was done. Mr. Morgan, of the Central Union Telephone Co., had two or three barkers out in front and it was one of the big attractions of the fair. The show caused a large number of inquiries for machines, and as a result the Columbia branch made several good sales.

A few of the prominent business schools of the city have taken up the use of the dictaphone as a branch of study.

Claud Spring, of the Dictaphone Co., was assigned to the charge of the dictaphone exhibit at the Indiana State Fair. The company is looking forward to some good out-of-town business as a result of the exhibit.

A good story is told in Indianapolis about William J. Burns, the detective and the dictaphone, as illustrative of the wide knowledge of Burns in different lines. One of Burns' experts found out that one of the men under surveillance in the dynamiting cases used a dictaphone. He thought it would be clever work if he could get hold of some of the records that had been made by the suspect. He unfolded his scheme to Burns. Burns told him that before trying the feat he should take a look around the offices of the suspect and see whether there was anywhere a short square black box on legs. The box is a "shaver" Burns explained and he said that if the operative found such box he needn't look any further for records made by the suspect. The operative made a search and, sure enough, he found the "black box on legs."

Thomas Devine, manager of the Columbia Phonograph Co. here, is well pleased with the new model Louis XV. Grafonola just received. Mr. Devine says this type of machine undoubtedly has made a big hit with the class of customers who are well fixed financially—those who have music rooms in their homes. The machine has a good appearance and excellent tone and he believes it will prove to be a good seller.

The Wulschner-Stewart Music Co., who handle the Victor machine exclusively, predicts a good fall trade. There has been an excellent demand for the Victrola and the company has been unable to get enough from the factory to supply the trade. The record business has been fairly good for the last month with the Wulschner-Stewart Co. This company have stocked up heavily for the fall trade. New goods have been shipped in from time to time throughout the summer and the company also have been putting in new dealers from time to time. A vigorous campaign will be made for the fall trade.

Speaking of the record business, Mr. Barringer, of the Wulschner-Stewart Co., said that the demand almost constantly is for the better class of music, thus showing that talking machines are sold to the rich as well as to the poor.

The Musical Echo Co., Victor representatives exclusively, have been having a big demand for the Victrolas.

The Musical Echo Co. planned to have a Victrola exhibit in the Fine Arts building, one of the best and most centrally located buildings on the fair grounds.

Miss Katherine Shinness has joined the forces

of the talking machine department of the Aeolian Co., who handle the Victor line. The Aeolian Co. did not have a talking machine booth at the State fair. It was not believed that the sales resulting would be commensurate with the expense.

MOVE IN RIGHT DIRECTION.

The Action of the Victor Talking Machine Co. in Regard to Credits Wins Approval.

The step taken by the Victor Talking Machine Co. relative to the credit of dealers with distributors is one in the right direction. Distributors have been imposed upon in this respect times out of number, and it would be superfluous to go into details to prove the wisdom of this latest and best expression of the company's policy. The National Association of Talking Machine Jobbers have discussed this burning question in executive session frequently, and doubtless the Victor Co. have given them a helping hand and a strong one in formulating the new rules which will apply, and so place fair-minded, enterprising and energetic distributors on a better basis in extending credit to dealers who are prone to "shop around" to see where they could obtain the longest and easiest terms, and then abuse even them by switching their orders elsewhere when a settlement of account was requested. A second move to be likewise commended is the prohibition by the Victor Co. of advertising goods in advance of having stock on hand. As the company clearly points out, injury has been done them and Victor dealers by premature advertising of product that the factory has been unable to deliver on account of the congestion of orders.

CHICAGO DEALERS MEET.

Postpone Election of Officers of the Talking Machine Association Until November—Campaign for New Members Now On.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 11, 1911.

At a meeting of the temporary organization of the Chicago Talking Machine Dealers' Association at the Great Northern Hotel this afternoon, it was decided to postpone the election of permanent officers until the November meeting and in the meantime a systematic campaign will be made among the dealers outside the loop in order that as large a membership as possible be secured so that the new officers when elected will be thoroughly representative of the wishes of the trade. On motion President E. T. Vandermark appointed the following committee to visit the dealers. They were provided with application blanks and statement of objects prepared by Secretary J. S. Reynolds. E. J. Melich will see the dealers on the southwest side from Madison street south; E. B. Selbman will cover the northwest side, and H. Reichardt the northwest side. On the request of those present Mr. Vandermark will see the south side dealers himself. It is expected that a goodly number of applications will be ready for submission at the next meeting, which will be held the second Monday in October. The afternoon's meeting was an interesting one, and many topics of interest were discussed. They covered matters closely allied with the announced objects of the organization, which are as follows:

Installment Sales. Establish a reasonable minimum advance and weekly payment.

Advertising. Prevent misleading, "fakey" and "garbled" advertising of talking machine goods.

"Cut Outs." Measures to prevent the use of this market as a "dumping ground" for "cut out" or discarded machines or records.

"Price Cutting." Association members to cooperate with the manufacturers in preventing direct or indirect cutting of prices on talking machine goods.

"Peddling Evil." Factories to be requested not to furnish, nor permit to be furnished, goods at discounts to any but bona fide dealers, carrying representative stocks and possessing suitable places in which the display and demonstrate talking machines.

Two new members were admitted: Joseph Jiran, 1333 West 18th street, and M. Gewold, 1146 South Kedzie avenue.

EDISON'S FAVORITE INVENTION

Is the Phonograph, the Improvement of Which Has Ever Received His Personal Attention—The New Machine and Record Ever Under Observation.

It is a small matter, perhaps, but it is a grave injustice to Thomas A. Edison, Inc., to spread the report that Mr. Edison no longer gives his personal attention to improvements in the phonograph. Everyone knows, who is at all familiar with the subject, that the phonograph is the favorite invention of Mr. Edison, and in first announcing it to the world he made certain written predictions regarding its practical utility, besides its entertaining and commercial features, which have not yet been fulfilled, but are bound to come. The distinguished inventor, who is now receiving no end of compliments and flattering attention during his European visit, is a stickler for details—in fact, he is described by his intimate laboratory associates as "finical to the point of fussiness" in this particular. That means he never has permitted anything, no matter what, to bear his name unless it has received his personal supervision and suggestion, if not actual work. Therefore in regard to the forthcoming disc the trade may rest assured that in every step in its improvement toward perfection Mr. Edison's ideas have been followed and worked out by his able corps of assistants. The product bears his impress at every stage of its development, and when he went to Europe on August 2 the series of experiments had been closed and the lines on which the goods were to be manufactured were determined upon by him in person and adopted by the corporation. By the way, the "Wizard" will be home late this month.

THE PHONOGRAPH.

Of all the marvels of the "Thousand Tales"
Told in the long ago Arabian Nights—
None more than that of young Aladdin's Lamp
The wondering—youthful listener delights.

Which of us has not dreamed of mystic lamp
That at the slightest rub or touch of hand
Calls to us from the mystic realms of space
A Genii quick to serve our least command!

And yet, has not this dream a counterpart
Even in this materialistic day?
Do we not summon spirits of the past
For our delight—to while the hours away?

By shift of tiny lever we may call
Dead divas to our fireside to sing
Or mighty organs—long since broken up
Awake old memories to echoing.

Great statesmen—dead and crumbling into dust
Are summoned to us at our least desire,
And in well rounded period and phrase—
Rekindle all our patriotic fire.

Once, only kings their own court jester kept,
With merry nonsense to drive care away;
The humblest citizen among us now
May summon scores of jesters any day.

The vibrant Orchestra, the crashing Band.
The sweet strains of the Stradivarius
The merry jest or the pathetic song
Come at command to soothe or solace us.

Aladdin's fabled lamp burns low and dim
Besides this triumph of a wizard brain
But those who know this mystic, weird machine
Return and live in Fairyland again.
—Geo. L. Buttrick, in The New Phonogram.

Sent Free on Approval

Send your name and address and we will mail sample Velvet Tone Needle Balance on three days' trial.



Patented June 28, 1910

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preserving the records from the wearing and cutting edge of the sharp needles used, you may return it to us. If you are satisfied that it prevents abnormal wear on your records and does all we claim, send us your check for \$1.30.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor. Made in either gold or nickel. Retail price, \$2.

Booklet on application. Discounts to the trade. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

THOMAS A. EDISON IN EUROPE

Tour of Great American Inventor Throughout Europe Attracts Unending Attention—His Personality and His Opinions the Subject of Much Consideration—In Going About Europe His Estimate of Foreign Races is Governed by Their Capacity for Work—He is Merciless Toward Idleness—Considers the Anglo-Saxon Race the Highest Motive Force in Civilization—Wherein He is Like and Unlike the Great Napoleon—Enjoying His "Outing."

Thos. A. Edison, who is now enjoying an outing in Europe, is attracting attention wherever he goes. The great American is interviewed by newspaper reporters at almost every stop. When recently captured by reporters in France he said:

"My general impressions of France," he said, "are so far restricted to the unbounded pleasure of motoring at ease over its fine roads, which I consider superior to those of any country I have yet visited. I confess I was often tempted to speed a bit, as I had no longer to fear the redoubtable Irish policeman.

"I don't sympathize much with Roosevelt in his laudation of numerous progeny. The French are wiser, I think, in contenting themselves with fewer children and being able to provide them with a proper scope for earning their livelihood. No, I'm not a Malthusian; I don't believe in the agency of war in keeping down the population, though I think if France had another tussle with another country its wonderful intelligence would go far to meet superior brute force.

"I believe in mind as superior to matter. The keenness of the French mind is shown in so many directions; even in such a manner as asking one's way along an uncertain road, when one always gets a clear answer.

"On leaving Boulogne we made one-day stops as a rule, taking in Rouen, Caen, Rennes, Mont Saint Michel and Saint Malo, where I didn't cross over to Dinard, as I have no fancy for these fashionable watering places, but little Saint Malo particularly caught my liking, with its rough walls and queer old crooked streets.

"From Brittany we went down to Tours to do the chateau district, from that center visiting Chinon, Caux, Azay-le-Rideau and Amboise, at which last place I made a delightful discovery, for there I came upon the tomb of Leonardo da Vinci, whom I consider as great an inventive genius as ever lived; in fact, he left very little for others to originate. Even the germ of the modern airship is among the products of his extraordinarily versatile mind.

"After Paris we will go by easy stages to the south of France and along the Riviera and up through Switzerland to Germany, a trip covering about five weeks. No, I don't intend to include the Turin Exhibition, though I understand it has a fine electrical demonstration. I've had enough electricity for the present. As you know, I'm really here for rest and recreation, though my health is as good as ever. I go to bed fairly late and often get up before 6—an old habit of mine."

The reporter then gives his personal impression of Mr. Edison:

"Mr. Edison, who spared these few minutes of hasty talk before removing the stains of travel, was a sturdy example of his old age theories. His hair, while gray, is still abundantly thick, and the twinkling blue eyes of youth looked out from a face as ruddy as a Normandy apple. Although fatigued from his journey, Mr. Edison before turning in could not resist taking a little airing in the direction of the Champs Elysees, whose illuminated vista owes its nocturnal brilliancy to his electrical genius."

In his journey through the Swiss mountains, Mr. Edison had a narrow escape from disaster. His chauffeur took a wrong road and reached the side of a steep cliff before discovering his error. The view below was interesting, but not good traveling for an automobile party. On solicitation farmers supplied oxen to haul the automobile into the straight and narrow path, and the contrast of primitive and modern power represented seemed to afford Mr. Edison much amusement, and his witty remarks in this connection were enjoyed.

After an hour's delay the party started on the way to Interlaken, but at moderate speed, the in-

ventor consenting to slack up on the ground that the scenery deserved more leisurely notice.

"It is the finest mountain panorama we have yet seen in our European travels," he declared enthusiastically. "It is the first that has come up to my expectations."

Mr. Edison has great faith in the Anglo-Saxon race as the highest motive force in civilization.

"Did I tell you," he asked the World correspondent, "of the loom test proving the relative degree of mentality in people? Well, there is an intricate weaving machine, so perfect in operation as to only require the general supervision of one man. Now, it has been demonstrated that an American can guard sixteen such machines, an Englishman twelve, a German ten, an Italian eight and a Chinaman merely three. That is how to rate the degrees of brains in different peoples. The test is scientifically accurate.

"It shows that we have the quickest brains going. We are natural inventors. The world owes its practical advance to us. California is particularly wonderful. The people of that State are extraordinary. What an influence a particular locality has on its inhabitants, especially where they're pioneers. The Californians are the only men the Swiss could teach nothing in applying water power.

"Next to us the English have the best practical brains. I like the English. I admire their institutions and statesmen; how the country is run. But the trouble with them is that they are lazy. Imagine our business men dropping work to go out of an afternoon to play golf and other games. The English talk of loving sport, but the real reason they take so much exercise is that their over-eaters have to work off all the beef and porter they consume.

"I hear a great deal of talk about their chauvinism and desire for British industry for the British people. But I notice that when they can buy goods in America cheaper than in Glasgow patriotism doesn't prevent them saving their shillings.

"The French are a saving people, perhaps as saving as any in the world. Their virtues are oddly mixed up with their vices. They have savings, but they have to put the money out at foreign interest. Land investment with them is practically nil. Going

through that country I was struck with the lack of any new buildings going up. With them it is a case of 'construction account closed,' as we say in America."

Mr. Edison is enjoying his outing in the hearty fashion of a schoolboy. Whenever his motor stops by the roadside he challenges his younger son, who is thirteen, to see which can gather the greatest variety of wild flowers for Mrs. Edison before the car starts again. Occasionally the Wizard of Science races down the steps of a hotel with his two sons. His boyish face, framed with gray, almost white, hair, his athletic figure clad in a pongee dust coat, excite great curiosity even where his personality is unknown.

The inventor received a flattering tribute from Austrian soldiery September 9 as he continued his journey from the famous grape-cure resort, Meran, to Cortina. At Meran, so beautifully situated, which Edison admired for its magnificent hotel and its theater and marble bathing establishment, his party was joined by his son-in-law, Major Oeser, of the German Army, and Mrs. Oeser, who will make the rest of the tour with him. At the village of Predazzo troops are quartered for the autumn manoeuvres, among them the celebrated Innsbruck Mounted Guard and the famous Tyrolean Jaeger corps trained for mountain climbing. The party halted at Predazzo; Major Oeser, who is well acquainted with the officers of the regiment, introduced them to Edison and all joined at mess at the hotel, where Edison's health was drunk with enthusiasm. Edison has always been a "hustler." Seeing the great inventor "laughing in his easy chair"—for Edison has never forgotten how to laugh—one realizes that this European easy chair he is filling during a few weeks of travel does not fit him by nature. Easy chairs have been superfluous things in his busy career. He personifies activity by his keen, clear eye, his strong, determined mouth, by every line of his striking face. Having won a fortune on which to retire if he liked, he chooses to work on for work's sake, despite his serenely acknowledged sixty-five years. Edison will always work, not as some people work, counting a few hours a day a worthy maximum, but with his whole extraordinary soul of energy that reckons eighteen out of twenty-four hours a commonplace average of toil.

Edison is a great believer in what science will still give the world. "We have just begun to exploit the possibilities of the world's resources," he says. "Science, which is to-day what religion has been in the past, is only in its infancy. In fact,

(Continued on page 32.)



Condon-Autostop

PATENTED

A Fool-Proof Automatic Stop

The one vital defect in the disc talking machine is the absence of a really reliable, practical and effective device for stopping the record automatically. This want has now been supplied in the CONDON-AUTOSTOP.

Enterprising dealers should be able to sell the CONDON-AUTOSTOP to every one of their customers, present and prospective, because it is a necessity to the enjoyment and perfection of the talking machine. It is simple to operate, reliable in results, saves time, trouble and inconvenience for those who use the talking machine. No counting, figuring, marking or measuring is necessary.

The CONDON-AUTOSTOP is not an experiment, but a demonstrated success. The energetic dealer can make this device one of his biggest and most profitable sellers. Write your jobber.

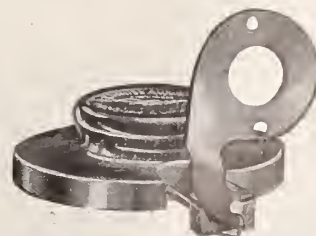
Condon-Autostop Co.

25 BROAD STREET, NEW YORK, N. Y.

John F. Talmage, President

Wm. A. Condon, Secretary and Treasurer

IT STOPS RIGHT THERE!



THOS. A. EDISON IN EUROPE.

(Continued from page 31.)

science is the only religion, for it is founded on the search after truth. Imagination is incapable of picturing what the world will be like in a hundred years or so through the offices of science."

And in his passion to contribute to that wonderful future of the race by means of the hundreds of ideas still teeming in his brain Edison finds life too short. "There is so much to do, and life is so short," is the cry of his later years as it was of his youth.

In going about Europe this summer his estimate of foreign races is governed by their capacity for work. He is merciless toward idleness. His quick eye notes the laborer on the highway and the energy with which he is performing his task. "An American workman would do that in half the time," is his impatient comment as he sees some European toiler languidly plying his tools. To him a waste of time is little less than a crime.

"The world needs everybody's best energy to bring it out of its present benightedness," he says. "Every man's shoulder should be at the wheel." In this as in all else, Edison is American all through. He espouses the gospel of labor as life's only salvation. It is one source of his pride in the nation to which he belongs that scientifically tested, an American is capable of more work than one of any other people.

Where others count mile posts in traveling, Edison counts the number of schoolhouses he passes on the highways of Europe. In them he sees the promise of the future; and among his many other schemes for the benefit of his age those concerning problems of education take a forward place. He seems always to be trying to make you forget that he represents the highest landmark of modern scientific progress. There never was a more modest man. Yet his modesty cannot conceal his outward marks of genius.

It is an interesting coincidence of physiognomy that the upper half of Edison's head closely resembles that of Napoleon. There is the same beautifully moulded brow, over which falls that strand of hair made famous by Houdon's busts of Napoleon. Both stand as generals of forces—Edison mastering the mysterious forces of nature as Napoleon directed the energy of vast armies. But Napoleon's genius was destructive; Edison's has been constructive.

Experienced Man Wanted.

Experienced man familiar with manufacturing end of phonograph business desired for foreign employment. Address Oudwin & Oakley, 45 Broadway, New York City.

Salesman Wanted

Salesman wanted for Victor retail store in New York City. X. Z., care of Talking Machine World, One Madison avenue, New York City.

Salesman Wants Position.

A Talking Machine Salesman is open for an engagement with a high-class firm in New York City; has a thorough knowledge of the business and is an earnest worker; highest credentials from leading members of the trade. Address "X. Y. Z.," care Talking Machine World, 1 Madison Ave., New York City.

Opening for Salesman.

A splendid opening in first-class house in New York City for young man who can sell Columbia Talking Machines, and assist in the music roll department. Address, with references, experience and salary expected, "Box 456," care Talking Machine World, 1 Madison Ave., New York.

Victor Racks for Sale.

For Sale—20 wire Victor racks, cost \$5 each, will sell in any quantity for \$3 each, each rack holds about 500 records. "RACKS," care of Talking Machine World, One Madison avenue, New York City.

Swaps.

1912 motor cycle, first-class make, for zophonone single side records or Columbia single side records or Peerless records. Address DENINGER, 335 North Street, Rochester, N. Y.

CHEYENNE INDIANS INTERESTED

In the Phonograph—Are Large Purchasers of Edison Machines in Oklahoma—Show Preference for Band Records—Make Their Own Records Also.

Recently Thomas A. Edison, Inc., received from C. H. Smack, a dealer at Watonga, Okla., a series of pictures showing the interest the Cheyenne In-



GROUP ON CHEYENNE RESERVATION (MR. SMACK IN CENTER.)

dians have taken in the phonograph. The reservation is near the town, and while Mr. Smack has made a number of good sales of machines and records to the Indians, he also seized the opportunity to secure records made by the natives, which would prove valuable in various ways.

The result has been the accompanying photos,



STANDING TWENTY AND BLACK BEAR PREPARING TO MAKE A RECORD (GEO. ROARING BULL, OPERATING).

which have appeared in the Edison Phonograph Monthly. The Indians are great lovers of the phonograph, in common with barbarous and semi-civilized people everywhere, who regard the mysterious emanation of speech and music from the horn with awe and wonder. The Cheyennes are particularly fond of band records, but their great-



INDIANS PREPARING TO DANCE TO MUSIC OF PHONOGRAPH (GEO. ROARING BULL, OPERATING).

est pleasure is in the recording of "home-made" records in their own tongue and voices. These Indian records are not to be commended for their brilliancy, as they are very faint at times, but the tom-tom and howls are recorded faithfully. This where their stolid countenances relax and their appreciation is evident.

LANDAY BROS. ACTIVE.

Victor Distributors Find Present Trade Excellent and Outlook Bright.

Landay Bros., the well-known Victor distributors of this city, report that their business, both retail and wholesale, is showing up in a very satis-

factory manner and that the prospects for the coming months are excellent. They have completed plans for renewing their daily advertising in the newspapers on a larger scale than formerly and, by reason of results, have great faith in that form of publicity, when carried on consistently and persistently. The prominent location of the Landay Bros. showrooms permits them to draw from what is considered the highest class of retail trade in the city.

COMMANDMENTS IN ADVERTISING.

The Ten Commandments for Success in Any Scheme of Advertising, as Set Down by C. M. Wessels in Printers' Ink.

I.

Don't make up your own advertising schedule—proverbially, "the man who is his own lawyer has a fool for a client."

II.

Don't write your own advertisements; you have an axe to grind and can't hide it. You are prejudiced. You look at your proposition from the viewpoint of the seller—you're not after the seller, you want the buyer.

III.

When you employ an advertising man, don't force him to please you with copy—he isn't trying to sell you anything. If the copy brings results, that will please you so much it won't be necessary for the copy to please you.

IV.

If you employ an advertising man to do it, let him do it. It would be foolish to get a physician to prescribe medicine for you only to throw it out of the window and prescribe for yourself.

V.

Don't use small space. When you're addressing an audience, it is unwise to talk in a whisper, few will hear you; if you can't use good size space, to talk out loud, sit still.

VI.

Don't "test out" the value of advertising with one or two insertions. There are a lot of heavy-weights on the ice. If it bears them, it will bear you. There's no use testing a thing which you see working.

VII.

Don't quit after a few insertions. The man who courts a girl for a few weeks and quits, because she doesn't fall into his arms, is simply leaving the field clear for the other fellow. It takes time, attention and persistency to win a girl—trade is just as coy.

VIII.

Don't use a bad illustration in expensive space—you wouldn't buy a lot at Broadway and Forty-second street and build a shanty on it.

IX.

If your first year's advertising doesn't come up to your expectations, don't quit. If you want to build a twenty-five story business, don't stop at the foundation.

X.

If you are not dead sure your product will repeat these commandments are not intended for you; you are not ready to advertise.—From a Boston Convention address.

SERVING OUT HEAVY FINE.

In the case of one Greenberg (he also has several other names, as was disclosed at the trial), who was convicted of infringing the Berliner patent, cutting prices, etc., by the Victor Talking Machine Co., Camden, N. J., and subsequently became guilty of contempt of court for evading its orders, was finally lodged in jail. He was fined \$1,500 for contempt, to stand committed until paid, with a leeway of one day to make payment. Reports say that Greenberg then disappeared, but eventually he was apprehended by United States Marshal Henkel, and served a term of imprisonment sufficient to enforce the edict of the United States Circuit Court, New York City. W. V. Moody, assistant sales manager of the New York Talking Machine Co., New York, also gave valuable aid to the officers in the apprehension of the culprit.

TIMELY TALKS ON TIMELY TOPICS

As will be noted in The World's European department, the House of Commons has enacted a new copyright law, which has also received the sanction of the House of Lords and been approved by King George. The provisions affecting the talking machine trade were published in full in the August issue, the only change being a modification of the retrospective clause. The royalty charges for copyright reproduction privileges of the British act differ only in kind from those stipulated in the United States statute, and the author or composer is not obliged to grant rights other than as he sees fit. A prominent music publishing house representing in this country a number of European concerns which control the copyright of a majority of the modern operas in America, and having close English affiliations, refused to accord any concessions to the manufacturers of records here, on the score that the Federal law was unconstitutional, on account of the manner in which compulsory royalty fees were arranged under certain conditions, may now study the new copyright law of Great Britain and Ireland! Perhaps the publishers might now change their view, as practically the same provisions—only less liberal—are in this act of "dear old England," where, according to its children in all parts of the world, everything is the best and comparisons with other lands and their laws, it may be added, are odious.

Still another event in which the trade are interested is the recent conference of the Industrial Union for the Prohibition of Industrial Property, held in Washington, D. C., relating to trade-marks, patents and designs. More than 75 delegates, representing 40 nations—the leading governments of the world—were in attendance. Among other agreements subsequently formulated and signed by all the powers, were the following: "The subjects or citizens of each of the contracting countries shall enjoy in all the other countries of the Union, with regard to patents of invention, models of utility, industrial designs or models, trade-marks, trade names, the statements of place of origin, suppression of unfair competition, the advantages which the respective laws now grant or may hereafter grant to the citizens of that country. Consequently, they shall have the same protection as the latter and the same legal remedies against any infringements of their rights, provided they comply with the formalities and requirements imposed by the national laws of each State upon its own citizens. Any obligation of domicile or of establishment in the country where the protection is claimed shall not be imposed on the members of the Union. * * * The patentee shall be obliged to work his patent according to the laws of the country into which he introduces the patented objects, but with the restriction that the patent shall not be liable to forfeiture because of non-working in one of the countries of the Union until after a term of three years from the date of the filing of the application in that country, and only in case the patentee shall fail to show sufficient cause for his inaction. Every trade-mark regularly registered in the country of origin shall be admitted to registration and protected as that in the other countries of the Union." This marks a great step forward in the progress of international commercial relations in the line of much needed protection.

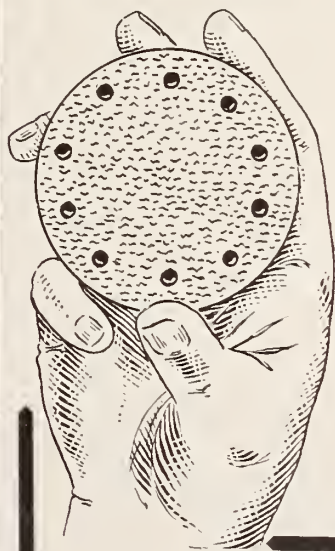
This time anthropologists of the University of California have found the "most uncontaminated aborigine in the known world," and have secured from him by reproduction on records over 300 words of his language and are confident they will obtain in the same way the most of his scanty vocabulary. Tribal folk lore taken thusly is considered of great value, and the scientists who have named their prize "Ishi," which means man in the tongue of the southern Yahi Indians, are reported as being tickled to death. One hears a great deal of this kind of recording in connection with the questionable reports in the daily papers, and the wonder is how valuable they really are?

In the hands of recorders not entirely skilful and experienced, and with suitable surroundings lacking, records of this kind are far from clear and often unintelligible. That is, measuring by trade standards and requirements. However, a lively imagination and sanguine temperament, not to say personal enthusiasm, may cover a multitude of faults, and "scientists" usually possess all three attributes in their ardent pursuit of knowledge. An interesting point about Ishi is that since being captured his "one garment has been replaced by trousers, shirt and necktie, and he refuses to remove them, even at night." The civilizing effect of his costume may have improved his recording voice. Who knows?

In that mysterious part of New York known as the "lower East Side," price-maintenance on the part of the dealers, as a general proposition, is considered more honored in the breach than in the observance. The manufacturers in endeavoring to enforce their stipulated agreements are up against no end of subterfuges, evasions, schemes—not to say downright lying—in this peculiar region, where the standards of commercial honor and integrity are, in many, many instances, mysterious, to say the least. Suspensions are frequent, but somehow the game is carried on by close allies, and so it goes. The methods of certain dealers in this section of the city often baffle and puzzle the shrewdest and most industrious investigator; but occasionally one or two are brought to book, at no little expense, time and trouble to the prosecution. Eternal vigilance and litigation seem necessary to maintain the contract terms for the benefit of reputable dealers, there and elsewhere, and there is not the slightest indication but that this surveillance will be continued indefinitely. One result has been that a lot of East Side dealers have been suspended, and it now looks as if this order will be made permanent for the "good of the service."

Schemes to circumvent the established price are doubtless numerous. Some men, as a natural development of the mind, would rather make a dollar crooked than straight. It appears to hurt them to act, let alone think, that honesty is the best policy. Notwithstanding the action the courts have taken to uphold patents in a monopolistic sense—and justifiably so—with The World publishing the decrees and decisions for the general information of and caution to the trade, the crooks will "slip sales over" and take chances. One of the newest—perhaps it may be hoary with age at that—schemes to "beat the game" is to give away an extra record or more, according to the size of the bill, with each record sale. This means price-cutting, of course; but who is to say nay to such a dealer until he is caught up with and "nailed to the cross?"

Probably it is true "inside information" concerning what was coming may have been in the possession of distributors and dealers about the new lines of low price machines recently placed on the market by the Columbia Phonograph Co. and the Victor Talking Machine Co. As noted in last month's World, the Columbia's "Lyric" and "Ideal" were offered, and now the Victor company furnish full information relative to their Victrola IV, VI and VIII. It is possible Thomas A. Edison, Inc., may have an announcement to make of real importance before long. The activity on the part of these world-famous manufacturers is that they have the utmost faith in the future of the talking machine business. They have prepared a line of goods of superior quality that will appeal to all classes of people, and they are satisfied the public will recognize their enterprise and judgment by renewed and expanding interest in one of the wonders of modern times. Dealers should meet the manufacturers in the same spirit, and support the advanced position they have taken by energetic methods in the conduct and increase of their individual business. This is no time for the dealer to carp or criticize or even croak, but pitch in and not only get their share, and put on extra pres-



Hear the voice of the talking machine through the NEW ART DIAPHRAGM!

Are you one of the hundreds of dealers who were alive and got a free NEW ART Diaphragm? No? Then join the "live circle" and send us your business card and hear the NEW ART at our expense in your own store. The money making possibilities begin right there, as every Victor or Edison owner is a sure sale.

For Jobbers—it is likewise a big money maker. Practically no selling expense and every dealer on your list is a prospect for hundreds.

The NEW ART Diaphragm sells for a dollar at retail. Liberal margin for both jobber and dealer. Remember the NEW ART is round, rich and full in tone—a tone improver and a profit increaser.

Our free NEW ART is ready for you! What is your address?

THE TALKING MACHINE CO.

218 Worthington Street

SPRINGFIELD, MASSACHUSETTS

sure and land more. It is really up to them and they should improve the opportunity for working up a big fall and holiday trade.

THREE NEW VICTOR STYLES.

The Victor Talking Machine Co., Camden, N. J., Announce Three New Victor Victrola Styles to Retail at \$15, \$25 and \$40—Contain All the Improvements for Which the Victor Products Are Noted—Will Prove Big Trade Features This Fall—Will Be Well Advertised.

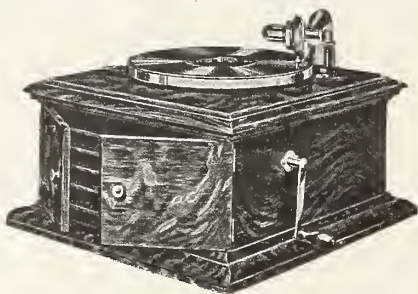
The Victor Talking Machine Co., Camden, N. J., have just announced three new Victrola machines, namely: No. IV., to retail at \$15; No. VI., at



VICTOR-VICTROLA IV, \$15.

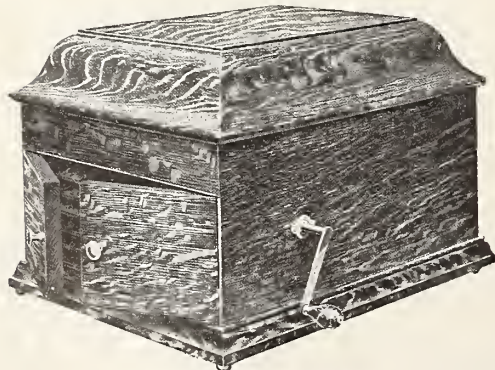
\$25, and No. VIII., at \$40, all in oak. Full descriptive circulars have been sent the trade, in which the details and illustrations of the new line are given. In addition, the company, in a special circular letter of August 25, which reached their dealers in due course, say:

"All the Victor improvements, including Exhibition Sound Box, Victor Tapering Tone Arm,



VICTOR-VICTROLA VI, \$25.

'Goose-neck' Sound Box Tube, Modifying Doors, and concealed Tone-amplifying Sound Boards (all important Victrola patented features), are incorporated in these latest additions to the Victrola line, and as there is an immense market awaiting the introduction of low-priced Victrolas, we urge you to fully appreciate the importance of their introduction. Our entire immense advertising resources will be thrown behind the promotion of



VICTOR-VICTROLA, VIII, \$40.

these low priced Victrolas, and as the Victrola IV. will, during September, be supplied in large quantities, this particular instrument will receive first consideration, and will be featured with a startling announcement introducing it to the public, almost at the very moment first shipments reach our distributors and dealers."

Shipments of these new Victrolas from the factory to distributors will commence as follows: Victrola IV., September 1; Victrola VI., on or about October 15; Victrola VIII., on or about October 1.

MAURICE LANDAY HOMEWARD BOUND

After Two Months' Tour of Europe—He Visits Factories Making Needles for New York Talking Machine Supply Co.—Strike Holds Up Shipments of 200,000,000 Needles—Max Landay as Inventor.

Maurice Landay, of the Talking Machine Supply Co., 400 Fifth avenue, New York, who has been touring Europe for the past two months, is due home on the nineteenth of this month, having sailed from Cherbourg on the *Kaiser Wilhelm der Grosse* on September 13. While abroad Mr. Landay spent some time at the factories where the talking machine needles for which his company have the exclusive agency in this country are made, and personally inspected the packing of the needles in the special tins and envelopes. He writes that he found his entire trip abroad, including his visit to the needle factories, most interesting and instructive.

Mr. Landay spoke especially of his high regard for the fishes, on the trip across, and stated that just to show his kindness of heart he ordered double portions at each meal just to keep them from starving. Oh! no, he wasn't seasick.

Owing to the shipping strike on the other side, there were several consignments of needles, 200,000,000 in all, intended for the Talking Machine Supply Co., held on German docks but these are now on their way here via the *Pretoria* and when they arrive will be rushed through the custom house with as little delay as possible in order to facilitate deliveries.

Max Landay, of the company, is shining as an inventor of attachments for talking machines and states that he will have an announcement of surpassing interest to offer to the trade in a very short time.

NOTHING STANDS STILL.

When Business Fails to Advance It Must Slide Back—A Rule That History Proves—Energy, Ambition and Intelligence Win Out.

It seems so difficult to thoroughly know that we cannot stand still. Life is an endless procession of events. Standing still really means dropping back to the rear. The procession never stops. We do well if we keep step and position. Only vigor and endurance can sustain us to the end of the journey. It takes energy, ambition and intelligence to place us in the lead. The pedometer is an attachment which registers the distance traveled by the walker. Every pedestrian on the Road of Life should be equipped with one and read it frequently. How many miles have you traveled today? You don't know? Then you had better estimate your relative position in the procession. It has been moving all the time.

If there was anything in the universe that was fixed and unchangeable, there might be an excuse for the belief that standing still is a possibility. You cannot think of anything that is not changing, moving, integrating or disintegrating. Forgetfulness or ignorance of this great truth is the source of all failure. We are all too ready to believe that evolution ends with us. We have constituted ourselves the last sentence of the Darwinian theory. To our discomfiture we find that the new generation has in contemplation our placing on the same shelf with Plato, Herodotus, Marco Polo and Munchausen.

Nothing stands still save in a relative sense. The first breath drawn by the infant is the first step to the tomb. The statue, fresh from the chisel of the sculptor, with all its beauty and freshness, is already in the destroying hands of the greatest sculptor, Father Time. Truth itself is on the way to become fallacy as soon as it has been expressed. The truth uttered by masters is soiled by the repetition of the pupils, and the truth-substance, passing from mind to mind, until it permeates the great mass, becomes devitalized until in its final form it bears but little resemblance to its original presentation. Yet men are often content to place the name of the founder on the resultant hodge-podge. "Traitor" and tradition both come from the same original root.

ADVERTISING THE NEW VICTROLAS.

Suggested That Dealers Should Have the Stock in Hand Before Inviting the Public to Purchase—A Very Wise Recommendation.

Concerning the new Victrolas IV., VI. and VIII., the Victor Talking Machine Co., Camden, N. J., wish to impress on every distributor and dealer that under no circumstances are they to give any public notice or in any way advertise these new instruments until they have received a stock of the particular instrument they wish to announce, and are therefore in position to immediately supply any reasonable demand made upon them.

As these instruments are to go on sale just as soon as received, the company cannot establish an opening day for the sale, or advertising of these new styles; but bearing in mind the embarrassment that followed the advertising of the Victrola IX. by certain distributors and dealers when they had but a sample instrument in stock, the Victor company are compelled to establish this ruling: That any and all advertising of Victrolas IV., VI. and VIII. is positively prohibited until the instrument advertised is actually in stock and on sale. The first advertisements of the Victrola IV. will appear in the October magazines (which reach the public between September 20 and 30) and in the daily newspapers in every city where there is a Victor distributor on September 25, when it is expected all Victor dealers will have a stock of these new instruments.

RESULTS THROUGH PAY ENVELOPE.

Pennsylvania Dealer Prints Advertisement on Face of Envelopes and Distributes Them Among Local Factories.

Working on the theory that an employed man is in the most receptive mood when he gets his money at the end of the week, a talking machine dealer in a Pennsylvania city makes it a point to distribute several thousand small pay envelopes among the various factories in his vicinity at regular intervals, each of the envelopes bearing some pertinent advertising matter regarding his line of talking machines and records. As the envelopes cost very little that special form of publicity does not prove expensive in the long run, and it is stated that the results are excellent, especially in the matter of influencing record sales.

LISTED AS HORNLESS GRAPHOPHONES.

In addressing a supplementary letter to their dealers regarding their new "Lyric" and "Ideal" machines—in oak only—the Columbia Phonograph Co. say: "These machines are to be known and listed as hornless graphophones. They are easily distinguished from the Grafonola types because they are not enclosed like the latter. In the new types the turntable is exposed. The tone-arm bracket projects beyond the cabinet and is hollow, providing a true and correct continuation of the taper and forming a sound chamber connecting direct with the internal horn. There are no doors over the horn opening. This construction insures volume and clearness of tone." Deliveries of the new style graphophones are now under way to all parts of the country.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$5 a year; four months, \$1. Sold by all newscasters.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

BIOGRAPHIES OF RECORD ARTISTS.

How a Progressive "Talker" Man Drew Trade to His Establishment by Interesting His Customers in Life Sketches of the Talent.

I was riding down town in a trolley car the other morning, and above the roar of traffic there was wafted to my ears certain interesting scraps of conversation being carried on by two ladies in the seat ahead of mine.

"So you are going after more records this morning," remarked the blonde in the picture hat. "Why, Maud, dear, you just purchased a dozen new ones last week, did you not? Really, you are most extravagant."

Her companion, a striking brunette, smiled with a flash of white teeth. "You are right, Grace, I am extravagant, but I cannot help it. Mr. Smith is so hospitable and kind, and always so anxious to make one feel at home, and at one's ease, and then he has such a darling of a store that I can hardly wait for an opportunity to visit him. Why, would you believe it, honey? I've only had my machine a month now, and I know about all the artists, and every band and orchestra in the catalog. You cannot imagine how wonderfully inter-



EXPLAINING THE HISTORY OF MARIE NORELLE

esting it makes a concert to be able to tell your audience all they want to know about a singer they particularly like. Oh! here's my street. Bon jour, mon ami. Come 'round to luncheon to-morrow. Can't you? and I'll play the new records for you. You will? That's fine"—

"Are you going to get off, lady?" interrupted the conductor impatiently with his grimy hand upon the bell rope.

"Oh, pardon me!" Again the white teeth flashed, dissolving the conductor's scowl into a grin of admiration, and with a swish of silken skirts she descended into the maelstrom of Broad street.

The writer, curious to know more of Mr. Smith, the hospitable, followed.

The lady led him north through the swirl of fashion that frequents this exclusive boulevard, for three blocks, and then entered a store of generous proportions, in front of which a modest sign proclaimed to the world that John Smith, dealer in talking machines and supplies, did business within.

There was a card in the window, too, that caught the writer's eye. It was featured prominently amid a set window display of rare charm, and read as follows:

BIOGRAPHIES OF TALKING MACHINE ARTISTS FOR SALE HERE.

Are you able to answer any questions put to you by your audience, regarding the attainments of a vocalist, while playing a record of his voice? If not, you should have our "Biographies Of Artists," issued annually, containing a short and concise description of the life of every singer and instrumentalist, as well as the personnel of every band and orchestra, etc., which appears in our lists of records.

Bound in cloth and profusely illustrated, 50 cents.

Entering the store he found Mr. Smith deep in a tete-a-tete with the brunette lady. He was explaining in a very entertaining manner the history of Marie Norelle, at the same time showing his fair customer a stunning photo.

"No, Mrs. Renault," he was saying, "Norelle is not her real name, but a nom-de-plume. What nationality? She is an Australian, but has sung in nearly every country on the globe. At present she is touring South Africa, where her voice is in great demand. Has she ever sung at concerts

in this country? Oh, yes. Last spring she and John McCormack gave a joint recita at the Academy of Music in Philadelphia, and she appeared in New York City, too. Yes; she is an exclusive Edison artist, and her voice is a soprano of great range and sweetness. Among her records are 'Silver Threads Among the Gold,' 'Bonnie Doon,' 'Bonnie Sweet Bessie,' 'Dear Little Shamrock' and 'Annie Laurie,' and every one is a vocal gem. You want her complete repertoire? Very well, I will have my clerk play them for you."

Mr. Smith now being at leisure, the writer approached him and asked for an interview.

"The World would like to know about those biographies," he began.

"All right, Mr. Middleton," he replied after accepting an introductory pasteboard, "I shall be glad to accommodate that excellent journal. Will you come into my office?" Then he said:

"The idea of keeping my customers informed as to the biographies of artists came to me by accident. It so happened not very long ago that a talking machine artist of ability was performing at the Bon Ton, the big vaudeville house just around the corner from my store, and during his engagement he did me the honor to call upon me several times. He was an interesting talker, and I took pleasure in drawing him out. One day in the course of our conversation I asked a question about his former life. I was surprised and amused to find that he had once been a railroad engineer. Then it occurred to me that my patrons also would be interested in his career, so I asked his permission to draft a short sketch of his life for the benefit of his many admirers. He consented willingly, and as he was limping toward the door—he is quite lame—he turned to me with the contagious laugh all talking machine owners know so well, and remarked dryly, 'Tell your folks about this, too. I call it might amuse 'em,' and he tapped his shoe with his cane. 'This foot is cork, son, an' I got it engineerin'. Yes, Ezra Hoskins an' me was running old I079 on the P. & F. W. those days. He was the best fireman I ever had, too, but he pulled the throttle open one day when I was out turnin' a switch, an' after the rumpus was over I was minus a foot. Ezra 'lowed 'twas about time we quit, an' by gosh, I agreed with him, ha! ha! ha! Ezra's farmin' up Punkin Center way now, an' I'm tellin fool stories. Farewell, Mr. Smith. Send me a copy of that biography when you get it writ. I want to show it to Sinantha.'

"After such a spectacular beginning, Mr. Middleton, I felt that I must keep up the good work, so I started to communicate with the different artists from time to time, and received from them in return mighty interesting material from which to prepare my biographies.

"As an illustration of how much real value to my customers these life sketches are, I will cite the case of Frank C. Stanley. I doubt if there was a person in this town except my patrons who knew him as W. Stanley Grinstead, his real name. As you know, when he first started making records it was considered anything but good taste to have one's voice canned, and when eventually the world awoke to the fact that the talker had arrived, and even Caruso and Melba answered the call of the recording horn, Frank C. Stanley was so deeply engraved upon the hearts and ears of the phonograph public that it was deemed unwise to change it.

"However, all of my people knew him, and one of them heard him sing at the Waldorf the night he contracted the disease from which he died a week later.

"Yes, indeed, these biographies of mine have made a distinct hit, and I mean to introduce them broadcast among the trade soon, for they will undoubtedly stimulate business by creating an additional interest in records.

"It works out this way: A man purchases a talking machine and a small number of records. He plays them over and over until he learns the selections and the names of the artists by heart. Then, as his interest is beginning to flag, he remembers the book of biographies I have insisted

upon making a part of his initial equipment. He reads it through from cover to cover, with the result that his interest returns stronger than before, for he has read of other artists than those represented in his list of records, and wants to hear them sing, and that means more records."

"Your interview has proved an extremely interesting one, Mr. Smith, and I thank you most sincerely," remarked the writer as the dealer concluded.

"I am glad you found it so," he replied pleasantly. "Take a volume of 'Biographies of Artists' along with you."

His kind offer was accepted with alacrity, and subsequently much genuine pleasure obtained from its perusal.

Mr. Dealer, you are going to hear more about this book one of these days. In the meantime, try being hospitable. That also will prove a winning proposition from the start.

HOWARD TAYLOR MIDDLETON.

VICTROLA CABINETS

These handsome cabinets are well-made—hold 182 12-inch records—oak or mahogany. **Excellent Finish.**



They Fit All Victrolas, Hornless Graphophones, and Horn Machines

| | |
|----------------------|---|
| No. 100 and top fits | } Victor, 0, 1, 2, 3, 4 Victrola, 4 \$25 & \$35 Hornless Graphophones |
| No. 900 fits | |
| | ALL HORN MACHINES Victrola, 6, 8, 9 |

The Price \$7.75 The Price

S. B. DAVEGA CO.

Edison—Zonophone—Victor

126 University Pl., New York City

The Columbia Double-Disc Demonstration Record is doing precisely what it was designed to do—we are hearing it from "all over". It is one of the few absolutely new and novel—and effective—sales helps. It is seldom enough that you can do as much advertising for \$5 as you can with that record for 10 cents.



3

Columbia Phonograph Co., Genl., Tribune Building, New York

H. N. McMENIMEN OFF ON TRIP

On Behalf of the New Pooley Cabinets Which Have Made a Great Impression on the Trade—Will Watch Interests of the Master Music Horn Also While on His Travels.

These are busy days for H. N. McMenimen, general sales manager of the Pooley Furniture Co., manufacturers of the Pooley cabinet and disc filing system, Philadelphia, Pa. He was in New York and vicinity last week calling on the trade and his order sheets represented a bunch of swell sales. On the 17th he starts out to see the jobbers in the Middle West, and will be away until



H. N. M'MENIMEN.

October 23. His itinerary follows: Altoona, Johnstown and Pittsburgh, Pa.; Akron, Cleveland and Toledo, O.; Detroit and Grand Rapids, Mich.; Milwaukee, Chicago, Dubuque, Des Moines, Omaha, Lincoln, Kansas City, St. Louis, Peoria, Indianapolis, Louisville, Cincinnati, Dayton, Columbus, Newark (O.), Washington, Richmond, Annapolis and Baltimore.

Mr. McMenimen will also look after the interests of Sheip & Vandegrift, manufacturers of the widely known Music Master wood horn, Philadelphia, for which he has created an established sale in all parts of the country. He is a clever and able manager and salesman, and his pleasing personality and exact knowledge of trade affairs and appliances make him a welcome visitor everywhere. Mr. McMenimen says he looks forward to an excellent business during the fall, as early orders prove this conclusively.

The sunshine of courtesy thaws out the churliest customer.

THE MASON & RISCH VICTOR LINE.

Devote Entire Floor in New Yonge Street Building, Toronto, to the Victor Department—Hold Special Opening.

(Special to The Talking Machine World.)

Toronto, Ont., September 9, 1911.

The entire week just ending has been given over by Mason & Risch, Ltd., to the formal opening of their handsome new building at 230 Yonge street, this city, and the public has taken full advantage of the invitation to visit the store and inspect the various departments. A full orchestra was engaged to give concerts each afternoon and evening.

With the opening of their new building the company have installed a complete line of Victor talking machines and records and an especially large assortment of Victrolas, thus backing up their faith in the future of those instruments. Owing to the crowded condition of the old King street quarters, the Victor line could not be handled to advantage there, but in the new building an entire floor has been devoted to that department. The floor is divided into a number of sound-proof demonstration parlors, and the commodious records are placed back of these and out of the way. The new department was announced in a special letter, most enthusiastic in its nature.

THE FIELD OF SALESMANSHIP.

Success in business turns on salesmanship.

The ability to make others see merit in that which you have to sell.

Yes, more than merit, for they must also see in it dollars or satisfaction for themselves.

Men have created wonderful things—only to die paupers—in the midst of millionaires made so by their ability to sell what others had created.

Profit, factory economies, credit and accounting systems, savings by large purchases, all depend upon the ability to sell. When sales cease the whole fabric tears and falls asunder.

No matter what a man has or what a man makes, it is worthless to him if he can't sell it at a profit.

After the creation then always comes the question of selling.

Everything is regulated by sales.

It's the hub of the business universe.

All these things are so, you must admit.

And being so,

Think what a wondrous field of endeavor salesmanship offers.

Pluck wins! It always wins! though days be slow, and nights be dark 'twixt days that come and go. Still pluck will win; its average is sure; he gains the prize who will the most endure; who faces issues; he who never shirks; who waits and watches, and who always works.

R. N. WATKIN ELECTED PRESIDENT.

(Special to The Talking Machine World.)

Dallas, Tex., September 8, 1911.

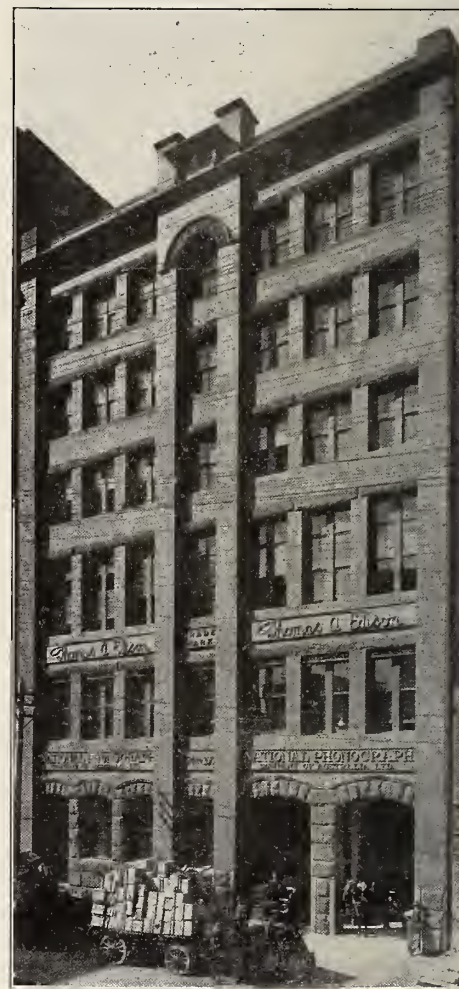
Robert N. Watkin, secretary of the Will A. Watkin Co., of this city, has been elected president of the Southern Talking Machine Association, an

organization of talking machine owners and enthusiasts, of which he was one of the founders.

EDISON IN AUSTRALIA.

Business Has Shown Great Expansion in That Country—Something of the Edison Building in Sydney—Modern, Well Equipped Structure

The extension of the business of the National Phonograph Co., of Australia, has been steady and most gratifying. Larger quarters have been

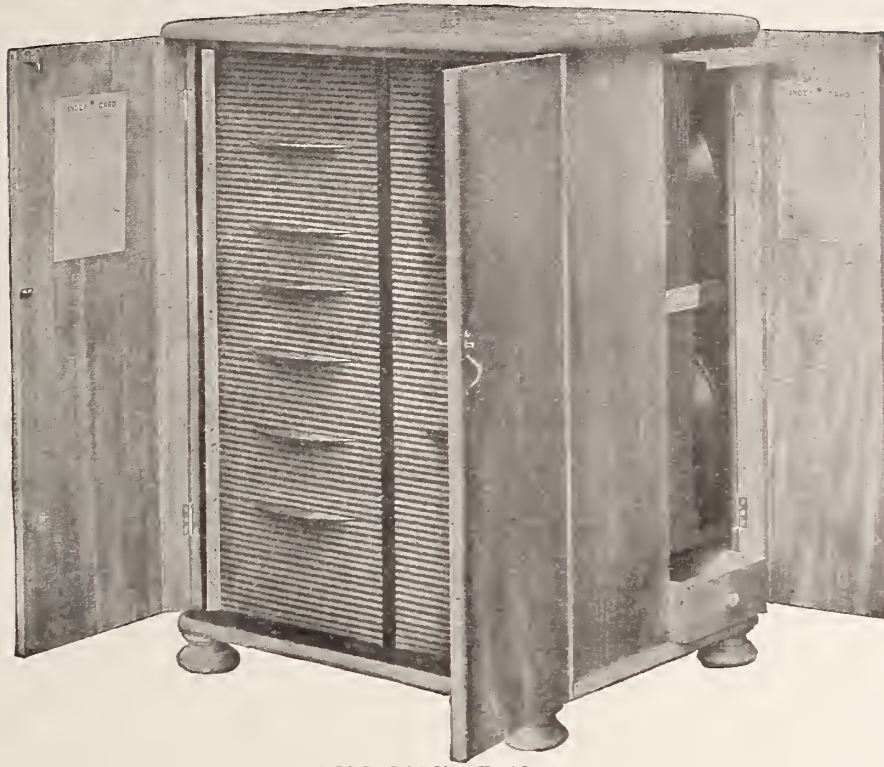


THE EDISON BUILDING IN SYDNEY.

required from time to time, and the latest change of this kind is the removal to their new building, the best of proof that the future will show a still greater expansion. The Edison building is located at 364-372 Kent street, Sydney, N. S. W., and is one of the most modern structures in the city. Its total frontage is 64 feet 7 inches, with a maximum depth of 80 feet, and is six stories, thoroughly fireproof, with a capacity of carrying the tremendous stock constantly required.

Never throw away an envelope until you know that it is entirely empty. Sometimes a small enclosure may be overlooked.

**Salter
Patent
Felt-Lined
Horizontal
Shelf
Record
Cabinets**



**The Most
Valuable
Innovation
in Disc
Talking
Machine
Cabinets
in Recent
Years**

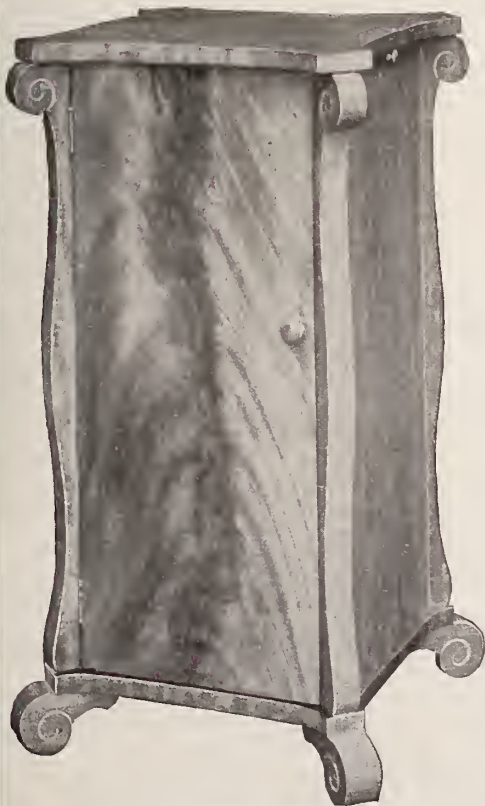
DISC CABINET (Open).
Made to hold 338 Disc Records, 10 and 12-inch.

SALTER MFG. CO.

Sole Manufacturers

339-343 N. Oakley Ave. CHICAGO, ILL.

The Salter Horizontal Felt Lined Shelves

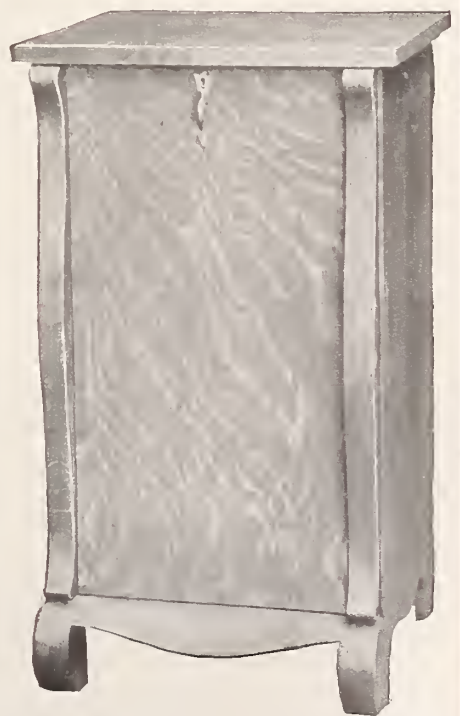


(Colonial Style.)
No 789. DISC CABINET (Closed).
37½ in. high. Net size of top, 17x17.

prevent the records from warping and scratching, they give greater capacity and yet furnish a separate compartment for each record. The only practical cabinet for both double and single faced records.

⌚ **Beware of cheap, poorly constructed imitations.** Salter shelving is made of specially prepared wood, which keeps in position and does not sag.

⌚ Send for new catalogue showing our extensive lines of disc and cylinder record cabinets.



(Colonial Style.)
For Disc or Cylinder Records.
Size, 33 in. high. Top, 19½x17½ in.

TRADE IN THE OAKER CITY.

Reports More Pleasing Regarding Business—
Louis Buehn & Bro. Remove to 825 Arch
Street—The New Low Priced Victor Victrola
Styles Anxiously Awaited—The Hepe Talking
Machine Department Lay in Large Stock
for Fall Trade—Manager Henderson of Co-
lumbia Co. Well Pleased with Trade Trend
—Their Concerts Prove Popular.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 9, 1911.

The talking machine business in Philadelphia during August was much better than the dealers had anticipated. The month started in a rather indifferent way, and there was a feeling of uncertainty as to what might be the result, but it began early to pull up, and when the month was over most of the men found that they had had a most excellent business: in fact, the best August they had ever had, and one of the very best months. All of the talking machine men are much encouraged and are looking for a very heavy business from this on, and believe that selling is going to begin early and continue brisk up to the holidays.

On Saturday, September 2, Louis Buehn & Bro., who have been dealers in talking machines at 41-45 North Ninth street for the past ten years, moved to a new and a much larger home at 825 Arch street. At these new quarters they will have ample space to handle their rapidly growing business, for the building is 25 by 145 feet, and they occupy the entire first floor and the basement, the basement being equally commodious with the first floor. They will devote the front half of the first floor into a modern retail salesroom, and the back portion will be utilized to carry the wholesale stock, as a machine stock room and a shipping room will be located in the basement. Mr. Buehn reports that business has been good in August. "We closed the largest August that we have ever had," says Mr. Buehn. "I cannot account for it, but we just had it and we didn't do anything to help develop it."

The new Pittsburgh store of the firm is growing very nicely. The business out there is showing a very satisfactory increase. It is no longer an experiment, but an assured success.

The new branch of the Talking Machine Co., which several months ago was located in the Turner building at Broad and Columbia avenue, has been doing very well. The warerooms are in a much frequented neighborhood, and there is always a crowd about the place listening to the

fine music, for the firm make it a rule to give concerts every evening.

The Victor Co. have just announced three more Victrolas to sell at \$15, \$25 and \$40. The trade are waiting patiently their arrival, and believe they will have a good business on these popular-priced instruments.

Louis Buehn & Bro. report that they have been having a very big business on the Edison business phonograph. The department has been growing wonderfully well since they have brought it under their own roof, and following the vacation season the prospects for the future are very bright. They have now under way deals with a number of big concerns to supply a number of these instruments during the next few months.

The Penn Phonograph Co. report that their business in August has been very much better than it was last August, and, in fact, their business right along has been very much ahead of last year.

W. J. Elwell, of the talking machine department of the Hepe house, is at present away on his vacation. He expects to be absent two weeks. The Hepe department, like the other houses, has had a splendid August. In anticipation of an active season this fall the firm have laid in practically double the stock they did last fall. The big orders that are being placed with the factories this fall means one thing, and that is, that the talking machine business is no longer in a transitory state, so far as they are concerned, but instead a substantially established business, and the Hepes, like the other houses, are not willing to take chances in the future on running short of stock during a busy period and find themselves handicapped in order to get goods.

John Egan, manager of the talking machine department at the Bellak store, is away on his vacation at present. He is spending it at Atlantic City with his wife and family.

Business with the Columbia Phonograph Co. has been very good in August. T. K. Henderson, the manager in Philadelphia, has been up the State for the past week fixing up a big deal there. He returned home last Saturday. O. C. Dorian was in New York on Friday of last week, and reports having seen the advance notice about some exceptionally fine hornless high-priced Columbia machines. It is something absolutely new. No announcement has been made as yet, but they will be ready for delivery by the middle of this month.

Marion Dorian, treasurer of the Columbia Co., was in Philadelphia last week and expressed himself as very well pleased at the business the company has been doing here, and the prospects for

1866

NYOIL

FOR

Talking Machines, Type-
writers, Phonographs,
Adding Machines, Cash
Registers, Guns and Tools,
and on all Polished In-
struments. The Finest
Oil Made.

A fine polish for varnished
surfaces on cabinets, etc.

It Absolutely
Prevents Rust.

NYOIL

Now Sold Everywhere
By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



the future. Edmond F. Sause, of the Columbia export department, was also here on business. The Philadelphia headquarters have just received the new \$25 and \$35 hornless machines. They have a wonderful tone, splendid volume, and should prove very big sellers this winter. It looks very much as if the hornless machine is going to replace those in which the horn is used. The Columbia Co. will shortly have a complete line of such machines from \$25 up to the highest-priced talking machine made.

The Columbia Co. gave a concert last Saturday night at the Ocean Gate Yacht Club, which was very successful, notwithstanding the fact that it rained in torrents all evening. Joseph Murphy, the dapper Columbia salesman, was in charge, and much of the success of the affair was due to his personal magnetism and charm. The Columbia intend to do a lot of concert work this fall, and are making special arrangements to that end. The Philadelphia-Chicago Opera Co. have secured the Columbia warerooms as the location of their downtown ticket office for the coming season. The firm will do everything possible to make the Columbia store the musical center of Philadelphia.

W. G. Linton, who is taking Mr. Cope's place as travel man for the Columbia, has just returned from a very satisfactory trip up the State. Mr. Linton was formerly with the Victor Co. and more recently with John Wanamaker. The Dictaphone sales of the Columbia have been very good, and the prospect for fall business in that line is exceptionally good.

A CLEVER COLLECTING LETTER.

How One Credit Man Succeeds in Cleaning Up
Small Accounts.

A member of the National Association of Credit Men sends out a neatly printed letter to delinquent accounts, which brings in the money without offending the customer. It reads as follows:

"Small bills, however trifling, when considered singly, in the aggregate form a sum so large that the withholding has ruined an otherwise prosperous business. Happy is he who will cheerfully perform the duty of the moment, whatever it may be.

"The above fact has appeared on our statements for many years; occasionally, however, some of our friends overlook that plain duty, the doing of which would make things so pleasant for us all.

"Have you ever calculated how many thousands of dollars of accounts a single ten-dollar bill will pay, if 'sent on its way rejoicing'?"

"We find you are overdue to us for an account of \$——, and if you will kindly read over the motto above and will then send us your check, we promise to 'push it along' that it may do as much good to the other fellow.

"Now, one good, strong pull—pull altogether.

Is Your Edison Service Right

We offer the dealers in our section the
best service they have ever enjoyed.

We want you to take advantage of our
twelve years' experience.

Everything on hand for immediate
delivery.

A "trial order" recommends our service.
Will you send it?

Louis Buehn & Brother
713 PENN AVENUE PITTSBURG, PA.



The Columbia Phonograph Company are perpetually advocating **comparisons**—and we have no apology for it. On the contrary, for competitive business is based on comparisons. It appears to us that we have not been saying half enough about comparisons of the variety, class and quality of the monthly record lists. Try it—month by month, record by record.



Columbia Phonograph Co., Genl., Tribune Building, New York

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1911.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past nine weeks, from July 13 to September 9, from the port of New York:

JULY 13 AND 20.

Acujutla, 15 pkgs., \$519; Bahia, 57 pkgs., \$3,362; 9 pkgs., \$651; Guayaquil, 7 pkgs., \$579; Havana, 4 pkgs., \$322; L Guira, 18 pkgs., \$1,059; La Paz, 4 pkgs., \$167; Macoris, 8 pkgs., \$567; Santiago, 6 pkgs., \$154; Shanghai, 10 pkgs., \$559; Vienna, 19 pkgs., \$685; Yokohama, 14 pkgs., \$974; Callao, 22 pkgs., \$1,238; Corinto, 3 pkgs., \$224; Demerara, 8 pkgs., \$384; Frankfort, 2 pkgs., \$243; Glasgow, 2 pkgs., \$125; Hamburg, 31 pkgs., \$506; Havana, 38 pkgs., \$903; 32 pkgs., \$2,455; 6 pkgs., \$166; Havre, 60 pkgs., \$1,418; Kingston, 1 pkg., \$142; London, 67 pkgs., \$1,667; Maceio, 2 pkgs., \$102; Muerto Barrios, 16 pkgs., \$602; Rio de Janeiro, 93 pkgs., \$7,272; Vera Cruz, 84 pkgs., \$3,700.

JULY 27 AND AUGUST 4.

Colon, 24 pkgs., \$805; 20 pkgs., \$1,535; Guayaquil, 2 pkgs., \$119; Hamburg, 1 pkg., \$150; Havana, 3 pkgs., \$145; Las Palmas, 8 pkgs., \$212; London, 36 pkgs., \$785; Progresso, 122 pkgs., \$2,152; Rio de Janeiro, 12 pkgs., \$1,120; San Jose, 1 pkg., \$124; Santo Domingo, 9 pkgs., \$358; Santos, 24 pkgs., \$1,483; Trinidad, 8 pkgs., \$395; Berlin, 8 pkgs., \$355; Manila, 74 pkgs., \$3,561; Macoris, 6 pkgs., \$152; Melbourne, 15 pkgs., \$445; Guayaquil, 6 pkgs., \$605; 12 pkgs., \$338; Buenos Ayres, 100 pkgs., \$2,811; Vera Cruz, 49 pkgs., \$1,695; Havana, 17 pkgs., \$253; Trinidad, 9 pkgs., \$491; Manzanilla, 1 pkg., \$139; St. Johns, 31 pkgs., \$135.

AUGUST 11 AND 18.

London, 59 pkgs., \$1,762; Havana, 10 pkgs., \$414; 9 pkgs., \$130; Melbourne, 344 pkgs., \$15,560; Autofagasta, 3 pkgs., \$302; Smyrna, 2 pkgs., \$350; Demerara, 2 pkgs., \$108; Antwerp, 1 pkg., \$100; Amapala, 10 pkgs., \$788; Iquique, 6 pkgs., \$216; Colon, 4 pkgs., \$219; Oruro, 7 pkgs., \$186; Chemulpo, 4 pkgs., \$207; Dalny, 3 pkgs., \$116; Yokohama, 3 pkgs., \$146; Batavia, 19 pkgs., \$800; Callao, 2 pkgs., \$161; Cartagena, 7 pkgs., \$564; 3 pkgs., \$138; Delagoa Bay, 8 pkgs., \$262; Guayaquil, 5 pkgs., \$219; Havana, 2 pkgs., \$142; Havre, 9 pkgs., \$225; London, 3 pkgs., \$105; Montevideo, 23 pkgs., \$1,256; 11 pkgs., \$737; Rio de Janeiro, 22 pkgs., \$1,836; Santo Domingo, 4 pkgs., \$117; Santos, 5 pkgs., \$198; Stockholm, 33 pkgs., \$690; Tampico, 13 pkgs., \$283; Vienna, 30 pkgs., \$420.

AUGUST 25 AND SEPTEMBER 2.

Amapala, 6 pkgs., \$351; Barbadoes, 4 pkgs., \$138; Buenos Ayres, 38 pkgs., \$10,142; Chemulpo, 5 pkgs., \$295; Havana, 6 pkgs., \$423; 26 pkgs., \$1,504; London, 151 pkgs., \$7,668; Manila, 54 pkgs., \$3,776; Maracaibo, 4 pkgs., \$120; Middlesex, 30 pkgs., \$387; Singapore, 17 pkgs., \$602; Sydney, 30 pkgs., \$854; 15 pkgs., \$605; Vera Cruz, 161 pkgs., \$6,976; Baden,

4 pkgs., \$129; Berlin, 9 pkgs., \$202; Buenos Ayres, 3 pkgs., \$231; Burick, 7 pkgs., \$225; Colon, 3 pkgs., \$162; Copenhagen, 29 pkgs., \$819; Corinto, 5 pkgs., \$113; Guayaquil, 8 pkgs., \$377; Havana, 10 pkgs., \$358; London, 42 pkgs., \$1,880; 57 pkgs., \$2,380; Matanzas, 1 pkg., \$200; Para, 37 pkgs., \$1,852; Pt. Alegre, 31 pkgs., \$1,821; Santiago, 4 pkgs., \$183.

SEPTEMBER 9.

Acajutla, 6 pkgs., \$553; Antwerp, 3 pkgs., \$1,193; Batavia, 15 pkgs., \$726; Buenos Ayres, 60 pkgs., \$3,272; 91 pkgs., \$6,634; Cairo, 13 pkgs., \$388; Havana, 5 pkgs., \$151; 8 pkgs., \$945; Havre, 60 pkgs., \$1,422; Iquique, 8 pkgs., \$249; La Guira, 5 pkgs., \$148; London, 83 pkgs., \$5,783; Mazatlan, 12 pkgs., \$244; Para, 7 pkgs., \$315; Paria, 2 pkgs., \$255; Rio de Janeiro, 33 pkgs., \$1,974; Santo Domingo, 5 pkgs., \$120; Santos, 12 pkgs., \$962; Sydney, 3 pkgs., \$163; Vera Cruz, 30 pkgs., Yokohama, 14 pkgs., \$752.

ADVERTISING THAT INTERESTS.

An Example of the Kind That Brings Results Is That Used Recently in the Daily Papers by the Talking Machine Department of John Wanamaker.

There are all sorts and kinds of advertising, but the right kind is what professional advertising experts describe as possessing "human interest." That is, "ads" which arouse interest and rivet attention; in short, have "pulling" power. Talking machine dealers are not always fully equipped to write "ads" for public consumption of this description, nor are they in a position to engage skilled writers, but they can study and appropriate the ideas of others who are more favorably placed. As an example of "human interest" advertising the following was recently used in the daily newspapers by the talking machine department of John Wanamaker, New York:

HEARING CARUSO FOR THE FIRST TIME.

"It was out in the country. The only night sounds were the crickets and frogs, and the whispering of the leaves—pleasant enough for a time to the casual visitor tired of the city's noises. But deadly monotonous to those who listen to it night after night and month after month without end.

"One night the stillness was broken by a magnificent tenor voice. Its silver sweetness charmed the very air.

"Never in all its existence had that quiet country place heard such a sound. And no wonder, for it was the voice of Caruso, the greatest of living tenors.

"Superbly the wonderful voice sang the 'Salut demeure' song from 'Faust,' and then 'Celesta Aida.'

"As the last note died away there were long, deep-drawn breaths, and then 'More Caruso, please.' So the voices of Caruso and Scotti, most marvelous of baritones, took up the strains of Verdi's 'Swear in This Hour.' Then the glorious voice of Melba poured out into the night, so silver-sweet that the very air seemed to hold its breath.

"Next ten minutes the leaves were quivering and the audience on the piazza sitting silent to the

dainty strains of Beethoven's exquisite 'Minuet.'

"Do you know where I heard that?" said an old lady of seventy years. 'It was at the centennial of '76 in Philadelphia. They danced that minuet in Colonial costume. Dear, dear, how pretty it is!'

"And now she listened to it played on the violin by Mischa Elman, with such grace and loveliness that there were tears in more than her eyes when the last low, plaintive chord sounded.

"Then came the 'Bridal Chorus' from 'Lohengrin,' and the melodious sextette from 'Lucia,' and the deep splendid voice of Schumann-Heink in a laughing German song.

"For the old lady's sake—though she liked Caruso and all these great ones she now heard for the first time in opera—some perfect old ballads, such as 'Annie Laurie,' 'Drink to Me Only With Thine Eyes,' 'Flow Gently, Sweet Afton,' were sung by matchless voices.

"But no! It can't be 11.30,' somebody said, as a clock chimed. 'Did you ever see an evening fly like this? My, what opera concerts we shall have in the long winter evenings!'

"So has the Victrola, that wonderful box of marvelous voices, made family evenings a new delight.

"Take the box home, open it, and the most notable voices in the world sing at your bidding—sing so clearly, so faultlessly, so movingly, that it is hard to believe that you are not in the same room with the living presence of the singer. They never weary of singing. The song never loses its beauty of expression and strength, no matter how often sung."

Then followed the terms and an invitation to visit the department to "demonstrate the value of the Victrola as a family delight."

TALKING MACHINE EXPORTS.

The Figures for July Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to The Review.)

Washington, D. C., Sept. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of July (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 July, 1911, amounted to \$202,467, as compared with \$150,248 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,661,538.

WHAT TO DO IN SEASICKNESS.

"My husband is particularly liable to seasickness, captain," remarked a lady passenger. "Could you tell him what to do in case of an attack?"

"Tain't necessary, mum," replied the captain. "He'll do it."

THE MONTH IN CLEVELAND.

Business Has Been Fair with Conditions Bettering Right Along—U. S. Phonograph Co.'s Factory Running to Full Capacity—Columbia Phonograph Co. Report Good Increase—Frederick Enlargement—Talking Machine Music to Promote Milk Production—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 9, 1911.

While no very large sales have been recorded by the dealers, business generally in talking machine circles during the month has been fair. As a matter of fact business has been better during August than was anticipated, and the first few days of the present month give indications that the trade is still improving.

While the trend of demand for some time past has been for the higher-grade machines and high-priced records, the sales of cheaper machines and records have been increasing noticeably, more particularly in foreign records.

The dealers generally are quite optimistic regarding prospects, and are making adequate preparations for a large fall trade, their only fear being that the manufacturers will not be able to supply the demand promptly.

E. H. McClevey, representative of Lyon & Healy, Chicago, was a recent visitor to the talking machine stores of the city.

G. B. Helman, of the Scott & Jones Co., Youngstown, O., was a caller at Laurence H. Lucker's a few days ago.

The American Multinola Co. report business as moving along prosperously and are getting ready to fill orders, of which they have already received a large number.

Horace Foot, a Dover (O.) farmer and milkman, says that music will make cows give more and better milk, and says he can prove it. The idea of furnishing music for his cows Mr. Foot borrowed from J. W. Gatcombe, an English dairyman, who holds that cows are intelligent animals, and are attracted and comforted by the sound of harmonious singing or music. Mr. Foot experimented with one phonograph, and it proved so successful that he later added another, using one in each end of his long cow stable. He says his cows seem best suited with ragtime music.

Conditions with the United States Phonograph Co. are of the most satisfactory character. George M. Nisbett, manager of the sales department, said business was good and constantly improving. The factory, he stated, was running to its full capacity—that they were behind on orders, and were increasing the plant and adding to the force, in order to enable them to meet the growing demand. Dealers

who have taken on the United States goods are all pleased with them, and prospects, he said, were the most encouraging since establishing the business. The Chicago office of the company, 219-225 West Washington street, was burned August 31, destroying all the stock. The loss was covered by insurance.

It is rare that business runs out of the ordinary routine at this season, but W. J. Roberts, Jr., of W. H. Buescher & Sons, states that sales for the past three weeks have been fine—as good as during the usual holiday season.

W. L. Meyers, manager of the Laurence H. Lucker Edison jobbing house, is well pleased with its success. He said: "We are very busy and have been ever since our opening. Business conditions covering the entire Edison phonograph line are good, and the volume of trade has far surpassed our expectations."

The Columbia Phonograph Co. are doing a splendid business, August proving one of the best months. "Our record sales," said Mr. Madson, "were over 25 per cent. increase over any previous month and are still increasing. Although we have not yet received our samples, even of the new hornless graphophones, we have been taking liberal orders from Columbia dealers. They will unquestionably prove a most popular machine. M. T. Wright, of Medina, and the H. H. Trimby Co., Ashtabula, O., have recently become exclusive Columbia dealers, and are doing fine."

The talking machine, piano and small instrument quarters are among the leading and most popular departments of the large department store of the Bailey Co. The display of Victors, Edisons and Zonophones consists of all the various models, and the stock of records is complete. Mr. Friedlander, manager, reports business is excellent and that prospects never looked better.

Robert R. Souders, manager of the Columbia Phonograph Co., Dallas, Tex., on his way home from Boston was a visitor for a short time with George R. Madson, the company's manager here.

When opening the branch store of Lawrence H. Lucker here, W. L. Meyers, manager, was fortunate in securing the services of Audley V. Biesinger, a gentleman thoroughly posted in all the details of the talking machine business.

Roscoe R. Gorham, representative of the Victor Co., spent several days in the city the last of August. He made a point of specially presenting the new Victrolas to the trade and booked a large number of orders. Mr. Gorham said he found business and prospects with dealers in towns he had visited excellent, and thinks the fall business will surpass that of any previous season in the Victor line.

W. E. Shay, the talking machine dealer of Elyria, O., called at the Edison distribution quar-

ters last week. He reported business was very satisfactory for both machines and records.

H. E. McMillin is spending his vacation at Topianbee, Mich.

R. B. Carnahan and M. B. Mishler, Ravenna, O., successful and popular talking machine dealers, were recent visitors in the city.

The Walter J. Welsh Piano Co. gave a Grafnola recital at the St. Bridget's Church lawn fete last week which attracted a large audience and was very successful.

H. E. McMillin, Jr., has just returned from a very successful business trip in the New England States. On his return he sojourned a few days at Atlantic City.

A portion of the elegant store of the W. F. Frederick Piano Co., 1612 Euclid avenue, is being transformed. Three booths, constructed of manogized birch, in rubbed oil finish, with beaded glass partitions, will be completed and occupied on the 20th. Record racks of sufficient proportions to contain the entire Victor catalogue of records, allowing one receptacle for each number. G. W. Watkins, manager, says the initial order, of large dimensions, has been placed with the Eclipse Musical Co.

Business with the Eclipse Musical Co. is reported very satisfactory. Mr. Towell stated the machine trade was excellent, and that records were moving in large volume.

R. Sachla made a special exhibit of Columbia phonographs during the week of the West Side Exposition. He made a number of sales of machines and is having a splendid record trade, especially of foreign selections.

Very good reports are made by the many city dealers—Charles I. Davis, Brown Bros., the Aldrich Howey Co., the Goodman Piano Co., B. Dreher's Sons Co., the Book Shop and others. All note good and increasing sales of records, with an excellent demand for machines.

PRELIMINARY INJUNCTION GRANTED.

The application of the Victor Talking Machine Co., Camden, N. J., for a preliminary injunction, pending trial, against the Carl Lindstrom Co., Berlin, Germany, and their American representative, Adolph Heinemann, New York, was granted August 28 by Judge Veeder, United States Circuit Court, Southern District of New York. The charge is infringement of the Berliner patent, and a restraining order had previously been issued. The motion for the injunction was argued August 16.

E. H. Droop, of E. F. Droop & Sons, Washington, D. C., was a visitor to the Victor factory at Camden, N. J., on his way to New York this week.

What the Cartridge is to the Gun is the MASSEY DIAPHRAGM to the Talking Machine!

Hit the bull's-eye twice by selling your trade a Massey.

You make them happy and at the same time better your profits.

The fine shots on the right will penetrate any kind of thickness. Fire them at your trade and you'll hit many orders.

**Better
The Edison
Tone
With the
MASSEY
Diaphragm**



Ammunition for Massey dealers:

1. Articulates clearly.
2. Charms the listener.
3. Beautifies sound reproduction.
4. Gives a sweet and natural tone.
5. Used with Edison Model O, R and M Reproducer, it creates the best cylinder reproduction.

**The MASSEY
Diaphragm
Better the
Victor
Tone.**

The Massey Diaphragm retails for \$1. Simply ask and we'll give you a Massey free of charge. Our sales offer will interest you, too!

J. A. FOSTER CO., Edison Department, Providence, R. I.

Wholesale and Retail Distributors

COMMITTEES NOW COMPLETE

Of the National Association of Talking Jobbers as Appointed by President McGreal—An Imposing Roster of Prominent Personalities.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1911.

President Lawrence McGreal of the National Association of Talking Machine Jobbers, has completed the official roster of the association for the coming year by the appointment of the various standing committees and State commissioners. The complete official directory of the association, including the officers and executive committee, which were elected, is as follows:

President, Lawrence McGreal, Lawrence McGreal Co., Milwaukee, Wis.; vice-president, E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; treasurer, J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; secretary, J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.

Executive Committee—J. F. Bowcrs, Lyon & Healy, Chicago, Ill.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; G. E. Michel, Nebraska Cycle Co., Omaha, Neb.; P. B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

Resolution Committee—P. B. Whitsit, chairman, Perry B. Whitsit Co., Columbus, O.; J. N. Blackman, Blackman Talking Machine Co., New York, N. Y.; J. B. Miller, Penn Phonograph Co., Philadelphia, Pa.; C. J. Schmelzer, Schmelzer Arms Co., Kansas City Mo.; R. Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.

Arrangement Committee—J. C. Roush, chairman, Standard Talking Machine Co., Pittsburgh, Pa.; Max Landay, Landay Bros., New York, N. Y.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; G. T. Williams, New York Talking Machine Co., New York, N. Y.

State Commissioners and Membership Committee—E. F. Taft, Eastern chairman, Eastern Talking Machine Co., Boston, Mass.; W. H. Andrews, Andrews Music House, Bangor, Me.; T. W. Barnhill, Penn Phonograph Co., Philadelphia, Pa.; I. S. Cohen, Cohen & Hughes, Baltimore, Md.; Frank Davisson, Perry B. Whitsit Co., Columbus, O.; Henry Horton, Henry Horton Co., New Haven,

Conn.; Max Landay, Landay Bros., New York, N. Y.; Thos. O'Grady, The Edsonia Co., Newark, N. J.; W. C. Roberts, E. F. Droop & Sons, Washington, D. C.; G. E. Michel, Western chairman, Nebraska Cycle Co., Omaha, Neb.; C. H. Ebrenz, Knight-Campbell Music Co., Denver, Col.; H. H. Blish, Harger & Blish, Des Moines, Ia.; B. L. Crew, Phillips & Crew, Atlanta, Ga.; W. H. Duffee, Eiler's Music House, Spokane, Wash.; H. R. Kirkpatrick, Wisconsin Talking Machine Co., Milwaukee, Wis.; O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; W. E. Ludlow, Wulschner-Stewart Music Co., Indianapolis, Ind.; G. A. Mairs, W. J. Dyer & Bros., St. Paul, Minn.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; J. L. Riehm, Montenegro-Riehm Music Co., Louisville, Ky.; R. Shaw, Western Talking Machine Co., Winnipeg, Can.; Max Strasburg, Grinnell Bros., Detroit, Mich.; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; J. F. Werlein, Phillip Werlein, Ltd., New Orleans, La.; L. C. Wiswell, Lyon & Healy, Chicago, Ill.; J. T. Young, Consolidated Music Co., Salt Lake City, Utah.

Grievance Committee—J. F. Bowers, chairman, Lyon & Healy, Chicago, Ill.; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; W. H. Reynolds, Reynolds Music House, Mobile, Ala.; W. G. Walz, W. G. Walz Co., El Paso, Tex.

Press Committee—E. H. Uhl, chairman, Rudolph Wurlitzer Co., Chicago, Ill.; H. H. Blish, Harger & Blish, Des Moines, Ia.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; H. W. Weyman, H. A. Weyman & Sons, Philadelphia, Pa.

WILLSON AGAIN WITH COLUMBIA CO.

H. L. Willson, who some time ago resigned from the service of the Columbia Phonograph Co., General, to enter business in another line on his own account, has resumed his old position at the executive offices in the Tribune building, New York, as assistant to Geo. W. Lyle, general manager, occupying his former quarters. Merwin E. Lyle, who has filled the place temporarily, is once again in charge of copyright and kindred matters, in his former location.

JOHN WANAMAKER'S EDISON WINDOW DISPLAY



What is termed an "Exquisite Amberola Display," by the Edison Phonograph Monthly for September, is shown in the accompanying cut. Its description and comments follow:

"One of the most notable merchandising displays of the month in New York City is reproduced in the above picture. The window is one of the several in the John Wanamaker store at Broadway and Ninth street, and attracted much favorable comment. Six Amberolas and several pieces of furniture of classic design were used. H. B. Ber-

tine, in charge of the talking machine department of the Wanamaker store in New York, and to his influence is largely due the attractiveness of the display. John Wanamaker is responsible for the statement that there's no room for a 'quitter' in the advertising game. The publicity work for his enterprise is planned and executed with that thought in mind. His people do a thing well or not at all—as the show window plainly proves. The sale of Amberolas from both the New York and Philadelphia stores has been little short of phenomenal."

200,000,000

Needles

Arrived

From our factory in Germany

All of which was immediately re-shipped to our Jobbers.

Don't Be Fooled

by the arguments of our competitors, but send for samples and prices of

our

High-Grade Imported Needles AT ONCE.

Mr. Jobber

HAVE YOU LOOKED OVER your supply of repair parts? IF NOT, DO SO, AND SEND US YOUR ORDER AT ONCE—THEREBY AVOIDING DISAPPOINTMENT LATER.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report That Trade Is Opening Up in Strong Shape—Country Dealers Replenishing Depeted Stocks in Anticipation of Lively Season—Travelers Out in the Field—Proposal to Advance Freight Rates on Talking Machines Defeated—A Strong Lyon & Healy Advertisement—Line Up of Victor Forces—Columbia Co.'s Special Aviation Window—A. D. Geissler Returns from Trip to Pacific Coast and Talks of the Situation in That Section of Country—W. C. Fuhri Also Visits West—J. H. Harding Promoted—The Talking Machine Co. Busy with Preparations—Recent Tabloid Additions to the Ranks of Talking Machine Workers—Lyon & Healy Improving Service to the Dealers—Talking Machines to Advertise Cement—Other News of the Month from the Western Metropolis.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 9, 1911.

According to statements made by Chicago jobbers the fall trade is already opening up in a strong, forcible manner. The lethargy, rather more pronounced than usual during the greater part of the summer, caused in large degree, no doubt, by the excessive heat and erstwhile dubiousness regarding the crop outcome, began to dissipate in a pronounced way about the middle of August. Since then the movement has been sufficiently active to score for that month a good, strong increase as compared with the corresponding month of last year, and to give September a most encouraging start. There is no question but that talking machine stocks in the hands of the country dealer have worked down to an unusually low point and present orders reflect a widespread tendency toward replenishment, and also an insistent request for quick shipment in many instances, indicating a revival in current business.

Large concerns, not only in the talking machine line, but also in pianos and other branches of the music trade, betray an optimism regarding the outlook for fall and winter business which they did not betray even a month ago. Through travelers and dealers they are in receipt of reports covering the West generally. They find that crop conditions are notably better than that shown by the Government on August 1, and which was based on conditions existing several weeks earlier. Since the time these local reports were made heavy rains improved conditions materially and posted men now indicate a corn crop in advance of last year's record-breaking figures. In fact, barring oats and hay, it is estimated that other crops will be fully equal to those of last year. In the fruit section of the Middle West conditions are, of course, immeasurably better than in 1910.

The announcement of low-priced hornless machines from both the Columbia and Victor companies has caused widespread interest in the trade, and from all reports dealers are placing orders for the new types with great avidity and are eagerly urging shipment at the earliest possible moment. It is safe to say that the possibilities of the new types for energetic trade attracting advertising will be appreciated even by dealers who have not been as aggressive in this respect as they should be.

The travelers for the Chicago jobbers were all actively in the field last month. Within the past fortnight the missionary cohorts of the manufacturers have taken the field after a protracted summer rest. The fall campaign is, therefore, fully in progress and promises to be a very lively and resultful one.

Freight Advance Defeated.

As reported elsewhere in this issue, the proposed increase in freight rates in western territory on talking machines enclosed in cabinets, and which embodied all makes and types of hornless machines, has been abandoned. The project was finally taken up and voted down a few days ago by the western classification committee, which is

still in session in this city. The matter has been finally and definitely disposed of, and reflects great credit on the prompt and efficient action taken by the National Association of Talking Machine Jobbers, aided and abetted by the traffic and other officials of the manufacturers.

Such matters are likely to arise from time to time, and in view of the notable service rendered by the association's special committee appointed to meet the contingency which suddenly arose, one is inclined to wonder why the creation of a standing freight committee, which would be eternally on the outlook for matters of this kind, would not be a strategic move on the part of the association.

Model Talker Advertisement.

Lyon & Healy occupied ample space in the dailies one day last week with what has been commented on in the trade as one of the most forceful, high-grade talking machine advertisements used by a Chicago house in many moons. It was written by B. F. Jefferson, the advertising manager of the house, and it has brought him many compliments for this new evidence of his skill as a writer of pertinent exploitive literature. It was headed by an artistically executed sketch of the famous "Arabian Nights" heroine and the king listening to a Victrola, and the essential text below the caption "The Victor 1,001 Night's Entertainment" was as follows:

"Now, when it was the one thousand and first night, Sheherazade said: 'O auspicious king, I have reserved for to-night the greatest treat of all. Behold before you a Victrola from the music house of Lyon & Healy. Listen, sire, and presently you shall hear Caruso sing his most divine arias. I have but to touch a lever and all the world's famous operatic voices will fill this room with melody. You shall hear soloists, quartettes, orchestras—aye, even whole operas will be sung for your pleasure. One thousand celebrated entertainers will provide for you such a program that not all the great theaters in Bagdad rolled into one could equal it.'"

"To the reader: This up-to-date version of the old fairy tale has a moral for you. Your home needs a Victrola. Even if the Victrola were a limited affair it would be the greatest of entertainers. But the Victrola is unlimited—every month scores of new records are added to its already enormous repertoire. If Harry Lauder sings a new song you can get it for your Victrola. If a new opera makes a hit, you can get it right away. Your Victrola is always fresh and up-to-date."

Line Up of Victor Forces.

Geo. O. Ornstein, traveling manager for the Victor Talking Machine Co., has advised jobbers of the assignment of the Victor sales force in this district, with territory as follows:

C. L. Price returns to duties in the State of Indiana; L. A. Cummins, Illinois, as far north as Peoria and Bloomingdale; V. B. Taylor, northern Illinois and southern Wisconsin; H. C. Baish, northern Wisconsin and part of Minnesota; C. H. Womeldorff, eastern Iowa; L. E. Gilbert, western Iowa; F. C. Gunning, Michigan.

Good Window Flyer.

The Columbia Phonograph Co.'s Chicago office duly celebrated the event of the birdmen on the lake front August 12 to 20, through the medium of their windows. Suspended from the ceiling was a canvas model of an airship to which was attached a placard bearing the legend intimating that while they might not know much about making airships, that in the manufacture of talking machines they were right to the fore. Columbia records of the "Aviators' March" and "Josephine and My Flying Machine" were displayed beneath the flyer.

W. W. Parsons, manager of the dictaphone department, broke into the game by securing a large photograph showing a number of machines in action over the lake front. At the top of the photograph he attached a cut of a dictaphone, which by the manipulation of a pen was provided with wings

and the legend "The Dictaphone above them all." All in all the two displays constituted simple, inexpensive, but very effective publicity and attracted a great deal of attention.

A. D. Geissler's Coast Trip.

Arthur D. Geissler, general manager of the Talking Machine Co., returned on Wednesday of last week from his annual combined business and pleasure trip to the Coast. After spending some little time with Mrs. Geissler and their two boys at Ross, Marin County, at the foot of Mt. Tamalpais, he went on several hunting expeditions in the vicinity. On one of these he nearly succeeded in getting into trouble. He shot a deer on "neutral" territory, but the wounded animal managed to cross into the preserves of the water power company before dying. Mr. Geissler soon found himself in the clutches of the game warden and was hauled before a magistrate. By invoking the influence of the president of the water company, whom he happened to know, the judge, who was at first skeptical, finally accepted the huntsman's version and after receiving a reprimand the latter was permitted to take the venison home.

After several weeks' recreation Mr. Geissler made his usual rounds along the Coast trade. "I found general trade in 'Frisco rather quiet," remarked Mr. Geissler, "although merchants were expecting an early revival. At Los Angeles I found business conditions very active, the town is experiencing a veritable boom. The new building of the George J. Birkel Co. is one of the finest devoted to the music business to be found anywhere. The entrance, which is very unique, is on the arcade order. The visitor passes four large square windows beautifully decorated in the different periods before entering the store proper. The piano display rooms and the talking machine department are both splendidly equipped and arranged. I also had a delightful visit with O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., the Edison jobbers in Los Angeles.

"The Talking Machine Shop is the name of a new concern doing an exclusive Victor business, which has just opened in Los Angeles. The members are Albert Wayne, former manager of the talking machine department of the Southern California Music Co.; Frank Moreno, manager of the Spanish department of the same company, and Mr. Wolfskill, the leading florist of Los Angeles. They have fitted up a beautiful, aristocratic looking warehouse and will no doubt meet with marked success.

"I found Portland booming. There are signs of wonderful prosperity on all sides and it is to-day the richest town per capita on the north coast. I had the pleasure of being entertained by Mr. Johnston, who is the head of the Sherman, Clay & Co. northern interests, and which are organized in the most perfect manner.

"While I was at Seattle R. S. Smith, manager of the branch store of the Geo. P. Bent Co., of this city, bought out the firm of Haw & Allen, who occupied a portion of the Bent store. This gives the Bent company a fine Victor department of their Seattle business, and it will be pushed along the same high-grade lines as does the Victor department of their Chicago retail business."

Mr. Geissler believes that the coast as a whole is going to have a splendid talking machine business this fall and winter.

Fuhri's Western Trip.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned recently from a trip to Denver and Salt Lake City. In the latter city he found the Daynes-Beebe Music Co., who are the exclusive representatives for the company for the State of Utah, preparing for a good fall business, although current trade was somewhat quiet. The Breeden Office Supply Co., of Salt Lake City, have recently taken on the agency for the dictaphone and are meeting with excellent success. At Den-

(Continued on page 44.)

THE TALKING MACHINE CO.



"HIS MASTER'S VOICE"

At the Head of The March of Progress

Our Service and Victor Goods

The Victor Company's latest additions—three new Victrolas

- Victrola IV \$15.00**
- Victrola VI 25.00**
- Victrola VIII 40.00**

These must prove a big stimulator and business-getter for the Fall.

Our Contribution: Service

First: Exclusively Wholesale.

Second: Personal Interest In Your Business—an interest made possible by our anxiety to get and hold your business.

Keep that item in front of you—We must have your business (the Dealers' business) to live.

**137 N. Wabash Avenue
Chicago, Illinois**



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

ver Mr. Fuhri found business exceptionally favorable. The Colorado fruit crop is enormous, the sugar beet industry is flourishing, and the mines are active. The Denver office, in charge of W. F. Standke, is having an exceptionally fine business, both wholesale and retail.

Mr. Fuhri, who has spent a very large proportion of his time this summer on the road, is glad to take his vacation at home, and is putting in a fortnight at his poultry farm in the suburbs.

C. F. Baer, manager of the Chicago office of the Columbia Co., has been week-ending during the summer at Lake Catherine, where he has a cottage. This year he became the proud owner of a motor boat and has commenced the construction of a cement boat house. Mr. Baer recently made a trip through eastern Iowa, which resulted in the establishment of several new Columbia accounts. He reports dealers in that territory as looking forward to a good trade, and that the crop conditions are all that could be desired.

The Chicago office have received many orders from dealers on the new Lyric and Ideal hornless graphophones, priced respectively at \$25 and \$35. Samples of both machines were received here several weeks ago.

Harding Goes to New York.

John H. Harding, who for some years has been Western representative of the Edison moving picture interests, with headquarters in Chicago, has been transferred to Orange, N. J., and has been promoted to the position of assistant manager of the kenescope department. Prior to leaving for Orange Mr. Harding was given a banquet at Unity Restaurant by George Kline, of the Kline Optical Co. Fourteen of Mr. Harding's friends in the local trade were present, besides Peter Weber, superintendent of the Edison factories at Orange; Mr. Plimkin, manager of the Moving Picture Studio, New York, and Mr. Gall, one of the factory electrical engineers. The trio happened to be in Chicago at the time and gladly took part in the festivities.

Preparing for Big Fall Trade.

The Talking Machine Co. have made very strong preparations for a big fall and holiday trade and have placed orders for an immense stock of Victrolas, and have been compelled to secure additional storage space in the building at Michigan avenue and South Water street, which is rapidly being filled up with stock. August showed a heavy increase as compared with the corresponding month of last year, and the volume of business transacted was exceedingly gratifying when compared with the quiet condition of trade existing in July. September has opened up with some particularly large stock orders and a good general run of business from all portions of the territory covered by the company. Dealers are reported as ordering very liberally of the three new types of Victrolas, "4, 6 and 8," selling respectively at \$15, \$25 and \$40. The company have made an addition to their road force and have redistricted territory so as to insure their trade in adjoining States being visited every thirty days. H. S. Conover, who formerly traveled Wisconsin, will now cover Illinois and Iowa. George B. Cheatle has Indiana and Michigan.

B. C. Wilt, the new member of the road force, will have Wisconsin and the northern peninsula of Michigan. He is a young man of fine presence, of long road experience, and is entering enthusiastically into the company's plans for co-operating with the dealer in sales promotion.

The Stork Out of a Job.

The month has witnessed some notable additions to the homes of members of the Chicago talking machine colony. It also witnessed the great aviation meet on the lake front. As a consequence the fiction of the stork is being replaced by a more modern one, and the tale told to small brothers and sisters in the future in announcing new arrivals will doubtless be, "Come and see what the airship brought you."

F. H. Harndon, publicity man for the Talking Machine Co., has a small girl in his home. He

spent his vacation in floor perambulating exercises.

H. S. Conover, of the traveling force, welcomed Harry S., Jr., a couple of weeks ago.

B. B. Blackman, manager of the record sales department of Lyon & Healy, has already made arrangements for Victor records of the sugar-coated voice of the cherub who is blessing the Blackman mansion with his benign presence. He says they will eclipse the Victor's famous Nightingale record.

L. & H. Service.

Lyon & Healy are fully into the fall campaign with all their travelers aggressively on the road and with arrangements made for the still further improvement of their already famous service to talking machine dealers. Orders coming from all sections of the territory indicate a marked revival of business activity. The company's facilities for prompt service were never so great as to-day. Manager Wiswell's faith in the business this fall has been amply shown by the large stocks in hand and under order.

The company's little booklet, "How to Become a Talking Machine Dealer," which has already been referred to in these columns, is in large request, considering the addition of talkers. It gives full details regarding the Victor contracts, terms, etc., on both Edison and Victor goods, and explains the manner in which their travelers in their campaign and also the conscientious manner in which the dealers are given the benefit of the firm's extensive retail advertising.

Lyon & Healy sent out to the dealers just prior to the aviation meet ingenious airship models which would actually fly. They were accompanied by a cordial invitation to those coming to the city to witness the antics of the birdmen and make their headquarters at the house.

Good Exploitive Plan.

The Universal Portland Cement Co. recently bought three B. C. Twentieth Century loud-speaking graphophones from the Columbia Co.'s local office, and masters of selling talks are now being prepared at the Columbia laboratory. They will be used in exploiting the cement company's product at a large number of State fairs this fall.

New Columbia Salesman.

J. P. Miller is the new addition to the sales force of the Columbia's Chicago office. He is working wholesale trade in the loop and certain suburban territory and is making good. He was formerly a salesman engaged in another line, and attracted the attention of the officials of the Chicago office by the ease and expertness with which he convinced them of the superiority of his goods and secured an order from them.

Good Selling Plans.

E. W. Schwietert, manager of the talking machine department of the music business of A. E. Ward, of Marshalltown, Iowa, was a recent Chicago visitor. Mr. Schwietert, in a talk with The World, told of several particularly successful means of getting business used by his house. They handle both the Victor and the Columbia goods, and for working up business of the country and small villages use a special wagon which they had made after their own plans. It has ample space for machines and records, and has sliding glass doors on either side, on which both the Columbia and Victor insignia appears. They can thus give recitals right from the wagon, and, of course, always have an abundance of literature for distribution. Mr. Schwietert also makes it a practice of offering to give recitals for various Marshalltown functions. People who intend giving entertainments in their homes are invited to call at the store and select their programs. They have a number of different programs printed and one of them usually succeeds in meeting the taste of the applicant. They furnish them for distribution to each guest.

Want Better Goods.

At the Rudolph Wurlitzer Co., Assistant Manager F. H. Siemon reported not only a general picking up in the wholesale talking machine business the past few weeks, but noted a particular interest in the more expensive types of concealed horn machines on the part of many small dealers who have been apathetic in this respect in the past.

L. Keen Cameron, manager of the retail talking machine department, has returned from a several weeks' vacation spent on the Great Lakes and fishing in Wisconsin. Manager E. H. Uhl returned from his trip to the coast this week.

Salter Features.

The particular feature of the Salter disc record cabinets is the construction of the horizontal felt lined shelves. They are made of specially prepared wood, which does not sag or get out of shape. At the same time the shelves are very thin and while furnishing a separate compartment for each record, give the cabinet unusual storage capacity.

U. S. Company Have Fire.

Fire in the building occupied jointly by the Bishop-Babcock-Decker Co. and the Chicago headquarters of the U-S Phonograph Company at 219-225 West Washington street, on September 1, caused considerable damage to building and stock. The private office of W. C. Patrick, Western representative of the U-S Company, in the rear of the store, was reached by the flames and the stock of machines and records on the second floor was a total loss. Fortunately, no interference with shipments took place, as orders on hand were at once transferred to the factory at Cleveland. A new stock was immediately ordered and has already been received, and shipments are now going forward from the Chicago office as usual. The necessary remodeling to the building will be done at once. Both the local and the road salesman traveling from the Chicago office are visiting the trade as usual and report excellent business from established dealers and the opening up of a number of desirable new accounts.

A Live Concern.

The R. C. Golding Co., Inc., 1013 Montrose Boulevard, are installing unique "fire places," from which issue the tones of a concealed talking machine. The interior walls of the fire place constitute an amplifying horn, and the tonal effects are excellent. In an item in a recent number of The World, regarding the opening of the company's store, an error was made in the clever trade slogan used by the company. It should have read: "That Natural Tone Music Firm, sellers of 'food for the ears.'"

NO INCREASE IN FREIGHT RATES.

Arguments Presented by Transportation Committee of the Jobbers' Association Serve to Defeat Plan to Change Classification of Hornless Talking Machines and Secure Higher Rates on Them—A Great Victory.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 7, 1911.

Hornless talking machines will not have to bear heavily increased freight rates in Western territory, as for a time seemed probable. The Western classification committee has been won over by the arguments presented by the transportation committee of the National Association of Talking Machine Jobbers, and representatives of the manufacturers of Milwaukee. The matter was taken up and fully discussed at the Chicago sessions of the classification committee, which are just closing, and when it came to a vote a few days ago it was definitely voted down. The thorough-going manner in which the case was presented by the talking machine interests was indicated in the last issue of the World. L. C. Wiswell, who is chairman of the jobbers' transportation committee, is to-day mailing the following letter, telling of the victory, to members of the association:

"Without a doubt you will be pleased and interested to learn that the joint efforts of your special transportation committee and W. F. Fulghum, representing the Victor Talking Machine Co; J. C. Rodgers, representing the Thomas A. Edison, Inc.; W. C. Fuhri, representing the Columbia Phonograph Co., also F. T. Randall, traffic manager, Lyon & Healy, in appearing before the Western classification committee at their Milwaukee meeting and reasoning with them as to why the proposed increase in freight rates from first class to double first class on talking machine enclosed in

(Continued on page 46.)

EDISON and VICTOR DEALERS

ARE YOU RECEIVING THE PROPER
CO-OPERATION FROM YOUR
DISTRIBUTOR? :: :: :: :: ::

IF YOU ARE NOT THOROUGHLY
SATISFIED IT WILL PAY YOU TO
INVESTIGATE :: :: :: :: ::

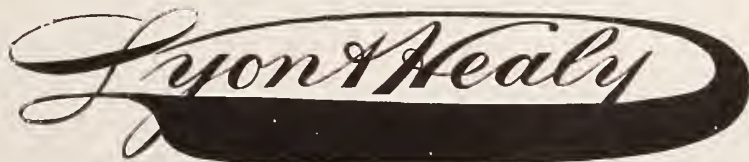
Lyon & Healy SERVICE

Filling Orders Accurately

Filling Orders Completely

Filling Orders Same Day as Received

The Largest Exclusive Wholesale Victor and Edison Departments
in the United States are Ready to Co-operate with You



DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

C H I C A G O

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 44.)

cabinets should not be acted upon favorably by the committee, have proven successful, the Western classification committee voting not to approve the increase.

"The transportation committee, of which the writer is chairman, labored quite hard in the matter, and it is with a spirit of elation that we write you this pleasant news.

"The action of the Western classification committee, which was in accordance with our arguments presented, means the saving of hundreds, yes, thousands of dollars to the talking machine trade—distributors and dealers—situated within the preserves of the Western classification committee, as well as forestalling any advance of the same character that might have been made by the official and Southern classification committees had the increase been approved by the Western classification committee."

THE EDWARD C. PLUME CO.

This Concern, Which Controls a Strong Advertising Service Department, is Featuring the Pyro One-Light Electric Light Signs—Up-to-Date Publicity for Merchants.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 10, 1911.

The many friends of Edward C. Plume will be interested in the news that he has reached the goal of his ambition and is at the head of a business of his own, with strong capital backing and a most promising outlook for a brilliant future. Mr. Plume, during his long connection with the Columbia Phonograph Co., latterly as wholesale manager, was not only known as a particularly fine fellow, but as a man of initiative and whose statements in a business way were always worthy of all confidence. The fact, therefore, that the company of which he is president will deal in a commodity, "good advertising," sought for by talking ma-



EDWARD C. PLUME.

chine dealers as well as those in every other line, will naturally result in renewing business relations with a host of former trade acquaintances.

The Edward C. Plume Co. have for their mission in life the creation of intensive advertising, and incidentally to keep the merchant forever in the public eye, through the installation in front of his place of business of one of their handsome Pyro one-light electric signs, which is claimed to be the most economical outside publicity device on the market.

The advertising service department is composed of well-known advertising writers and a corps of clever artists to prepare special trade ads for a

dozen different businesses. These, with illustrations all complete, are sent to the merchants throughout the country at little cost for use in their local papers, thus giving the small town business men, the bankers, the grocer, the music store, jeweler, etc., the advantage of having high-class cleverly-written and illustrated ads ready for insertion in the paper and equal in every way to those used by the great metropolitan stores able to employ exclusively a high-salaried advertising expert.

The Pyro, one-light electric sign, of which the company have secured control, has been on the market for three years, and has demonstrated its popularity by sales in New York, Chicago and other large cities. The sale of this sign will be energetically pushed all over the country, and the price puts it within the reach of the smaller small town dealer. Furthermore, it costs only one cent an hour brilliantly to illuminate, and is just as conspicuous by day as by night. It is a metal sign, therefore durable, is two-sided, permitting a different legend on either side if desired. The gold-leaved ornaments and aluminum leaf covered steel letters stand out against the background and frame, colored to suit the purchaser's fancy. It is admirably arranged for the conspicuous reproduction of the trade-mark.

The company issue an illustrated catalog, giving prices and all particulars, including photograph showing the sign in use by concerns in various lines of trade.

In organizing the company Mr. Plume secured as stockholders and directors some of the most prominent business men in Chicago and Kansas City. The company occupy handsome offices at 417-21 South Dearborn street, Chicago.

The man who never leaves home may accumulate a good many dollars in the moss that will surround him, but he will be a back number ten years sooner than the fellow who gets out into touch with the world now and then.



IX A
Capacity 200 10 or 12-inch records

New Idea Cabinets

FOR

Victrolas IX, X and XI



IX B
Capacity 100 10 or 12-inch records

WE have been forced to triple our capacity in order to meet the big demand for our line of Victrola cabinets to match. They have anything else of the kind beaten a hundred miles, in both attractiveness and salability. The retailer can sell one with every IX, X or XI without any trouble at all.

We make them in Birch, Mahogany Finish, Solid Mahogany five-ply veneer, or any style finish oak.

Our patent sliding files can only be drawn out far enough to admit taking out and replacing records. They are faced and finished to match cabinet.

Write for Catalog and Discounts.

LAWRENCE McGREAL

MILWAUKEE, WIS.



X
Capacity 140 10 or 12-inch records



XI
Capacity 140 10 or 12-inch records

From 40 to 80 per cent. ahead of last year right straight through 1911, month after month—and promising better yet. We are pretty well satisfied with the progress of Columbia.



Columbia Phonograph Co., Genl., Tribune Building, New York

BUSY TIMES IN ST. LOUIS TRADE.

Dealers Declare That Present Business Equals That Usually Done During the Holidays—Many Records Sold to the Stay at Homes—Victor Traveler Gets Record Size Order—Cheap Hornless Machines Please the Trade—Interesting Personal Items—Silverstone's Unique Window Display of "Perpetual Motion"—What Lines Are Being Featured by the Various Retail Houses—General News of the Month Worthy of Record.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 9, 1911.

St. Louis retail talking machine dealers are enjoying a business that they declare is only equaled at holiday times. Charles L. Byers, who is in charge at the Columbia store in the absence of Manager Walthall, said, "August was the biggest month we have had except last December."

H. Levy, of the Aeolian Co., pronounced it holiday business and at the Thiebes and Silverstone stores they had nothing but praise for conditions that are as unexpected as they are pleasant. At the Mengle store, in the West End, the sale of two Victrola XVI. and one XII. as one morning's record can be referred to. August is usually considered a dead month in St. Louis, but early the talking machine men announced that they were going to do business and evidently they have. And while the machine business has been flourishing, the record business has not lagged as much as usual. "Machines are now too generally owned for the record business to check much because some persons who have money have gone to the country or seashore," is the way one man put it. He added: "I know a lot of persons who have taken their vacations at home or at least on the smallest possible expense and have added to their record library with their savings. And time will show that they are wise in so doing. A restful day at home and a grand opera or a popular song concert on the front porch in the evening is equal to a trip to the country any time."

L. A. Cummins, traveler in this territory for the Victor Co., credits the J. H. Buettner Furniture Co. with giving to him the biggest single order ever placed by a St. Louis retail dealer a few days ago when he showed in that store the new \$15 Victrola. "Mr. Buettner had been East and spent several days looking in on Wanamakers and other places where they sell machines," he said, "and he came back enthusiastic, of course. In calling this the biggest order ever placed in St. Louis I am not excepting opening orders, but none came within almost \$1,000 of this one."

Both the Victor and Columbia dealers are showing great enthusiasm over the prospects presented by the new machines, the \$15, \$25 and \$40 Victrolas and the \$25 and \$35 graphophones. The dealers generally regard these machines as the greatest boon the trade has known in that they will induce hundreds of hesitating families to try out talking machines and it will also permit persons who have held back because they knew they could not afford expensive machines, but were unwilling to buy horn machines to install them. Manager Robinson, of

the Thiebes Piano Co. talking machine department, looks with high favor on the new machine because of the larger field it is sure to bring to the record sales. He has already posted the signs in his windows calling attention to the new machines and invites inquiries. Manager Levy, of the talking machine department of the Aeolian Co., says that the new machines are the real sunrise of the talking machine business. He does not believe that it means the discontinuance of the horn machine. "I have just received the fall order of a well informed dealer who has seen the new machines," he said, "and he ordered more horn machines than hornless with even the new models included. Some dealers will still push the horn machines and some persons will insist that the "built in" horn cannot give the same vibrating quality. I look to see the horn machine survive until some improvement is made in the sound box or otherwise that is used in the hornless machines and not into the horn machines." L. A. Cummins says that his opinion of the new machines is shown by his record in calling upon the St. Louis trade; that so far he has sold every local dealer he has called upon and while he has not yet called upon the entire 48, he has called upon enough to believe that when he makes the rounds that his batting average will still be 1,000 per cent. and that he is going to see them all before shipping dates commence. So far the largest number ordered by one dealer is 50. Mr. Byers, of the Columbia Co., says the demand for their new models is exceeding the supply and that as soon as they get enough of them to let the salesmen turn loose and look up prospects not able to reach the higher priced machine, they are going to make some record sales days and that means a healthy figure.

A. C. Thiebes, president of the Thiebes Piano Co., one of the large talking machine dealers downtown, returned early this month from Anisquam, Mass., where he spent the summer.

Manager E. B. Walthall, of the Columbia Phonograph Co., returned September 6 from Horse Cave, Ky., where he spent his vacation with home folk.

Miss Marie London, of the Columbia Co., spent her vacation at Atlantic City. Miss Lillie Biest, of the same company, has returned to work after her vacation, which she spent in St. Louis entertaining Miss Bell, of the Chicago branch. Miss Biest vows they found other things to talk about than talking machines.

W. S. Byrd, recently of the Des Moines Columbia branch, has returned to St. Louis and is now traveling outside St. Louis for the local office.

E. C. Rauth, who was introduced to the talking machine trade at the Milwaukee convention, is now secretary of the Koerber-Brenner Music Co., Victor jobbers of this city, vice Will Brenner, who is traveling for the company. Mr. Rauth is giving special attention to the talking machine business and is becoming an enthusiast.

George Parthe, of Jefferson City, often called the grandfather of Missouri talking machine men, and L. A. Cummins, recently bearded Gov. H. B. Hadley in his den and left with an order for a Victrola XVI. The Governor, who started the trouble that eventually tamed the Standard Oil Co., became

enthusiastic over his purchase and made a nice order for records. "And I'll bet," said Mr. Cummins, "that in a short time he will have one of the best libraries in the West, for his friends are tumbling over each other to give him records of their voices or those of their favorites."

Victor dealers will be interested in the report that J. Ed. Beach, of Springfield, Mo., is giving auxetophone concerts in the city park there and making a success of them. He pleases large crowds with his programs.

L. A. Cummins reports a happy three days in Indianapolis spent in company with Messrs. Gressing and Berlin.

Mr. Hegeman, a Victor dealer at Yazoo City, Miss., was a recent merchant visitor in St. Louis.

In speaking of the remarkable August business, Charles L. Byers, of the Columbia Co., says: "Our amazing record of eclipsing every month except last December was not alone due to commercial conditions in St. Louis, but to the persistent and efficient work of an organized sales force second to none in the talking machine business."

"The jobbing business is responding nicely," said Harry Levy, of the Aeolian Co. "We now have three men on the road and they are finding conditions very good and fall orders are more liberal than was expected even a few weeks ago."

Mark Silverstone, the local Edison jobber, who was once a watchmaker and who is of a mechanical turn of mind, has Olive street promenaders guessing over what is pronounced the best mechanical window display in town. He began with the ancient feat of balancing a steel knife and fork on a match which rests on a needle poised in the cork of a bottle, and then he found a way of making the knife and fork revolve on the needle axis. He calls this "perpetual motion (as near as it will ever be gotten.)" The slow motion of the balanced knife and fork is steady and seems never failing. The device sits on a small table which is mounted on common tumblers to preclude possibility of wires. Mr. Silverstone admits that the motion is accelerated, but he is not yet ready to tell where or what is the mysterious power. A sign in the window, however, announces that he will impart that information to purchasers of Edison machines. There never has been ten minutes of daylight since the device was installed that there is not a crowd about the window, looking, guessing and theorizing and at least one fight has resulted. Mr. Silverstone says he worked out the power idea himself and that it is very simply, but that not one of the men who have come in to talk with him about it has been sure that he has discovered the right thing. Of course, there are a lot of talking machines in the window.

Frank Crim, Edison dealer at Lancaster, Mo., was a recent St. Louis visitor and placed a good sized fall order.

The fellow who played "Budweiser's a Friend of Mine" for the prohibitionist, got a tract instead of an order. Consistency thou art a jewel.

If the salesman can talk intelligently of the operas the selling of grand opera records will become a simple task. Know the goods.



Unexcelled service

has enabled us to help hundreds of dealers to achieve business success. Are you among that number?

Our service is not only quick, but accurate as well. We ship every order the same day it is received, and every order is checked and re-checked, so that when you order Victor goods you get the Victor goods you ordered.

Satisfy your customers by giving them first class service. Teach them to swear by you, not at you. You can do this by getting rid of the jobber who is slow and inaccurate, and giving us your orders to fill. Buy from a jobber who will pull with you, not against you.

It is sometimes impossible for you to have everything the people ask for. When this happens you want to have a jobber who will give you the kind of service necessary to keep that customer from going elsewhere. A jobber on whom you can depend. That's our strong point.

Our stock is large and varied, and every order, whether large or small, receives the same careful attention. We have a complete line of Victors, Victor-Victrolas, Victor Records, needles, record cabinets, extra parts and accessories of every kind.

A postal will bring our catalog, and also an interesting little booklet of Victor record cabinets, called: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



FEATURING TALKING MACHINES IN PUBLIC PARADES.

Victor dealers are not slow in taking advantage of public parades, on any and every occasion, to exploit their goods. The displays made in various parts of the country in connection with our national holiday were not only handsome, but effective and notable, and no expense was spared by the individual dealers mentioned. The illustrations herewith presented by courtesy of the Voice of the Victor, shows: First, the automobile of the Whetsel Music Co., Wexford, Ore. Note the patriotic colors of the improvised horn attached to a regular Victor machine and the striking sign.

Then, the floral automobile of the Talking Machine Co., Minneapolis, Minn. is more elaborately decorated, but both attracted no end of attention, and were given an ovation as they passed in the processions of their respective cities. At Santa Barbara, Cal., the Brown Music Co. seized upon the opportunity, and, as seen in the picture, made the most of the occasion. On the opposite side of the float, as shown in the centerpiece, the Victor, 1911, Fourth of July window display was arranged, while inside the block house a drummer and fifer were busily engaged in carrying out the illusion and adding color to the "Spirit of '76." All three dealers are entitled to a great deal of praise for their enterprise and good judgment.

CHANGES IN VICTOR DISCOUNTS.

To meet the controversy regarding the "special long terms" extended dealers by some of their distributors the Victor Talking Machine Co., Camden, N. J., have notified their trade of a change in contract. The addendum regarding terms, which became effective September 1, follows:

"Two per cent. cash discount is allowable only when purchases for the current month are paid on or before the 10th of the following month. Monthly accounts are due and payable net thirty days from the end of the month. Accounts may be closed with interest bearing notes at the legal



WHETSEL MUSIC CO.'S AUTOMOBILE IN MEDFORD, ORE., PARADE.



TALKING MACHINE CO.'S FLORAL AUTOMOBILE IN MINNEAPOLIS PARADE.



BROWN MUSIC CO.'S FLOAT IN SANTA BARBARA PARADE.

rate at the end of the thirty days, providing said notes are drawn for a period not exceeding three months' time, and further providing that no agreement or understanding whatever is in existence relative to renewal." General Manager Geissler notifies dealers to be governed accordingly.

BUT ONE KIND OF TRUTH.

There is but one kind of truth, and the same standards of straightforward honesty apply in business which are common to all other relations of life. It is better to lose the business that cannot be secured without exaggerated statements and promises which cannot be fulfilled. Merchants should keep their promises to customers and avoid customers who will not keep their promises to them in return.

WITH THE TRADE IN DETROIT.

New Talking Machine Store to Be Devoted Exclusively to the Victor Line—Fall Trade Opens with a Rush—Prospects in the Country Districts—Manager Johns Believes That the Introduction of Cheap Hornless Machines Will Increase the Sales of the Higher Priced Models.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 10, 1911.

A new and first class talking machine store will be established in Detroit some time this month. It will be an exclusive Victor store. The plans are not ripe yet, so the names of the promoters cannot be given this month. But it is known that the store already has been leased and is being fitted up into one of the finest in Michigan. The man who will be at the head of the business is experienced in the talking machine trade, but is not now connected with any of Detroit's music houses. The other members of the company also are experienced in the talking machine business.

Fall trade is opening up here with a rush and the recently devised medium and low priced hornless machines are in the greatest demand. Grinnell Bros. are unable to get enough of the \$50 Victrolas No. 9 to fill orders. The Columbia people say the same about the \$50 Grafonolas, the \$35 Ideal and the \$25 Lyric. The Columbia Favorite, at \$50, has been the strong seller of the Doran Phonograph Co., especially since the vacation days have drawn to an end.

July was the dullest month of the summer. In August business began to pick up as though summer already was over. Thus far in September it has shown the increase which the August conditions indicated was to be expected. The exceptionally good weather has been largely responsible for it. Primarily it has laid a first class foundation for business by raising good crops, and secondly, it has made people feel cheerful and in a mood to loosen up some of their material prosperity instead of hoarding it.

The only dull spot in the trade is in the country districts, where all trade is dull at this time of year because the farmers are too busy harvesting to pay attention to anything else. But when they get those crops in there will be a big trade from them this fall, for the rural brethren have made more money than they have before in a quarter of a century. The up-State quickening already is felt to a mild extent and is constantly expanding.

Max Strasburg, manager of the talking machine department of Grinnell Bros., is just returned from a month's vacation at Charlevoix and is celebrating the twelfth anniversary of his entry into the talking machine business—that is, he is celebrating it by buckling down to work for a lucky thirteenth year. He is one of the pioneer talking machine men of Michigan and has been with Grinnell Bros. ever since he entered the business, expanding it from a small adjunct to the piano business to a department which would make one of the classiest stores in Detroit all by itself. Grinnell Bros.' new Monroe avenue branch is doing better than the highest anticipations of Mr. Strasburg when it was established.

The Detroit branch of the Columbia Phonograph Co. is getting more and bigger orders from city and State dealers than ever before, which makes the outlook for the fall and winter season the rosiest. Manager Johns has some big deals lined up for new city agencies. He is not ready to give the details yet. As for small agencies, new ones are added every week.

Manager Johns does not think the Lyric and Ideal will compete with the \$50 Grafonola. On the contrary, it is liable to increase the sale of the latter. The lower priced ones are fine, but the Grafonola is better and to show it to a customer who intends to buy on contract is almost certain to turn the sale in that direction, for it will take only a month or two longer to pay for it. To the man who pays cash the difference in price will seem more material, and to this class the greatest sales of the new machines will be made. That is where the country trade will come in strong, for in the country ninety-nine of every hundred sales of talking machines are for cash.

Look for This



REGISTERED

MUSIC MASTER

Trade Mark



Solid Wood Not Veneered

Stamped on Horn Means—

“THE MANUFACTURER’S BEST EFFORT”

“THE BUYER’S BEST JUDGMENT”

These two sentences state the simple truth and explain the

Music Master’s Success

Only the MUSIC MASTER SOLID WOOD HORN sends forth the clear, beautiful, mellow tone-quality, from the simple fact: the fibre of the wood is not glue soaked, and consequently does not close the pores and deaden the Timber (musically speaking) which practically takes place on two or three ply Veneer Horns.

If your Jobber cannot supply you, we will send you sample lot of horns for demonstration.

Every Horn Guaranteed

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

The Columbia Co. have entered seven new counties in the course of the summer campaign. E. A. Girardin is the cause. He is the man who establishes the up-State agencies and takes the orders. S. E. Lind does the same sort of work in the city. Most of the stores are exclusive Columbia agencies and carry full lines of instruments and records.

The increasing demand for the United States indestructible records is a feature of the Doran Co.'s trade. The increase is on its merits, for no particular advertising campaign in behalf of these records is being made. A satisfied customer makes another one—that is all. The last shipment of United States records received by the Doran Co. are the best in tone and quality they ever had.

A HANDSOME STORE.

F. G. Loeffler, Union Hill, N. J., has finished his new store—one of the handsomest in the State—and is doing a fine business. As a souvenir he remembers the ladies—his best and most stead-

fast customers—with what he calls a “Midget Puff.” This is of oxidized silver, with a chain attached and all the trimmings for instant use when away from home. While Fred is selling lots of Victor goods, at the same time his Edison trade is good and strong.

TAKE ON VICTOR LINE.

Cleveland Store of W. F. Frederick Piano Co. to Carry Complete Assortment of Machines and Records.

The W. F. Frederick Piano Co.'s branch in Cleveland, O., have secured the agency for the Victor talking machine line, and contracts have been let for the erection of a series of sound-proof demonstration rooms on the ground floor of the store. Norman Cook, manager of the department, and G. W. Watkins, the branch manager, states that a full line of Victor machines and records will always be kept on hand.

To those dealers who think it well to carry other lines with Columbia, we always say go ahead. We'll take even chances any day of the week. To those dealers who have so far been "shooed" out of adding the Columbia to their other lines, we can only say that they are being jollied out of good money.



8

Columbia Phonograph Co., Genl., Tribune Building, New York

PACIFIC COAST TRADE NEWS.

Notable Increase in the Demand for Records Reported—What the Traveling Men Are Doing—Open Dictaphone School in Columbia Store—Changes in Sales Staffs—George S. Umholtz Buys Out the Talking Machine Stock of the Brown Music Co., Riverside, Cal.—W. W. Griggs Will Open Talking Machine Department—Le Roy Has Edison Agency in San Bernardino—Other Items.

(Special to The Talking Machine World.)

San Francisco, Aug. 30, 1911.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says that, beginning with the opening of the schools in San Francisco business in his department has been steadily increasing, though the principal feature at present is the demand for records. Mr. Black is confident of a heavy retail business, in both city and outside stores, during the fall and holiday season, and is now making arrangements to keep a large stock on hand throughout the season. One of the company's traveling men, F. P. Corcoran, has just returned from a visit to the Sacramento valley, where he found an unusual amount of business for the end of summer. Mr. Corcoran will leave shortly for an extended visit to the northwest. Lawrence K. Wilson, who has been spending some months in the Hawaiian Islands and the Orient, has been meeting with considerable success with the company's lines. He will leave on his return trip, arriving in this city late in September.

Walter S. Gray, Pacific coast manager of the Columbia Phonograph Co., reports that the month of August will approach the best month's record for this year so far and speaks most optimistically of the outlook for the fall trade. The San Francisco office of this company has just received the Ideal hornless machines, which is expected to prove as fine a seller as the Favorite, the fifty-dollar machine. The local office is now conducting a Dictaphone school for the benefit of stenographers who wish instruction in the use of this machine, which is now used in many offices on the coast. Mr. Gray says that more and more firms are requiring their stenographers to use the Dictaphone and that the school, though unadvertised, is being sought out by many of the progressive stenographers in this city. He feels that the new institution will grow and serve in a very satisfactory way the increasing need of stenographers. Some changes of note in the local Columbia force have recently been made. C. J. Moore, a former Kansas City Columbia man, who has been affiliated with this company for ten years, has been placed in charge of the out-of-town business from the city office; Fred L. Engelmeyer, who has for some time been in charge of the retail department in the Kohler & Chase building on O'Farrell street, has been given charge of the inside city business, his former place being taken by the well-known Columbia man, C. W. Wortley, who comes from Portland. Mr. Wortley has spent some years with the Columbia Company

and has traveled practically all over the world with their machines. He has just arrived in this city and is busy getting his bearings in the retail department. The San Francisco office received a visit this month from William A. Hurst, of the Wolverine Manufacturing Co., of Detroit, Mich. Mr. Hurst was the designer of the library table used for the Grafonola Regent and Grafonola Regent Jr. Mr. Hurst leaves shortly for the Northwest, where he will spend some time visiting the trade. Mr. Gray will also leave shortly for the Northwest, where he will meet George W. Lyle, vice-president and general manager of the Columbia Phonograph Co., who will travel in that territory with Mr. Gray for some weeks.

Peter Bacigalupi & Sons, the well-known talking machine firm, have been making some good sales of late with the Edison Business Phonograph. Outfits have been recently sold to the Pacific States Electric Co. and to the Southern Pacific Railroad.

Arthur Geissler, the popular Chicago talking machine man, who has been touring in the West with Mrs. Geissler, has left by way of the Northwest for his home.

S. E. Babson, of Babson Brothers, is again in the Post street store of this company after a prolonged stay in Chicago. Mr. Babson notes an increasing demand for the British Amberol records, and large orders for this class of records are being placed for the fall business. The firm's country business is of very encouraging nature, and with the advent of the new design hornless machine he believes that city business will undoubtedly go considerably ahead of that of last year.

The stock of talking machines and records of the J. B. Brown Music Company, of Riverside, Cal., has been bought by George S. Umholtz, who was formerly with the Riverside Music Co. The piano and player-piano business has been taken over by H. W. Hawes, who will conduct the business jointly with Mr. Umholtz.

W. E. Morton, one of the talking machine men of Sherman, Clay & Co., is in the city for a short time between trips, having returned from a successful tour of the California territory. A large number of good orders for Victor goods was taken by Mr. Morton, who found dealers ready to place orders early this season after having been disappointed in getting goods ordered later in former years. The newer models of the Victrola are being received with favor in the out-of-town districts.

The Schubert Piano Co.'s local branch, which is in charge of W. W. Griggs, a former Chicago piano man, will undoubtedly put in a talking machine department early this fall, the line to be favored probably being the Keen-o-phone. Mr. Griggs has been in the city only a short time and looks forward to building up a large business in several branches of the music trade, and expects to push the talking machine line with good results.

W. A. Voltz, general sales agent for the Edison Company, has returned from the San Joaquin valley section, where several large orders were

booked from new dealers for new stock.

C. E. Le Roy, of San Bernardino, Cal., has just been given the exclusive agency in that city for the Edison phonographs, and has laid in a very large stock of phonographs and records. The new store is located at 466 Third street.

The Muller Music Co., of Klamath Falls, Ore., will soon be located in its new store at Main and Eighth streets. Talking machines only are carried by this firm, which handles the Edison lines. A large order for the new disc machine has recently been placed with the eastern office.

IN THE SOUTH AMERICAN FIELD.

Chas. F. Lightner in Buenos Aires and Theo. F. Ferry in Mexico Pushing the Victor Line Among Our Southern Neighbors.

Chas. Ferree Lightner, who came home a year ago to get a full breath of fresh air, is now at his post in Buenos Ayres, Argentina, S. A. He has a competent corps of travelers, who visit every point of importance from the canal zone to Puente Arenas in the Straits of Magellan, carrying the Victor flag to the front. Mr. Lightner's business in the Southern Continent has gone ahead by leaps and bounds.

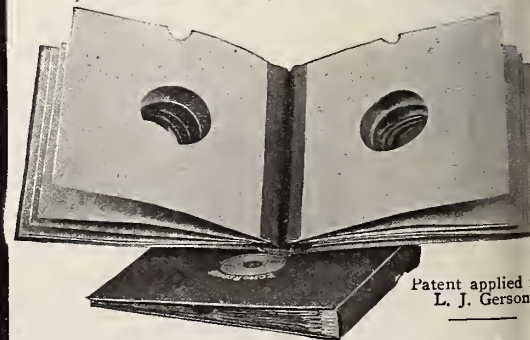
Theo. F. Ferry, who traveled the west coast of South America a number of years for the Victor Talking Machine Co., Camden, N. J., has just gone back to his new territory in Mexico, conditions having quieted down to a strict business basis again. The followers of Madero, Gen. Reyes and other possible candidates for the presidency, are in the market once more for machines and records for entertainment purposes in their mountain fastnesses. The Mexicans have a pronounced leaning toward the beauties and attractions of the talking machine.

BE UP-TO-DATE!

Dealers have you stocked up on

Echo Record Albums?

Every one sold sells two more. **EVERYBODY LIKES THEM.**



Get a 1911 Album Booklet. The Latest style Echo Albums hold both single and double-faced records. Pages indexed 1 to 16. Index in front. Echo Albums fit all record cabinets after slats are removed. Also, can be substituted for old-style filing case in Victrolas. If your jobbers do not carry Echo Albums, write to us for net prices to Talking Machine Dealers.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)
Washington, D. C., Sept. 8, 1911.

ARRANGEMENTS FOR CONTINUOUS PHONOGRAPH RENDERINGS. Maurice Couade, Laon, France. Patent No. 999,097.

This invention relates to an arrangement whereby may be obtained the continuous rendering or reproduction of a piece of music or the like recorded on several successive discs of cylinders. This arrangement also enables one to effect as desired with absolute certainty and without jerks, the starting and the stopping of the gramophone or phonographic rendering of a piece, at any desired point in this piece and at a predetermined moment.

Means for carrying out the present invention are shown by way of example upon the annexed drawings, in which:—Figure 1 is a longitudinal section, and Fig. 2 is a section on line 1—1 of Fig. 1. Fig. 3 shows an example of the arrangement applied to a cylinder apparatus.

MOLDING MACHINE FOR CYLINDRICAL PHONOGRAMS. Brian F. Philpot, Brooklyn, N. Y. Patent No. 99,183.

This invention relates to improvements in machines or molding presses for turning in the ends of tubes or cylinders used in making phonograms in accordance with the process disclosed in application Ser. No. 543,529 filed February 12, 1910.

The object is the production of a press which will support the extremely thin walls of the tube and smoothly turn the ends in between the dies which are maintained at a predetermined distance apart while the molding operation is being carried on.

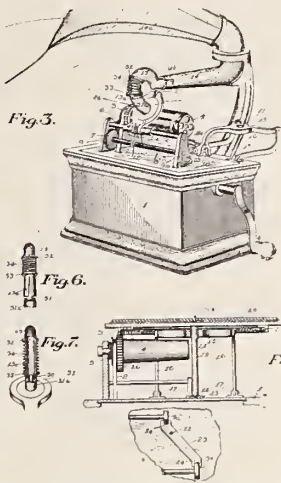
In the drawing Figure 1 is a view of the complete machine; Fig 2 is a sectional view of the tube holder and molding cap or die, and Fig. 3 shows the end of the tube after it has been turned in.

PHONOGRAPH. Charles O. Haycs, Locust Corner, O. Patent No. 999,645.

The invention relates to attachments for phonographs by means of which both disc and cylinder records can be used on cylinder machines. By the use of these devices both styles of records can be played with equal convenience and very little time is required to make the change when the alternate style is desired.

The playing of disc records is accomplished by the use of a jointed bracket which is adapted to support a disc turn-table, suitable gearing to im-

part motion from the phonograph driving mechanism to the turn-table and a disc record reproducer which can readily be interchanged with the cylinder record reproducer. But, when cylinder records are to be used, the turn-table is removed and the jointed bracket is folded back out of the way.



part motion from the phonograph driving mechanism to the turn-table and a disc record reproducer which can readily be interchanged with the cylinder record reproducer. But, when cylinder records are to be used, the turn-table is removed and the jointed bracket is folded back out of the way.

AMPLIFYING HORN FOR TALKING MACHINES. Robt. A. Boswell, Washington, D. C. Patent No. 999,954.

The invention about to be set forth and claimed belongs to the art of acoustics, and it particularly pertains to a new and useful sound conveying tube having a compound curved tubular member arranged at a point between the free ends thereof, and adapted for use upon talking machines and the like.

The novel principle of this invention is to support the arm and horn in the compound curved tubular member, in order to have free movements, whereby the stylus of the sound box may accommodate itself to the sound waves, or annular indentures of the record.

A further feature of the invention is to so connect and support the arm and the horn of this particular form as to allow the arm to be readily lifted from the record, in order to dispose it slightly to one side thereof, or to raise the horn vertically. When the horn is raised, the same is easily and readily supported within a portion of the compound curved tubular member by friction. It is also understood that the arm may be supported in the member by friction. The horn, as shown in Fig. 2, may be so arranged as to swing laterally, as well as vertically, but, as shown in Fig. 1, the lateral movement of the horn is dispensed with.

In the exposition of this specification, a particular design of machine is adhered to but the invention is not to be confined to this special design. Its reduction to practice may require certain changes and alterations which the right is claimed to make.

The sound conveying tube proper only consists

of three parts, and so supported, as above stated, as to perform all the necessary functions required upon a talking machine.

Figure 1 is a side elevation of a talking machine, showing an amplifying horn applied thereto, and provided with the compound curved tubular member, for the support of the free moving parts of the horn.

Figure 2 is a vertical sectional view through the compound curved tubular member, which is shown in Fig. 1, with the exception that the members 29 and 30 are eliminated.

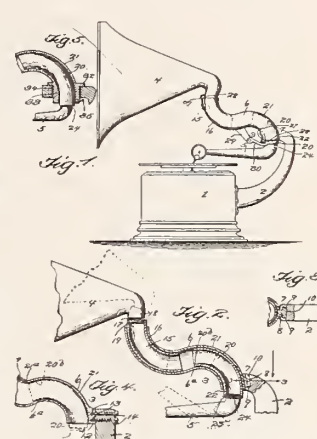
Figure 3 is a sectional view on line 3—3 of Fig. 2, disclosing the connection between the compound curved member and its support.

Figure 4 is a detail sectional view, showing a portion of the compound curved tubular member, connected to its support by means of screws.

Figure 5 is a detail sectional view of a modified form of the mounting of either the compound curved member 6 or the curved member 21.

MECHANICAL MOVEMENT. Herman Wolke, Orange, N. J., assignor by mesne assignments to Theo. A. Edison, Ind., West Orange, N. J. Patent No. 999,937.

This invention relates to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph whereby the same is fed transversely with respect to the direction of movement of the surface of the record and the stylus traces upon the same a spiral path. In devices of this character it has been the usual practice heretofore to provide a feed screw cut with a very fine thread, such as 100 threads to the inch, and to secure to the carriage a spring arm provided with a nut for engagement with said screw, thereby feeding the carriage forward a distance .01 inch for each revolution of the feed screw. It has sometimes seemed desirable to feed the carriage at a slower rate of speed than this, but for mechanical reasons the production and operation of a screw of finer pitch than that referred to is practically impossible. According to this invention, however, it is possible to obtain a very low rate of travel for the carriage, such, for example, as would be produced by a feed screw having 200 threads to the inch and operating in the manner described, without, however, using a screw of any finer pitch than is now used, and, in fact, if desired, the pitch of the feed screw may be increased very considerably and at the same time the rate of feed decreased. This result is accomplished by substituting for the feed nut referred to, a rotatable screw or threaded wheel, the thread of which is the reverse of that of the feed screw and of a smaller inclination with respect to a vertical plane, as, for instance, when a wheel of greater diameter than the feed screw is threaded with the same pitch. Such a wheel when supported in frictional engagement with the feed screw will be rotated thereby, and



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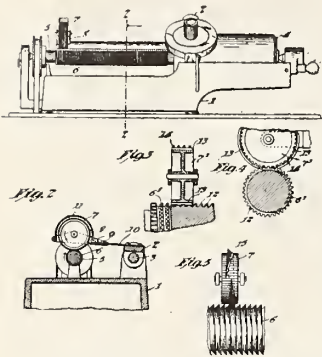
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on account of the inclination of the thread of the feed screw being slightly greater than that of the wheel, the screw will exert a thrust thereon and will cause the same to travel at a rate which is equal to the difference between the inclination of threads, which depends upon the relative diameters of the two parts. For instance, if the wheel be of twice the diameter of the feed screw and both are threaded with a screw of .01 of an inch pitch, each revolution of the feed screw will feed the wheel forward only .005 of an inch. As another example, if the diameter of the feed screw is $\frac{5}{8}$ -inch and its thread 1-16-inch pitch, and the diameter of the wheel $\frac{3}{4}$ inch and pitch 1-16 inch, each revolution of the feed screw will feed the wheel forward 1-96 inch; or if the threads on these members are 1-32-inch pitch, the feed for each revolution will be 1-192 inch. This invention may be properly termed a differential feed, because the forward movement is equal to the difference in the inclination of the threads and may be calculated (when both screws are of the same pitch) by subtracting from the pitch of the feed screw the product of the pitch multiplied by a fraction whose numerator is the diameter of the wheel and whose denominator is the diameter of the other screw.

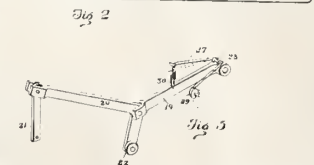
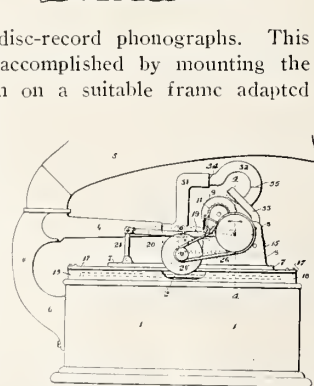
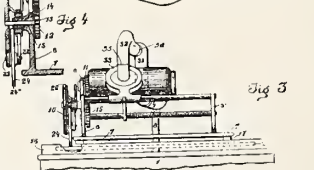
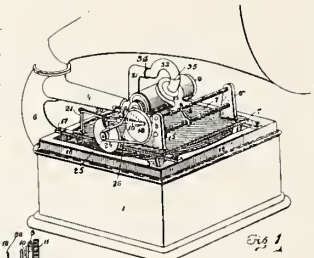


Referring to the accompanying drawings, Fig. 1 is a front elevation of a phonograph provided with a feed device constructed in accordance with the invention; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a front elevation, largely in section, of a modified structure; Fig. 4 is a side elevation partly in section, of the device of Fig. 3, and Fig. 5 is a front elevation of a second modification.

PHONOGRAPH. Charles O. Hayes, Locust Corner, O. Patent No. 999,646.

The invention relates to the combination of a mandrel mechanism with the operating mechanism of a disc-record phonograph, to the effect that the mandrel mechanism of any ordinary type of phonograph for the use of cylinder records can be used in connection with the cabinet and operating mechanism of any ordinary type of disc-record phonographs. This general object is accomplished by mounting the mandrel mechanism on a suitable frame adapted to rest on the cabinet of the disc machine around the turn table thereof, and by gearing with the mandrel mechanism a friction wheel adapted to travel on the turn table and to be rotated by the same to actuate the mandrel mechanism.

Fig. 1 is a perspective view showing a mandrel mechanism mounted on the cabinet of a disc-record phonograph; Fig. 2, an end elevation of the same; Fig. 3, a front elevation of part of the same; Fig. 4, a frag-



mentary section on line 4-4, Fig. 2; and Fig. 5, a detached perspective view of the compensating levers.

ATTACHMENT FOR TALKING MACHINES. Edward Thomas Condon, Jr., Morristown, N. J. Patent No. 1,000,582.

This invention relates to attachments for talking machines, and particularly to talking machines employing a rotating record disc. It has for its object to automatically stop the rotation of the disc as well as to disengage the needle from said disc when the end of the record has been reached; also, to provide extremely simple means to accomplish this result and which may readily be attached to apparatus already in use, no change in the same being required.

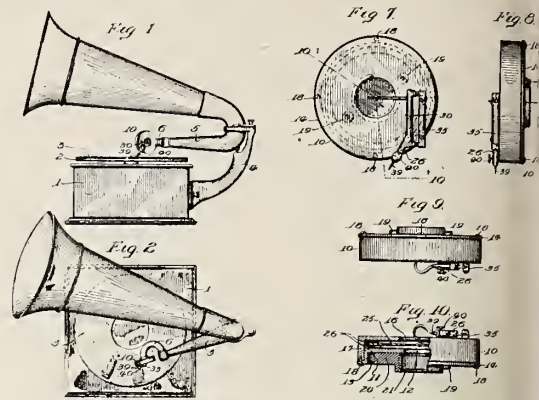
Various attachments have been devised to automatically stop the rotation of the disc, but all these devices throw the action upon the needle itself, or do not disengage the needle from the record or other surface. The diaphragm, which is very delicate and a most important part of the apparatus, is thus exposed to serious damage, and all movements of the needle will be reproduced to the annoyance of the listeners. With this attachment, however, the needle is at once disengaged from the record disc as soon as the end of the piece is reached, and the motion of the said record disc arrested. The attachment, also, is suited for any existing machine of the disc-record type without requiring the slightest change in same, and is readily removed if not required.

Fig. 1 is a plan view showing device attached. Fig. 2 is a side elevation. Fig. 3 is a detail view showing the attachment of the locking plate. Figs. 4 and 5 are side and front elevations respectively, illustrating the locking plate in locked position and the needle disengaged.

SOUND-BOX FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,001,004.

The main objects of this invention are to provide sound-box having a stylus bar mounted to oscillate upon an axis perpendicular to the face of

the record when the bar is in operative position; to provide an improved sound-box in which the diaphragm may be removed from the box without



disconnecting the stylus bar from its mounting; to provide an improved stylus bar and mounting therefor; and also to provide other improvements.

In the drawings, Fig. 1 is a side elevation of a talking machine constructed in accordance with this invention; Fig. 2 a top plan view of the same with the amplifier shifted; Fig. 3 a front elevation of a sound-box constructed in accordance with this invention; Fig. 4 a side elevation of the same; Fig. 5 a top plan view; and Fig. 6 a bottom plan view of the same, partially in section on the line 6-6 of Fig. 3; Fig. 7 a modified form of the sound-box of this invention; Figs. 8, 9 and 10 are respectively a side elevation, a top plan view, and a bottom plan view partly in section, on line 10-10 of Fig. 7 of the same.

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 792 I Like the Hat, I Like the Dress.....Edward M. Favor and Chorus
 793 Dance—Caprice.....Vienna Instrumental Quartet
 794 You'll Do the Same Thing Over Again.....Billy Murray
 795 Pinafore Airs—No. 1.....Edison Light Opera Co.
 796 Down by the Old Mill Stream.....Arthur C. Clough
 797 Valse Boston.....National Promenade Band
 798 Bendemeer's Stream.....Elizabeth Spencer
 799 Lost, Proscribed—"Martha".....Reed Miller and Frank Croxton
 800 Run Home and Tell Your Mother.....Anna Chandler and Chorus
 801 A Day in Venice (Suite) No. 1 (a) Dawn; (b) Gondoliers.....American Standard Orchestra
 802 Light Up Your Face with a Smile.....Walter Van Brunt and Chorus
 803 When the Roll is Called Up Yonder.....Edison Mixed Quartet
 804 Dixie Medley.....Fred Van Epps
 805 Oh, Tiny, Play that Traumerel.....Evan Baldwin
 806 Hands Up.....Ada Jones and Billy Murray
 807 The Dwellers in the Western World—No. 2, "The White Man".....Souza's Band
 808 I'll Remember You, Love, in My Prayers.....Will Oakland and Chorus
 809 Good-Bye, Sweet Day.....Bessie Volckmann
 810 Under Southern Skies.....Manuel Romain and Chorus
 811 Memories of Home.....Venetian Instrumental Trio
 812 Songs of Harvard.....Knickerbocker Quartet
 813 Songs of Yale.....Knickerbocker Quartet
 814 All Alone Medley.....New York Military Band

EDISON STANDARD RECORDS.

10516 Unser Kaiserhaus March.....U. S. Marine Band
 10517 "Wanted! A Harp Like the Angels Play".....Anna Chandler
 10518 I Want Everyone to Love Me.....Anna Chandler
 10519 Down in Sunshine Valley.....Manuel Romain
 10520 In Vienna—Serenade.....Vienna Instrumental Quartet

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| 31840 | Song of the Sea (Tone Poem).....Harriet Ware |
| 31841 | Reminiscences of Tschaiakowsky.....Tschaiakowsky Lyric Quartet. |
| 31842 | Bluc Danube Waltz—Greetings to Spring.....Strauss |
| 16882 | The Watch on the Rhine (Die Wacht am Rhein) (Wilhelm). In English.....Reinald Werrerauth |
| 16889 | I Love to Tell the Story—Gospel Hymn (Hankley-Fischer).....Trinity Choir |
| 16890 | The Village Barber—Descriptive Specialty (Porter) (Banjo by Van Eps).....Porter-Harlan |
| 16891 | How Columbus Discovered America—Comic Specialty.....Murry K. Hill |
| 16893 | Cradle Song (Wiegenlied) (Brahms).....Elizabeth Wheeler |
| | Dry Yo' Eyes (Landsberg).....Marguerite Dunlap |
| 16894 | Go Back—Comic Song (Williams-Van Alstyne).....Gene Greene |
| | Dublin Daisies (Wenrich).....Gene Greene |
| 16895 | Done What You To Me To Do.....Fisk University Quartet |
| | I Know the Lord Laid His Hands on Me.....Fisk University Quartet |
| 16904 | Mandy Lou (Allen).....Peerless Quartet |

That Was Before I Met You (Bryan-Meyer).....Walter Van Brunt

16905 Prussian Tattoo (Godfrey).....Pryor's Band
 Intermezzo Russe (Franke) Xylophone.....W. H. Reitz

16906 Haying Time (Wesley-Lodge).....That Girl' Quartet
 I'm Just Pining for You (Williams-Van Alstyne).....Walter Van Brunt

16907 The Owl in the Old Oak Tree (Murphy-Burt).....Van Brunt-Bieling
 Save Up Your Kisses for a Rainy Day (Duncan-Hoschna).....Stevenson-Burr

16911 Good-Bye, Old Gal (For the Last Time) (Brown-A. Von Tilzer).....Collins-Harlan
 I Like the Hat, I Like the Dress and I Like the Girl That's In It (Bryan-Henry).....Byron G. Harlan

35197 The Georgia Minstrels, No. 19.....Victor Minstrel Co.
 Minstrel Scene "At the Telephone".....Peerless Quartet

35198 L'Arlesienne Prelude—Suite No. 1 (Bizet).....Pryor's Band
 Cleopatra—Triumphal March (Mancinelli).....Pryor's Band

16912 Hamlet's Soliloquy (Shakespeare) Recitation.....Frank Burbeck
 The Fall of Wolsey (Shakespeare) Recitation.....Frank Burbeck

16913 An Old Sweetheart of Mine—Recitation (James Whitcomb Riley).....Frank Burbeck
 The Knight's Toast—Recitation.....Frank Burbeck

PURPLE LABEL RECORDS.
 Frank La Forge, Pianist.

70945 Nocturne in Db. (Op. 27, No. 2).....Chopin
 Victor Herbert's Orchestra.

60054 Yesterthoughts (Opus 37).....Herbert
 70950 Marche Slav.....Tschaiakowsky
 George M. Cohan, Comedian.

60052 The Small Town Gal, from "Fifty Miles from Boston".....Lucy Isabelle Marsh, Soprano
 George M. Cohan, Comedian.

70051 Summer—Waltz air (L'Ete).....Chaminade
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 Daniel Beddoe, Tenor.

74244 Der Freischutz—Durch die Walder (Thro' the Forest) In English.....Weber
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88317 Paul et Virginie—Air du Tigre (Song of the Tiger) In French.....Victor Massé
 Louisa Tetrzanni, Soprano.

88318 Perle du Bresil—Charmant Oiseau (Thou Brilliant Bird) In French.....David
 George Hamlin, Tenor.

74248 Lolita—Spanish Serenade (English). Buzzi-Paccia
 Alma Gluck, Soprano.

64209 Song of the Shepherd Lelil, from Suegourotchka "The Snow Maiden." In English.....Rimsky-Korsakoff
 Nightingale's Passion Song, from "Hippolyte et Aricie." In French.....Rameau

64203 Das Rheingold—Bin ich nun frei? (Am I now free?) In German.....Wagner
 G. Mario Sammarco, Baritone.

88315 Rigoletto—Cartigiani, vil razza dannata (Vile Race of Courtiers). In Italian.....Verdi
 Nicola Zerola, Tenor.

64206 Pagliacci—Un tal gioco—Act I. (Such a Game). In Italian.....Leoncavallo

74247 Pagliacci—No, Pagliacci, non son! (No, Punchinello, No More!). In Italian.....Leoncavallo
 Riccardo Martin, Tenor.

88316 Le Cid—O Souverain (The Prayer) In Italian. Massenet
 Mischa Elman, Violinist.

64201 Rigaudon.....Monsigny
 GERMAN, BOHEMIAN, POLISH AND ITALIAN RECORDS.
 Ceskè Platne, (Bohemian Records).

63328 Kytice Smis nar, pisni (Kritinsky).....Kalasovo Pevcke Kwarteto
 Dra Pijáci—Kuplet (Drinking Song) (Frankel).....Cesko Americká Kapela se zpevem

63329 Hanicka (J. Rozkosny) Kalasovo Pevcke Kwarteto
 Figuranda (J. Hart).....Cesko Americká Kapela se zpevem

63330 Ceské tance (Hynek Palla).....Kalasovo Pevcke Kwarteto
 Pepicka Polka—Kuplet (Zamilovavry Kuchar).....Cesko Americká Kapela se zpevem

16901 Ausztriai, Ezred Kurtós, Walczser (Austrian Army Bugle Calls—Waltz) (Tlusty).....Arthur Pryor's Band
 Na Belvederu Pochod (On the Belvedere—Two Step).....Arthur Pryor's Band
 Deutsche Platten (German Records).
 63265 Probers Enier und werd' nicht nervós (Carl Wappaus).....Oscar Stolberg
 Frauen-Berufe (Reutter).....Oscar Stolberg
 68258 Vom Nordpol zurück (Reutter).....Oscar Stolberg
 Kli Kla Klatscherei (Karl Marstadt).....Oscar Stolberg

Polskie Rekordy (Polish Records).
 63305 (1) A to mi sie zdrazilo! (Oh, What Happened to Me) (2) Kuzynek (My Wife's Cousin) (M. Rodoc).....Karol Wachtel
 Rozmwa pijanego z Ksiezcym (Comic dialogue between a drunkard and the moon) (Zagórski).....Karol Wachtel

63306 Glowa (Our Brain's Worth) (Konarski).....Karol Wachtel
 Jagdzie Kochaja? (International Love) (Kramlowski-Wachtel).....Karol Wachtel

63307 Zakochany Ko-Ko (Z operetki "Mikado") (Ko-Ko song from "Mikado") (Sullivan) Karol Wachtel
 Król Wiewrzów (Z operetki "Barys" (Sganarello) ("King of the Swine" from "Barys" (Sganarello) (Offenbach).....Karol Wachtel
 Dischi Italiani (Italian Records).
 16599 Funiculi-Funicula (Denza) Vessella's Italian Band
 O Sole mio (Di Capua).....Michele Rinaldi
 16900 Maria, Mari (Di Capua).....Vassella's Italian Band
 Addio Napoli (Farewell to Naples, Marci) (Ascolese).....Vassella's Italian Band

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A5311 Stabat Mater—Quis est Ilomo (Power Eternal) —Rossini. Alto and Soprano Duet sung in Latin, orch. accomp.....Margaret Keyes and Grace Kerns
 Stabat Mater—Fac ut Portem (I Will Sing of Thy Great Mercy)—Rossini. Contralto Solo sung in Latin, orch. accomp.....Margaret Keyes

A5312 The Bohemian Girl—Then You'll Remember Me.—Balfe. Tenor Solo, orch. accomp.....Reed Miller
 Maritana—Scenes That Are Brightest—Wallace. Soprano Solo, orch. accomp.....Grace Kerns

A5313 Maritana—There is a Flower that Bloometh—Wallace. Tenor Solo, orch. accomp.....Charles W. Harrison
 Mignon—In Her Simplicity (Ah, non credevi tu) —Thomas. Tenor Solo, orch. accomp.....Charles W. Harrison

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 The Broken Melody—Auguste van Biene.....Prince's Orchestra

A1038 High Society March—Porter Steele.....Prince's Military Band
 Under a Peaceful Sky—March—Franz Von Blon.....Prince's Military Band

A1039 When I'm Alone, I'm Lonesome—Snyder. Soprano Solo, orch. accomp.....Adeline Francis
 Take a Look at Me Now—H. Von Tilzer. Soprano Solo, orch. accomp.....Adeline Francis

A1040 Ave Maria—Gounod. Accordion Solo.....Guido Deiro
 Il Trovatore—Miserere—Verdi. Accordion Solo. Guido Deiro

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 The Bullfrog and the Coon—Medley.....Brown Brothers' Saxophone Quintet

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 Run Home and Tell Your Mother. Soprano Solo, with quartet chorus, orch. accomp.....Molly Ames and Columbia Quartet

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 Jimmy Valentine—Edwards. Vocal quartet, male voices, orch. accomp.....Columbia Quartet

A1044 Chicken Reel—Jos. M. Daly. Baritone Solo, orch. accomp.....Arthur Collins
 You'll Do the Same Thing Over Again—Gumble. Tenor Solo, orch. accomp.....Walter Van Brunt

A1045 Don't Blame Me for Lovin' You—Chas. K. Harris. Vocal quartet, male voices, orch. accomp.....Columbia Quartet
 Mandy Lou—Thos. S. Allen. Vocal quartet, male voices, orch. accomp.....Columbia Quartet

A1046 When You Kiss an Italian Girl—Berlin. Baritone Solo, orch. accomp.....Maurice Burkhardt
 Stay in Italy—Berlin. Baritone Solo, orch. accomp.....Bob Roberts

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 A5315 Just for To-day—Jane Bingham Abbott. Contralto Solo, organ and violin accomp.....Mrs. A. Stewart Holt
 Will There Be Any Stars in My Crown? (Sacred)—Swaney. Baritone and Tenor Duet orch. accomp.....J. F. Harrison and H. Anthony

A5316 A Soldier's Song—Waltz (Soldaten Lieder—Valse)—Joseph Gungl.....Prince's Orchestra
 Dream on the Ocean—Waltz—Joseph Gungl.....Prince's Orchestra

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 1333 Woodman, Woodman, Spare That Tree...A. Collins
 1334 Love's Old Sweet Song.....Mme. Roma Devonne
 Accomp. by violin, flute, cello and piano.
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 (Piano accompaniment.)
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 B—The K. of P. March.....Ernest S. Williams
 Zon-o-phone Orchestra.
 5787 A—Emperor (Kaiser)—Waltz.....Joh. Strauss
 B—La Guapa (Marche Andalouse).....J. Buisson
 Vocal Selections with Orchestra Accompaniment.
 Dorothy Kingsley.
 5784 A—Billy (I Always Dream of Bill) ...Kendis & Paley
 B—You Want Someone to Love You.....Eghert Van Alstyne
 Arthur Collins.
 5788 A—The Oceana Roll.....Lucien Denni
 B—The Mississippi Stoker.....Earle C. Jones
 Ada Jones.
 5789 A—Mary Went 'Round and Around and Around (With a Bumpy Empty Ay!)Fred Fisher
 B—Whist! The Bogie Man...E. Harrigan & D. Braham
 Miscellaneous Vocal Selections with Orch. Accomp.
 5790 A—The Harbor of Love (J. F. Harrison).....Charlotte Blake

- B—Mr. Moon (Billy Murray)Werner
 5791 A—My Hula Hula Love (Ada Jones and Walter Van Brunt)Percy Wenrich
 B—Mollie Darling (Harry Anthony)....Will S. Hays
 5792 A—My Cavalier (Helen Clark).....Feist & Nathan
 B—Oh, For a Day of Spring (Wm. Wheeler)....Addison F. Andrews
 5793 A—Waiting Down by the Mississippi Shore.....Dave Reed, Jr.
 Al Campbell and Henry Burr.
 B—My Marguerite (F. Ethel Smith)...Old Standard
 5794 A—The Country Doctor and the Kube Patient. Steve Porter
 Steve Porter and Byron G. Harlan.
 B—I'll Be With You Honey in the Honeysuckle TimeOliver Friedls Newman
 W. H. Thompson.
 5795 A—Run Home and Tell Your Mother (Helen Clark)Irving Berlin
 B—Whoa Bill (Arthur Collins and Byron G. Harlan)H. Von Tilzer
 5796 A—Give Me a Shove, I'm Falling in Love (Al Campbell)James McGavisk
 B—He Was a Pal of Mine (W. H. Thompson) Isidor Witmark
 5797 A—Pass Me Not, O, Gentle Saviour (Peerless Quartet)W. H. Doane
 B—Come Ye Children, from "The Prodigal Son" (Henry Burr)Arthur Sullivan
 5798 A—Irish Hearts (Characteristic March—Banjo Solo) (Fred Van Epps).....Everett J. Evans
 B—Medley of Reels, No. 4 (Zon-o-phone Orchestra)R. Hall

WITH THE BALTIMORE TRADE.

Business, Present and Prospective, Looks Good—Cohen & Hughes Cleverly Arranged Victor Window—New Columbia Styles Admired—Real Work Supplants Vacations.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1911.

Weather conditions seem to favor the dealers in this city, and the forecasts for a great fall trade, beginning early, will undoubtedly be realized. While the summer as a whole has been an extremely torrid one, the past week has been one of cool weather, despite the fact that it has been accompanied by an unusual amount of rain, and this seems to have stirred up the prospective purchasers. That this condition will prevail right on through the month of September is the belief of all the dealers and, consequently, they are a happy lot. The record business has been very good for the past month, particularly during the last week, when the new list of records have made their entry into the local stores. As is generally the rule at this time of the year, the selections of a lighter vein are the ones most desired, and these have, therefore, had the right of way.

One selection, especially, that stands out more prominent in popularity is "Alexander's Rag Time Band," which is heard in almost every house where there is a talking machine or in the rural sections where these music producers form a great part of the evening's amusement. The dealers have had a splendid demand for this record, but there are many others that are not far behind in the way of sales.

New styles of Victor and Columbia machines have begun to make their appearance in the local stores, and these have been a great source of attraction, both as window displays and settings for the interior of the stores. From the inquiries made

regarding these latest productions in talking machines it would seem as though there will be a healthy demand for them during the coming fall and winter.

One of the big show windows at the Cohen & Hughes store was recently devoted to the display of the entire line of Victrolas, with the new Victrola IX. strongly featured. The display was centered around a model IX. Victrola placed in a baby's cot and labeled, "Just received—another increase in the Victrola family—Baby Victrola for \$50," which attracted much attention. The idea originated with Manager M. Silverstein, who got up the display, and he states that it brought in quite a few customers. Mr. Silverstein, by the way, is back from his vacation, which he spent at Pen Mar in the Blue Ridge Mountains. He reports business becoming brisk, and has every reason to believe that his predictions of great doings during the fall and winter will become a reality. He says that the three new styles of Victrolas have arrived and are proving popular with the customers.

Samples of the new hornless machines being produced by the Columbia Phonograph Co. have also attracted the gaze of Lexington street shoppers whenever they get in the neighborhood of the local branch store of the company. All three styles—the \$25, \$35 and the \$125 Louis XVI. Regent—are arranged in artistic displays, and make a neat appearance. Manager Laurie says that business is beginning to show up well, and that he has had many encouraging inquiries concerning the fall line of goods from the retail dealers throughout the city and surrounding States.

Albert Bowden, manager of the talking machine department of Sanders & Stayman, who handle both the Columbia and Victor lines, has returned from his vacation, which he spent in Atlantic City.

Manager Roberts, of the local store of E. F. Droop & Sons Co., is back on the job after a refreshing two weeks' stay with relatives and friends along the Hudson River. Mr. Roberts looks in the best of health, and says that he is in tip-top shape to wrestle with the trials and tribulations of the trade during the coming fall and winter. He reports a good month for both the Edisons and Victors, and looks for a thorough fulfillment of his bright predictions concerning the trade for the coming season.

No great battle has been victorious without smashing again—and again—until the enemy's line broke.

No great law case has been gained without pounding again—and again—until the case was proved.

No stunt that is really big—in war, in business—has ever been done without persistent hammer, hammer, hammer, again—and again—until the resistance was overcome.

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We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

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JOHN M. DEAN, Putnam, Conn.

Leading Jobbers of Talking Machines in America

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JOBBER
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Cincinnati and Chicago
Two points of supply; order from the nearer



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Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
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New Orleans, La., Columbia Phonograph Co., 953 Canal St.
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St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
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Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
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Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.
Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building.
Toronto, Ont.

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Oliver Ditson Company
are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.
Stocks always complete
Deliveries always prompt
MACHINES and RECORDS always in prime condition
Our turn-over is so large that accumulations of defective Machines and Records are impossible.
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Edison Standard Records . . . \$0.35
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Thomas A. Edison, Inc.,
107 Lakeside Avenue, Orange, N. J.

We want dealers with established stores in every town where we are not now represented.



This ad reaches at least 3½ million women (will probably be read by 10 million) during October.

These millions stand ready to pay you a handsome profit on the Edison Phonograph if you'll show

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Write a personal letter to every woman in your territory. And also write your Edison jobber.

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

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1911



A Corner of the Music Room
in the White House

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Our new catalogue of foreign Double Records is ready for you on request.

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St.

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The Talking Machine World

Vol. 7. No. 10.

New York, October 15, 1911.

Price Ten Cents.

VICTROLA ON THE GREAT LAKES.

A Most Popular Instrument on These Waters Thanks to the Enthusiasm of Emil J. Earling—Every Steamer of the Franklin Fleet Boasts of a Victrola—Something of the Annual Cruise of the Six Musketeers and How the Victrola Helped to Entertain.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 10, 1911.

To most people the suggestion of a vacation trip on a grimy-hulled freighter on the great lakes brings visions only of monotony and an opportunity to wear out old clothes and patience. But to those behind the scenes—in one instance, at least—it is "a thing of beauty and a joy forever," if there is a Victrola on board to while away the hours.

Those privileged few who have this summer spent a vacation on the black-hulled, 600-foot freighters of the Franklin Steamship Co. swear by the Victrola as the chief form of entertainment and amusement for any kind of a vacation, be it on board boat, in the woods, on the plain, or at shore and stream.

It is through the kind offices of Emil J. Earling, 196 Queen Anne place, this city, that the Victrola has been made the popular musical instrument on Great Lakes vessels.

Mr. Earling is a wealthy coal operator and is one of the principal officers and stockholders of the Franklin Steamship Co. He is also one of the famous Earling brothers of railroad fame, headed by Albert J. Earling, president of the Chicago, Milwaukee & St. Paul and Puget Sound systems.

E. J. Earling was one of the first to make the talking machine a popular instrument in the home. He was one of the first purchasers of the modern Victor-Victrola. In a short time the piano-player and the player-piano had been supplanted by the Victrola and held the place of honor in his mansion.

The Earling family each summer spends two or three weeks aboard the steamer E. J. Earling, flagship of the Franklin fleet. Two summers ago the Victrola was taken from the home to the boat for the annual trip. The idea was original and it "took."

At the opening of navigation this year every steamer of the Franklin fleet, including the Earling, was presented with a Victrola by the owners. At the close of the season several other large fleets have adopted the idea, and next year there will see its general adoption. The talking machine will be as much a part of the equipment as the compensating binnacle or the compass.

Let alone the value of the Victrola as an entertainer, it has established itself as a foe to mal-de-mer. It might also be classed as a miniature matrimonial bureau, or a promoter of marriage by suggestion. For it is recorded that John McCormack's golden voiced "I'm Falling In Love With Someone" did mean something to someone—or two on a recent trip. (A Victrola was among the nuptial gifts.)

The annual cruise of "The Six Musketeers," a gang of Milwaukee good fellows, on the Earling a short time ago, served to develop all the good and true points of the Victrola on this vessel—a leviathan of 600 feet, which carries 11,000 or more tons of coal or ore without the slightest difficulty. Without the Victrola—well, the trip could not have been nearly so pleasant, as all of the six will testify.

In bad weather in the parlor-observation room, in fine weather on deck, the Victrola was a never-ending source of joy and pleasure. Attune six voices to "His Master's Voice" and you have a combination hard to beat.

The photograph shows the "opening concert" in the observation room of the E. J. Earling as the propeller began to turn on the beginning of the eventful 1911 cruise of the Musketeers. Appropriately, no doubt, "His Master's Voice" turned

out Harry Lauder's "There's Something in the Bottle for the Morning"—no one knew but what the bottle would come in mighty handy in case of storm to bolster up weakness in the knees.

Happily the forethought of the host of the Mus-



VICTROLA CONCERT IN PARLOR—OBSERVATION ROOM.

keteers, Allton D. Earling, resulted in the production of a repertoire that other privileged guests of the Earling could not enjoy, for Mine Host brought on board the entire stock of records in his home and Caruso vied with Lauder and Collins and Harlan and Ada Jones and Billy Murray, et al.

In fine weather the Victrola was taken on deck



VICTROLA ON S.S. E. J. EARLING, "ON DECK."

and the musketeers marched and danced to its strains. When waves were pounding high and the good ship "had a bone in her teeth," and the germ of mal-de-mer was fattening, it was brought inside and played without a let-up until the sea itself subsided and danger was past.

The musketeers did fine missionary work, too. In port there were concerts for the especial benefit of fair ones on other boats lying at the docks.



VICTROLA ENTERTAINING—VIEW FROM ALOFT.

There were impromptu cotillions and barn dances and moonlight seances. And when it was over the others "wanted a Victrola, too."

As the photographs show, the passenger quarters on the big lake freighters are as palatial as on passenger carriers. The Franklin line, especially, has fitted out these quarters in elaborate style. The Earling's parlor is panelled in quarter-sawed oak, with a hardwood ceiling in ivory and gold. The Victrolas are finished to match and each bears a silver nameplate engraved with the name of the boat and the donors.

OPTIMISM IN NEW ORLEANS.

Talking Machine Men Looking for Record Fall and Winter.

(Special to The Talking Machine World.)

New Orleans, Oct. 10, 1911.

According to the talking machine dealers of this city the prospects for the business during the fall and winter are most encouraging and preparations are being made accordingly.

D. A. Barre, assistant manager of the Columbia Phonograph Co., which has recently moved into its new quarters in the Audubon Building, is among those who look for a fall trade that will break all records for many years.

"Our fall business has already started off briskly," said Mr. Barre, "and our salesmen find that their business is steadily increasing. There seems to be plenty of money in the city and in the country and the people are buying liberally. It is apparent, too, that they are buying more expensive goods than formerly and this is a good sign the money is easy with the public. I attribute the present good conditions and the prospects for their continuance to good crops, good prices and the fact that nearly everybody can find employment at good wages. Our company is preparing for the busiest season of many years."

F. J. Buckowitz, secretary and assistant manager of the National Automatic Fire Alarm Co., who has charge of the phonograph and talking machine department of the company, has looked carefully into conditions in New Orleans and surrounding territory and pronounces the outlook most promising for a large fall trade.

"I have just returned from a trip over Louisiana, Mississippi and East Texas," said Mr. Buckowitz, "and I found prosperous conditions everywhere. The sugar crop is doing splendidly and sugar prices are good. The cotton crop, too, has done well and the rice crop will most probably bring good prices, as the yield may be somewhat curtailed. Sound financial conditions prevail generally and the public has confidence in the general situation. These things are what make trade good and this fall we are going to see the busiest season New Orleans has known since 1907.

"One good indication of the prevailing spirit of confidence is that people seem to want higher priced goods this year and we are putting in higher priced lines to meet this demand."

THE TRAVELING MAN'S CREED.

I believe in the power of the smile. I believe it rekindles lost hopes; that it banishes fear, sickness; that it lightens odious labor; that it quickens sluggish thought; that it does for the individual what nature's great smile, the sun, does for the universe. I believe in the power of the smile—a power in us all. So let us practice it. Smile when you want to cry; smile when you want to swear; smile when you want to strike—and your reward will be the smile in the other fellow. Thus, you will have taken a step nearer the light.

SECURE NEW QUARTERS.

New quarters have been leased at 1210 G street, N. W., for the Washington, D. C., branch of the Columbia Phonograph Co., and are now being handsomely fitted up under the direction of Manager H. C. Grove. The branch will move from the present quarters at 1210 F street sometime between October 15 and November 1.

TO PRESERVE HISTORIC RECORDS.

An Association Organized to Store Away the Current History of To-day as Revealed Through the Talking Machine, the Cinematograph and the Camera—Records and Exhibits to Be Gathered in Every State and Stored in Central Museum in Washington.

To preserve to posterity the costumes, customs, speech and likenesses of the present generation, Alexander Konta, a wealthy New York broker, formerly of St. Louis, has conceived the Modern Historic Records Association, which through branches in every State in the Union is to store for the distant future the current history of to-day.

In this task the Modern Historic Records Association will make servants of the camera, the cinematograph and the talking machine to supplement the written and printed word and the apparel and manners of the men and women of a given decade.

Records and exhibits of this nature are to be gathered in each State for keeping in a suitable building. A central museum at Washington, D. C., is also proposed. Already the parent organization has been incorporated in New York.

Among its incorporators are leading lawyers, literateurs, artists, historians and professional men of the country.

Inspiration in Egypt.

Konta's inspiration came to him a few years ago while he was in Egypt. In company with Brugsch Pasha, Konta visited the Museum of Egyptian Antiquities at Bulaq. The Pasha expressed regret that so much of Egypt's history was a blank page.

This remark set Mr. Konta to thinking. "What are we going to do to make our records imperishable?" he asked himself.

With everything at their command, Konta reflected, Americans are indifferent to the preservation of a picture of themselves and their achievements for the guidance of the historian who writes of them a century or two hence. The newspapers keep a close watch on current happenings. The camera gives a faithful picture of what it sees; the phonograph a tone-perfect mimic of what it hears; but there has been no scientific plan of assembling and guarding all these witnesses that they may give testimony in years to come.

"We pride ourselves on the many inventions that record history in the making," said Mr. Konta. "The rotary press and the camera are preserving the very form and pressure of our times, but we are likely to overlook our negligence and shortcomings. **Whitman Not Mentioned.**

"Marcus Whitman rode from the Pacific Coast to Washington to arouse the country to the danger of British aggression and save Oregon to the Union. St. Louis was on his route, but did he stop

there? A writer who searched the files of the old Missouri Republican failed to find a mention of Whitman.

"Did Whitman really ride? The feat has been celebrated in poetry, but who relies on poetry for facts? It seems funny that not even a paragraph should have been devoted to Whitman and his ride, but as likely as not posterity will be smiling at us for our sins of omission.

"We let the New York State Capitol burn, with its invaluable documents, while we had the means to save the records from the flames. The photographic plate, the fireproof vault, would have perpetuated them.

"What are we doing with the phonograph when its serious possibilities are considered? And the cinematograph—the marvelous machine that pictures so scrupulously everything animate and inanimate? It is a big plan, this of mine. Its appeal is not merely to contemporary interest but to the generations that are to come."

Wants Many Organizations.

Konta's idea is that local organizations in various States collaborate with a central State body and that these State societies in turn constitute a national association with its headquarters in Washington. The incorporators of the organization are Justice Victor J. Dowling of the New York Supreme Court; Oswald Garrison Villard, editor of the New York Evening Post; A. B. Hepburn, president of the New York Chamber of Commerce; Dr. Talcott Williams, editor of the Philadelphia Press; John G. Agar, president of the National Art Club; Dr. Melville Dewey, librarian; Gen. Thomas H. Hubbard; Robert C. Ogden; Dr. George F. Kunz, president, and Edward Hegaman Hall, secretary, of the American Scenic and Historic Preservation Society; George A. Plimpton; Dr. Smith Ely Jelliffe, neurologist; George S. Johns, of the St. Louis Post-Dispatch; Paul Cravath; Joseph Rowan; Hamilton Holt, editor of The Independent; John DeWitt Warner; Herbert L. Bridgman, William T. Evans, Melville E. Stone, J. N. Larned, Dr. Arpad G. Gerster, A. S. Van Westrum, E. M. Cravath, W. T. Larned and Alfred H. Saunders.

Headquarters in New York.

Headquarters of the association will be in the National Art Club of New York. Officers will be chosen this month. At the same meeting it is expected that plans for the establishment of a museum of the kind and purpose advocated by Mr. Konta will be formulated. Widespread interest has been manifested in the unique undertaking since it was broached a few weeks ago.

Konta is wealthy enough to indulge his wish to be a dilettante. He has a fondness for travel and is an authority on the literature of his native country—Hungary.

Mrs. Konta was formerly Miss Annie Lemp, daughter of William J. Lemp, founder of the large brewing concern. Mrs. Konta recently provoked notice from literary persons by her history of French literature, which has been pronounced exhaustive and scholarly.

ADVERTISING ST. LOUIS

By Means of the Phonograph—The Latest Form of Civic Exploitation on the Part of Business Men.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 6, 1911.

Having spent a good deal of money telling people of other cities how St. Louis has the goods, the Business Men's League has adopted a unique method of impressing the same fact on the minds of St. Louisians.

At the Grand-Leader store Thursday morning a cabinet two feet square and a little more than seven feet high was placed. Over this cabinet was a placard bearing the words of a slogan adopted by a committee through a Post-Dispatch contest: "Other cities have a slogan, St. Louis has the goods."

Below this is an opening in the cabinet through which a bust of St. Louis, as a belted, armored knight, may be seen. From behind the sturdy warrior comes the sound of martial music, played on a phonograph concealed in the body of the cabinet.

Lower on the face of the box is another opening, where, behind glass, changing placards appear. Each placard emblazons some fact of St. Louis' greatness that every St. Louisian ought to know.

HECKLING A CANDIDATE.

At a political meeting in an English town during the recent election the candidate was considerably heckled by the opposition, who had attended in strong force. But after smartly turning the interruptions to his own advantage for some time, a little man in the middle of the hall stood up and shouted:

"You speak like a gramophone."

Instantly the candidate replied:

"Yes, my friend, I speak like a gramophone. I speak from that which is within me."

Like a flash of lightning the retort came back:

"Yes; and you want a new record very badly."

It was nine miles from anywhere, and the machine had balked. "Do you know anything about automobiles?" asked the owner, speaking to a man in a buggy who was driving along. "Yes, sir," said the man, "I do. I've been run over by four of them. Good morning."

EDISON

Everything in stock from small parts to Amberolas. More Edison goods here than can be found anywhere in New England.

A tremendous assortment of records—without question the greatest library of its kind anywhere. Monthly records shipped on the moment.

Small parts galore and a well equipped repair department.

Nowhere can the talking machine dealer get such a complete service reinforced by full stocks, by brains and by sixteen (16) years' experience in the talking machine business as is offered by

The **Eastern Talking Machine Co.**
177 Tremont Street BOSTON, MASS.

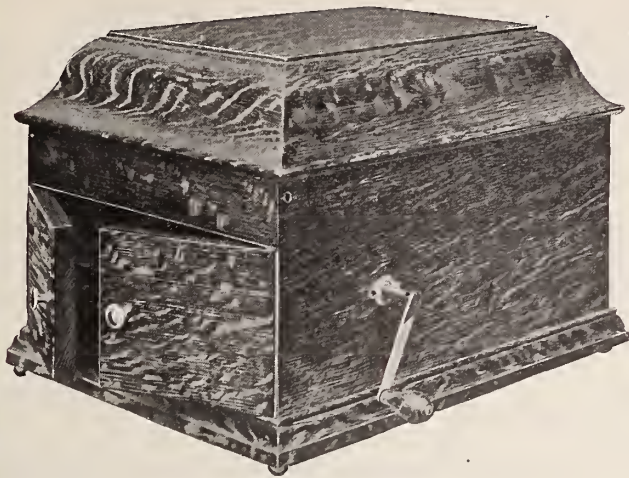
VICTOR

"His Master's Voice" is not better known to live dealers than the value of "Eastern Victor Service."

Orders shipped the day received, no matter whether for small parts, records or machines.

And while here, your customers are not receiving the BEST unless they get

GRAND OPERA
NEEDLES



Victor-Victrola VIII, \$40

A new Victor-Victrola for \$40

Another popular-priced model that opens up still further opportunities for every Victor dealer.

It sets a new standard of quality at \$40 for an instrument of this type, and the fact that all the important Victor-Victrola features are incorporated in it insures a ready sale for this new instrument.

No more opportune time could have been selected for its introduction, for with the Christmas season bearing down upon us, every dealer will appreciate the importance of this new addition to the famous Victor-Victrola line.



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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS:

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co. of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsett Co.
 The Hext Music Co.
 Denver, Colo. The Knight-Campbell Music
 Co.
 Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Musical Echo Co.
 Wulschner-Stewart Music Co.
 Jacksonville, Fla. The Florida Talking Mach. Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine
 Co.
 Minneapolis, Minn. Laurence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmeizer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. The Talking Machine Co.
 Louis Buchn & Brother.
 C. J. Hepe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Meilor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Ailen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Carstensen & Anson Co.
 Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

Columbia Catalog, page four:



The "Lyric" Hornless Graphophone is an extraordinary twenty-five dollars' worth.



Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE ON THE PACIFIC COAST.

Business Exceedingly Satisfactory—Many Stores Put on Extra Help—Sherman, Clay's Big Victor Trade—Columbia Co. Doing Largest Business in Their History—Bacigalupi Preparing for Big Edison Trade—F. K. Dolbeer Expected—New Dealers Put in Edison Goods—Dictaphone for City Officials.

(Special to the Talking Machine World.)

San Francisco, Cal., Oct. 5, 1911.

Andrew G. McCarthy, head of the small goods and talking machine department of Sherman, Clay & Co., reports an extremely satisfactory run of business through the summer months, and says the fall trade is starting out with an all-round increase of activity. If the season keeps on as it has begun, he says, it will be the best in years. The company's recently issued catalog of talking machine goods has shown immediate results, and orders which can be traced to this cause are coming in all the time.

It has been necessary to put on extra help, Mr. McCarthy says, since the new list has been placed in the hands of the out-of-town trade. Practically all of the company's traveling men are now on the road in various parts of the coast, and are sending in excellent reports. Mr. McCarthy, who has been confining his attention very closely to business for some time past, hopes to get away on a short vacation early next month.

Mail Order Business Increasing.

S. A. Babson, manager of Babson Bros.' branch on Post street, this city, is spending a vacation at Lake Tahoe. The mail order business at the local store has been growing steadily, and a large volume of business is now coming in from all parts of the coast. Amberol records have been about the principal factor in this company's trade of late. In the city trade the company reports a marked increase over the August business.

Busy Times with Columbia Co.

C. Wortley, who came to San Francisco from Portland about a month ago to take charge of the retail store of the Columbia Phonograph Co. in the Kohler & Chase building, states that he is greatly pleased with his new field, and is looking forward to an excellent business, not only for the holiday season, but throughout the coming year. He notes a steady and increasing demand for the new \$25 and \$35 Columbia machines in this city, but says the Grafonola Favorite is fully holding its own. During the short time he has been in charge here he has noted a material increase in the call for records, particularly the higher priced goods. Nordica records are being strongly featured, as Mme. Nordica will be in San Francisco during the ground breaking for the Panama-Pacific Exposition next month. Gypsy Smith is also expected here shortly, and his records are receiving considerable advertisement.

Call for Better Class of Records.

The Hauschildt Music Co. note a decided improvement in the talking machine business of the last month. The call for the better class of records was much larger than during the summer,

and the horn machine has been selling quite well of late. The company have added some new men who are working in the outside territory. Manager Ringen states that cabinets have sold with great success during the last few weeks. A good sized shipment of Victrolas will shortly be received and put in the talking machine department of this company.

Putting in Large Stock of Edison Goods.

Peter Bacigalupi, Jr., of the firm of Peter Bacigalupi & Sons, is again in the Market street store, after a very enjoyable vacation spent in the wilds of Mendocino and Humboldt counties, where the best of hunting and fishing is to be found. Mr. Bacigalupi reports a splendid outing during which some fine game was bagged. The Edison business with the company is getting into the fall swing and the firm is putting in a much larger stock than usual. City business with the business phonograph holds up in a very encouraging way.

What the Heine Co. Report

Manager C. F. Lundberg, of the Heine Piano Co.'s talking machine department, says that the company's phonograph business for the fall starts well, and that a large stock has been laid in. Record business has been excellent with this house. Mr. Lundberg plans to take a coast trip within a short time.

Outlook Good for Edison Line.

A. R. Pommer, manager of the Pacific Phonograph Co., local jobbers of Edison goods, is looking for a visit from the Edison sales manager, F. K. Dolbeer, who will arrive in this city about the middle of October. Mr. Pommer states that August was the best month the company has seen this year, though it is the only month not showing an increase over the corresponding month last year. The fall outlook, Mr. Pommer says, is most excellent, and he is looking for a record-breaking business. He is awaiting the new type of Edison machine and the new Edison records which will be sent out from the factory, it is announced, about Oct. 15. W. A. Voltz, factory representative on the coast, is at present making a trip in the Fort Bragg region, about a hundred miles up the coast from San Francisco, and is having a very successful trip. J. E. McCracken is in the Northwest, doing a splendid business on the Edison lines. Mr. Pommer recently returned from Del Monte, where he put in two weeks at golfing and fishing. He brought back with him one of the cups won at the tournament held early in September.

Among new dealers who will put in Edison goods this fall are: the Lovelock Commercial Co., of Lovelock, Nev.; the Elko Mercantile Co., of Elko, Nev.; J. D. Herbert, of Durham, Cal., and G. W. Knox, of Knight's Landing. Mr. Pommer recently had calls from George E. Bradnock, of the Muller Music Co., of Klamath Falls; William Hale, of Redding, and R. Augustini, of San Andreas, who placed some good orders for fall shipment.

Dictaphones for City Officials.

The talking machine department of the new store of Kohler & Chase, in Oakland, Cal., is now entirely settled and is doing a nice business. Several demonstrating rooms have been installed and Manager J. L. Clancy says that the fall business

has commenced exceptionally well. The outside work on the Dictaphone, in charge of F. P. Cook, is progressing well, and the Dictaphone has recently been placed in the Mayor's office and in the office of the prosecuting attorney. The stock of Columbia machines and records is now complete in the Kohler & Chase store.

Thos. B. Watson Now Manager.

Thos. B. Watson has been made manager of the Oakland Phonograph Co., located in the Bacon Building on the Eleventh street side. Mr. Watson states that a much heavier volume of cash business is now being done than for some time. A large stock is being ordered for the fall business, and the company expects the coming season to go much ahead of previous years.

Some News Brieflets.

Lawrence K. Wilson, of the Wiley B. Allen Co.'s talking machine department, is expected to reach San Francisco after an extended trip in the Orient in a few days.

A large line of talking machines has been put in by the Music Store Annex of the Woodworth Drug Store, of Albany, Ore., several makes being carried. Considerable space has been given over to the new line, and several attractive demonstration rooms have been built.

An Idaho store to put in a new line of talking machines is Sherfey's Book Store, of Moscow, which will carry the Edison line.

The Eilers Music House store at Bellingham, Wash., is carrying on an active campaign in the talking machine department.

LEAVES FOR ENGLAND.

James Van Allen Shields, advertising manager of the Columbia Co.'s branch house in London, Eng., who arrived September 18 on a visit to his folks and to get in touch with the executive offices, sailed for Liverpool, Eng., October 4 on the "Mauretania," of the Cunard Line. Mr. Shields has not been home in six years, and on Friday of last week went to the plant in Bridgeport, Conn., going through every department, and staying until Tuesday, greatly pleased with the up-to-date methods employed in turning out the product and the facilities afforded in every department for this purpose.

JOINS PROMINENT LAW FIRM.

Herbert H. Dyke, who has been on the legal staff of Thomas A. Edison, Inc., Orange, N. J., with an office at the plant, has entered the law firm of McCarter & English, one of the leading attorneys of the State, Newark, N. J. Mr. Dyke is noted for his connection with the enforcement of the Edison restrictions included in its selling system against price cutters. Mr. Dyke still retains this part of the business with his present affiliation.

The Omaha Young Men's Christian Association are using the Victor Victrola as a means of spreading the gospel. They are using it in their regular devotional services and night school.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 3.

At the close of TALK NO. 2, I asked, but did not answer the question, WHAT IS THE GREATEST POWER IN BUSINESS?

The regulation answer is, MONEY-POWER. In the light of the law of CAUSE AND EFFECT the answer is INCORRECT.

The CORRECT answer is this, THE GREATEST POWER IN BUSINESS IS MAN-POWER.

MONEY is EFFECT, SERVICE is CAUSE, and MAN is the CAUSE of the SERVICE. In this sense then, SERVICE is EFFECT only. It is the Cause of Money being MADE, but MAN makes the Service.

Destroy all the money in the world, and leave man, and man will make more money.

Destroy all the masterpieces of art, of sculpture, of literature, the marvelous inventions of this wonderful age, but leave man, and he will recreate and rebuild it all.

Destroy all the MAN-POWER in the world, and this earth will become an unpeopled wilderness—a dead waste. It cannot be otherwise; for MAN is the LIFE of the world. He is the CREATOR, the BUILDER, the ARTIST. MAN is the Invention of GOD, but COMMERCE, ART and SCIENCE are the Inventions of MAN.

The scientific fact is this, You can destroy the EFFECT, but not the CAUSE.

I bring the question of MAN-POWER so persistently and prominently before your view, because while the Science of Business-Building embraces the Science of Service, the Science of Profit-Making, it is pre-eminently the SCIENCE of MAN-BUILDING.

Since I am a business man writing to business men on a business subject, let me give you a business illustration.

Think of the greatest business institution with which you are intimately acquainted. Having it clearly in mind, now think again, and imagine that in one day by flood and fire and panic all its property could be destroyed, but that everybody, from porter up to president, stood together, shoulder to shoulder, and bound by bands of loyalty, said, "We will hold our organization intact. We will live on bread and water, if necessary, for sixty days. We will not disband. We will start all over again."

You, as well as I, know that with its MAN-POWER unbroken, its management could go to the money marts and command the capital to start all over again. Why? Because the MONEY-POWERS would know that their loans would be repaid—yes, and with interest—by an organization, however bankrupt in funds and material equipment, with such splendid MAN-POWER behind it.

But suppose that death should strike dead everyone from porter up to president, thus destroying all its MAN-POWER, what would become of the business?

When we say a nation is great, we mean the men who constitute the nation are great. When we say a business is great, we should mean the men who run the business—the MEN WHO PROVIDE THE SERVICE.

So then, while Business is man-power plus money-power, in final analysis it is one power only—MAN-POWER.

Make the MAN-POWER RIGHT, and the MONEY-POWER will have to be right. See that the source of the fountain is clear, and the water that flows from it will be pure. CAUSE AND EFFECT, CAUSE AND EFFECT: the world of business is an endless chain of CAUSE AND EFFECT.

How to Develop Man-Power.

I am talking with you now, MR. EMPLOYER. The first thing to do is to recognize the VALUE OF MAN-POWER. Recognize the fact that it is the most valuable thing in your business; then recognize the fact that you are A TEACHER.

Approximately ninety-eight per cent of the world are employed by the other two per cent. The two per cent are therefore consciously or unconsciously teaching the ninety-eight per cent.

Many Employers are conscious of the fact that they are teachers—Teachers of the Science of Service to their employees. Such men are the MASTER BUSINESS-BUILDERS. May we have many more of them. They are leaders in PROGRESS.

Many do not recognize their functions as teachers at all. Naturally the poor service they and their employees render to the public makes the public avoid them. Instead of graduating from the COLLEGE OF SUCCESS the only diploma they ever receive is a discharge from a bankruptcy court. They failed, because they refused to learn.

Business-Building Teachers.

By words and by deeds all employers are teachers. When the President is talking to his managers he is teaching them from the ripeness of his experience. When the salesmanager is writing to the salesmen or sending them bulletins or talking to them individually or in convention assembled he is teaching them imparting to them the results of his knowledge of the goods and conditions governing the sale of goods. When the chief accountant checks up the bookkeepers under him he is able not only to point out their errors, but to teach them better systems to avoid future errors. When the department head—it matters little what department he heads—goes over the work of his assistants and subordinates, it should not be so much to condemn them for errors, as to impart to them a better way of doing things—a better way of rendering more efficient service—hence of building business.

Ever the man above should teach the man below. If not, what right has he to occupy a higher, more lucrative position? Does the private get the pay of the general? Or the sailor of the admiral? No; because the latter knows what the first knows, plus.

But suppose the general or the admiral fails to train—to teach his men—to impart his "plus" knowledge—so that they fail to become masters in the art of war—each according to the position he occupies—and a battle should take place, would he not invite disaster and personal disgrace?

There is a limit to what every man can do himself; but he can multiply his power a hundred-fold, a thousand-fold, by becoming a TEACHER.

Mr. EMPLOYER, it is up to you not only to make yourself efficient; but EVERY EMPLOYEE, however subordinate he may be, a post-graduate in the art of rendering Service. There is no man who cannot render some Service to the world, and every man, woman and child in your employ, Mr. BUSINESS-MAN, must be made to serve—and serve well—if you want your business a success.

Every employer is striving for ONE THING—EFFICIENT SERVICE. To get this, two essentials are necessary.

The Two Essentials of Efficient Service.

First, Technical knowledge of the work one has to do.

Second, knowledge of the Fundamentals underlying all business success.

Develop Your "Success Qualities."

The worker must develop his "SUCCESS QUALITIES," else no matter how much he knows about his business his effort shall result in inefficient service.

A Common Mistake.

The best of employers largely confine their ef-

(Continued on page 10.)



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

The EDISON PHONOGRAPH

is the popular instrument
for the same reason that
popular music is popular
---it makes the biggest hit
with the biggest crowd.

—not only because of its great popular repertoire;
not only because of its equally note-worthy classical
repertoire; not only because of the true-to-life ren-
dering which the sapphire reproducing point insures;
not only because of the Amberol Records or be-
cause it is the instrument on which your customers
can make their own records at home

—but, because all these things form a combination
which everyone recognizes as the greatest thing in
the musical world today—the Edison Phonograph.

That's where the profits are for you—write your
Edison jobber today.

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

Edison window displays are making sales for the live wires among Edison dealers.



These displays are corkers, and the cost is so low that every Edison dealer wants to take advantage of them.

Many an Edison dealer has covered his expense and turned a handsome profit within an hour after the display was in his window.

Some Edison dealers use these displays once, some once in a while—but the live ones use them regularly—and can hardly wait until each new one is ready. And not only window displays, but printed matter and ready-made ads.

The list of live ones is growing—are you on the preferred list?

Write us a letter today.

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

TALK ABOUT BUSINESS BUILDING.

(Continued from page 7.)

forts to teaching but one of the two necessary things—namely, **TECHNIQUE**.

TECHNIQUE never made a great **ARTIST** or a **MASTER BUSINESS-BUILDER**, though there was never one without it.

There must be a **MAN** behind the technique—personality behind the tool. The **EFFICIENT MAN** with **EFFICIENT TECHNIQUE** is the **ARTIST**—the **MASTER BUSINESS-BUILDER**.

To be successful, organizations must teach their men not technique only but the fundamentals of character development. Not only the president must be efficient, but the cash-boy and even the porter. Every link in the chain must be well soldered if the chain as a whole is expected to hold together.

"**EFFICIENT MEN — EFFICIENT SERVICE**" are the watchwords of Success.

PHONOGRAPH CHARMS SHEEP.

Big Herd Invades Grove to Hear "Billy" Played—An Interesting Incident.

(Special to The Talking Machine World.)

Ogden, Utah, Oct 5, 1911.

That "music hath its charms" was demonstrated in a unique manner in Ogden Canyon the other day, when for several minutes a herd of nearly 5,000 sheep, attracted by the music of a phonograph, "stalled" in the Hermitage grove and refused absolutely to obey the whistles of the herders and the sharp barks of the shepherd dogs.

As the herd, which was being moved to the Ogden Stockyards for shipment to Eastern markets from a ranch near Eden, reached the canyon resort, one of the employes of the Hermitage turned on the phonograph. The record set in motion was a late popular song entitled "Billy." As

the first strains of the tune were ground out the "bell sheep" made a dart for the musical instrument and was followed by the entire herd, the snapping dogs and the excited herders on horseback.

Not until the selection had been played through could the sheep be urged out of the resort. Meanwhile a half dozen automobiles were prevented from using the road and two street cars were halted, with bawling sheep on every side. When the tune was ended the "bell sheep" trotted on toward town and the remainder of the herd followed without causing the herders any further trouble. The sheep invasion, attended by a heavy cloud of dust, forced a big crowd of picknickers to seek refuge in the dance pavilion.

RESOURCEFULNESS A REQUISITE.

Ability to Profit by Changed Conditions an Invaluable Business Asset—Two Interesting Examples.

The business man has to have resourcefulness. He has to be able to meet emergencies, and to adapt himself to changed circumstances. Things don't always turn out as we expect them. The unexpected is sure to happen frequently. We can lay out a plan on paper, it looks good. We figure it surely will work, but a hitch arises and the plan flies to pieces. Some men fly to pieces with it, but others don't. They adapt themselves to the altered conditions and modify the plan to suit. These are the kind that win. Business men simply must expect to meet difficulties, and they must also be resolved to triumph over them every time. The big man must be able to cope with every condition when it arises. Last spring a New York real estate firm took advantage of a fine spell of weather to open up some suburban lots. Big "ads" were run, great preparations were made. On the day of the open-

ing there was a big snowstorm. The firm then advertised bigger than ever, emphasizing the splendid street car service to the suburb, which was really all that could be desired, even during the unusual storm. The sale was a success. Those men have resourcefulness.

At the time King Edward died the cover pages of a certain national magazine were being printed. The cover contained a picture of King Edward shaking hands with Colonel Roosevelt. The Colonel was to have reached England about the time the magazine got to its readers. The death of the King, of course, prevented the proposed meeting with our ex-President. What were the magazine publishers to do? To have drawings and plates for a new cover made was out of the question. That would delay that issue of the publication for weeks. What did the publishers do? They solved the problem by putting these words under the scene: "Of all sad words of tongue or pen the saddest are these, it might have been." That is what I call masterful resourcefulness. The talking machine man who has this admirable quality will never "be up against it."

NEW STORE IN PHILADELPHIA.

(Special to The Talking Machine World.)

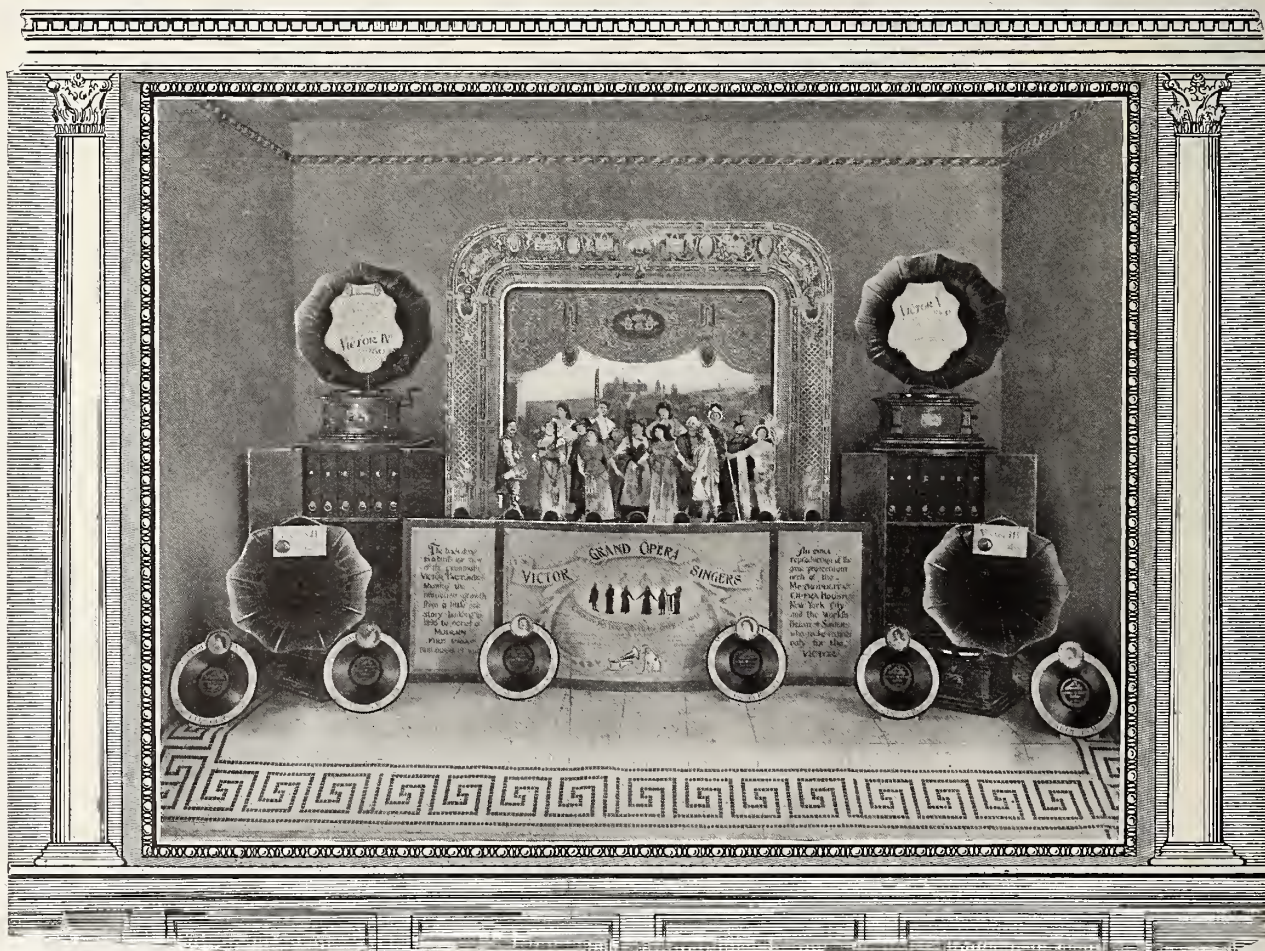
Philadelphia, Pa., Oct. 7, 1911. •

Connor & O'Neill are the latest talking machine dealers to make their debut in this city. They have opened quarters at 141 South Fifteenth street, and will handle Victor talking machines exclusively. Their display rooms are admirably arranged, show windows effective, and the entire establishment has an air of attractiveness that bodes well for its future. The members of the firm are C. H. Connor, a well-known advertising man and a graduate of the University of Pennsylvania, and D. D. O'Neill, who was for many years connected with the Victor Co. as traveling representative.

THE VICTOR CO.'S GRAND OPERA WINDOW DISPLAY

The Victor Grand Opera Window Display Co., No. 25, is considered by the Victor Talking Machine Co., Camden, N. J., one of the most attractive they have ever issued. As is well known, grand opera in the principal cities is a fall and winter institution, and that the music-loving public are greatly interested in anything pertaining to the great artists, hence the motif of this ready-made display, shown on this page.

Fourteen figures of the great singers, each in one of their famous roles, are grouped on the stage at the Metropolitan Opera House (the size of which is 60 inches wide and 48 inches high). The figures of the artists are 18 inches tall, carefully cut out, hand-colored and air-brushed in many colors, and are placed in three rows, one above the other, so that each figure can be clearly seen from the front of the window. A key, showing the group of artists, with each singer numbered, is placed directly below the stage and tells at a glance the name of the artist and character represented by them. The backdrop is a mammoth bird's-eye view of the Victor factories (the size, 40 by 60 inches), hand-colored and air-brushed in light tint to set off the figures effectively. The arch is an exact



reproduction of the proscenium at the Metropolitan Opera House, New York City, not only in design, but in colors as well, being lithographed in brilliant colors and gold. The two signs for the horns and in front of the display are fully explanatory in every detail. Six Victor records are used in front

of the display with record rings and easels. The record rings have lithographed medallions of six of the great artists. The extreme width of the display is 5 feet 6 inches and the height is 6 feet. This makes a forceful and interesting window display.

Columbia Catalog, page six:



The thirty-five dollar price mark and the illustration of the Columbia "Ideal" Hornless Graphophone pretty nearly speak for themselves.



Columbia Phonograph Co., Genl., Tribune Building, New York

BRISK TIMES IN CINCINNATI.

Trade Shows Upward Trend and Sales Are Now in Full Swing—Shortage of Victrolas Nos. IV and IX—Wurlitzer's Report Tremendous Victor Demand While Manager Whelen, of the Columbia Co., Is Delighted with the Manner in Which the Fall Business Has Opened Up—Aeolian Co. Give Daily Concerts with Victrola and Pianola.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 8, 1911.

The talking machine business is brisk. After a summer's dullness the buyers are back in the field and purchasing. The small dealers seemed to have felt the pressure first. Machines and records are in equal demand. The stores that make it a business to remain open Saturday nights are reaping a harvest, solely from record-seekers.

The Wurlitzer Co. began their fall campaign on September 15, and the splendid results have been very encouraging. The only unsatisfactory feature has been the shortage of the Victrolas No. 4 and No. 9.

There is absolutely no question that we are on the "eve" of unprecedented prosperity in the talking machine business and that the next few months will show a volume of business that will eclipse anything that past records can show.

The record business has shown a tremendous increase during the past month which can be accounted for to a very small degree only by the sale of the new type instruments. It is very evident, however, that the efforts of the Victor Co. in securing new talent and new ideas in the way of selections has had a great deal to do with awakening the interest of Victor owners who have purchased their fill of the standard talking machine records, and who required something different and more inviting to tempt them.

The Wurlitzer store has been crowded with machine and record buyers during the last two weeks and it has taxed their facilities to take care of their trade. The wholesale trade is increasing in proportion. With the ability of the factory to supply the new hornless types the full volume of the flood of retail and wholesale business will be felt.

Ben Feinberg, of New York City, wholesale representative of the Columbia Phonograph Co., was a welcome visitor at their Cincinnati store in September, coming direct from their Bridgeport factory with lots of good news for new fall product and big business.

S. H. Nichols, former manager of the Columbia Phonograph Co., of Cincinnati, now of Pittsburgh, Pa., spent a few days in the city meeting old friends and business acquaintances from whom he received a royal welcome. He was accompanied by his wife, a former Cincinnati woman.

Manager R. J. Whelen, of the Columbia Phonograph Co., is delighted with the manner in which the fall business has started in, and he finished September with a handsome increase over corresponding month of last year. Mr. Whelen states: "The \$15, \$25 and \$35 hornless graphophones have proven a real sensation, both with the retail and

wholesale trade, and our dealers are already re-ordering. These new instruments with the new line of high-grade cabinetted instruments announced will make the trade 'talk' this fall and winter. We have received a sample of the new \$150 Grafonola, the 'Nonpareil,' and it is a wonder. The new records by Cecil Fanning, Columbus, O., famous baritone, have proven exceedingly popular, and our dealer, R. L. Seeds, of that city, has had a big demand for them. We are preparing for the largest business in the history of this store this fall and winter, and it isn't a question of getting orders, but getting the goods to fill orders."

The Victor talking machine department of the Aeolian Co.'s Cincinnati branch, has been a very busy place during the month of September. "We are enjoying," said Manager Ahaus, "a nice, steady business, and have sold quite a number of Victrola XVI; also a number of the new style Victrola No. 9, and cabinets to match. The record business has shown a marked increase, and we are kept busy every day. We are going to give daily concerts on the Victrola and expect to start this month. Besides giving the daily concerts we will have a special concert every Saturday afternoon, which will be something different from anything which has been tried here in the city. We will use the Pianola piano in connection with the Victrola at our concerts."

The Zonophone is meeting with success in Cincinnati, according to J. E. Poorman, who handles the Cincinnati account. The early demand for this type, its records, as well as Victor records, has been unusually good here this fall, and Mr. Poorman believes the season's business will be large.

ELECTROPHONE DEMONSTRATED.

New Combination in Motors as Applied to the Graphophone Displayed by W. P. Phillips.

(Special to The Talking Machine World.)

Bridgeport, Conn., Oct. 2, 1911.

A demonstration of the practicability of the electrophone was given by Walter P. Phillips, its inventor, and director of the American Graphophone Co.'s printing department, in this city, September 21, at the Stratfield Hotel. About seventy-five persons were present, chiefly experts, as the guests of Mr. Phillips. The electrophone is a new combination in motors as applied to graphophones, etc. The program given was very enjoyable and the guests had their eyes opened to the possibilities of the new invention and its accuracy in recording the human voice and instrumental effects.

The following program of records was given: "Hercules March," Helen E. Mortimer. Miscellaneous musical selections on the electrophone. Explanatory talk by Mr. Phillips. Song, "The Glow Worm," Mrs. Julia M. Dungan (Paul Lieke). Whistling solo, "In the Shade of the Old Apple Tree," Miss Elizabeth F. Eaton (E. Van Alstyne). More selections on the Electrophone: Song, "Come to Me," Mrs. Julia M. Dungan (Luigi Denza). Violin solo, berceuse from "Jocelyn," Frank W. Rock (B. Godard). Song, "Mighty Lak' a Rose," Mrs. Julia M. Dun-

gan (Ethelbert Neyin). Final selections on the electrophone.

Letters and telegrams expressing regret that other engagements made their presence impossible and tendering congratulations and wishing Mr. Phillips success, were received from many persons. Among the letters were the following: From Edward D. Easton, president American Graphophone Co.; Theodore N. Vail, president Western Union Telegraph Co.; Hon. P. V. De Graw, fourth assistant postmaster general; Melville E. Stone, general manager of the Associated Press; H. B. Clark, chairman of the Board of Directors of the United Press, and others.

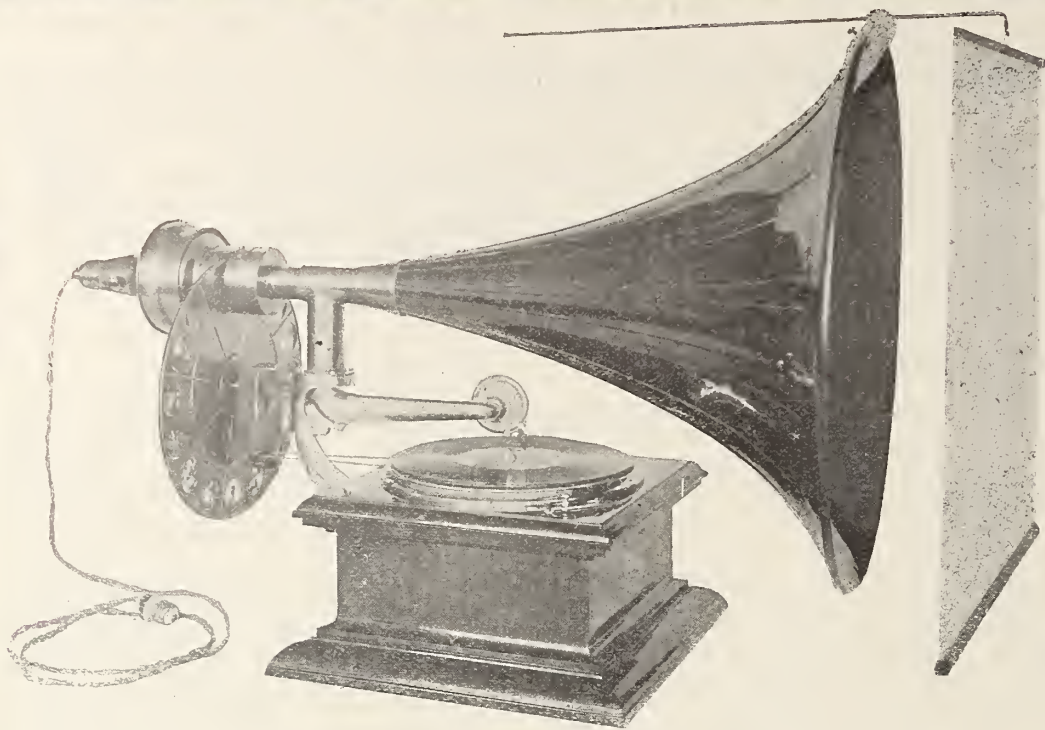
Mr. Phillips spoke in part as follows:

"This musical instrument which you have been invited here to see and hear is called the electrophone, and there is nothing especially new about it, the reproducing parts, in all their essential features being the latest development of Thomas H. Macdonald's genius. He was assisted by several talented men with whom he was associated and whose skill in carrying out the details of the new thoughts with which his active mind was ever teeming is well understood by all his friends. The duplex motor idea is new only as applied to the reproduction of sound. It is really a part of the Phillips system of telegraphy, my principal invention not yet in permanent use by either the Western Union or the Postal Telegraph Cable Co., but liable to be upon short notice.

"Both companies know its merits and it is only a question of patience. I must bide my time. Morse, Bain, Hughes-House, all of the great inventors had to put up with delays, and some of them with rebuffs. I have had none but the pleasantest negotiations with the telegraph people and I am entirely confident that the Phillips system with all of its ramifications—call boxes, burglar alarms for country banks, post-offices and stores will be in operation bye and bye—maybe when I am gone.

"My telegraph is now run by a spring motor which can be adjusted to any required speed. It is the regular Macdonald spring motor—the best in the world and he put a governor on it that spells regularity in every language that is spoken of men. I simply employ the electric current to keep this spring motor wound up. It makes no difference whether the current is steady or unsteady, or whether the power is the direct Edison or the alternating Westinghouse current.

"All that is required of it is to work fast or slow, as it pleases and wind the spring motor when it has run down to a certain point, and to cut itself off when the winding has proceeded to the proper point. Besides providing for the cure of a fault that was disastrous to me it is a very economical contrivance. No current is used excepting at the time the winding is done. The machine as I have said is run with a spring motor and its use is possible at any time, whether the electric current is available and utilized, or not, as it is always feasible to use the crank. This double means of getting power is my warrant for speaking of the electrophone as having a duplex motor. The electrophone is the coming thing in the line of graphophone and phonographic music"



“SEE THE PICTURES IN THE SONG”

Automatically illustrates scenes described by Talking Machine Record. The mechanism is indestructably perfect. The pictures projected on screen are beautiful. Pictures and music synchronize. Talking Machine and Illustrator are independent—when wished. Positively the Talking Machine is not even scratched in attaching device. Emphatically the Illustrator does not alter the tone quality nor interfere in the slightest degree with the motor speed. So simple a child can operate.

It stops folks in front of your window display. It brings them into your store. It sells talking machines. It sells records. Likewise, it sells itself and its own Picture-Discs, for home entertainment. It is a real advertiser and worth twice the price for that purpose alone.

The Clubb Song Illustrator will be handled in the regular talking machine channels. Date of sale announced in next month's World. New Picture-Discs issued every month. Forty-two jobbing houses are now being supplied. Mr. Dealer, don't fail to have your Jobber demonstrate the Illustrator immediately. The prices are right. The discounts are right. The Illustrator is right. Why not order, through your Jobber, a sample and a few discs, at once? Remember the Holiday Trade and what it means to have this embellishment. Candidly, we are rushed with orders.



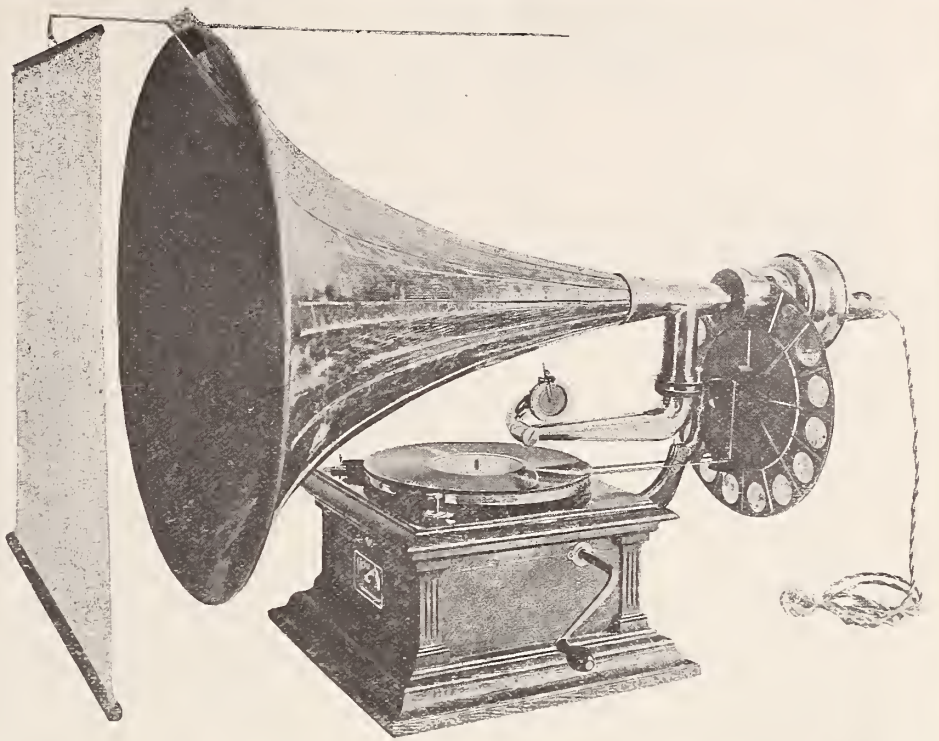
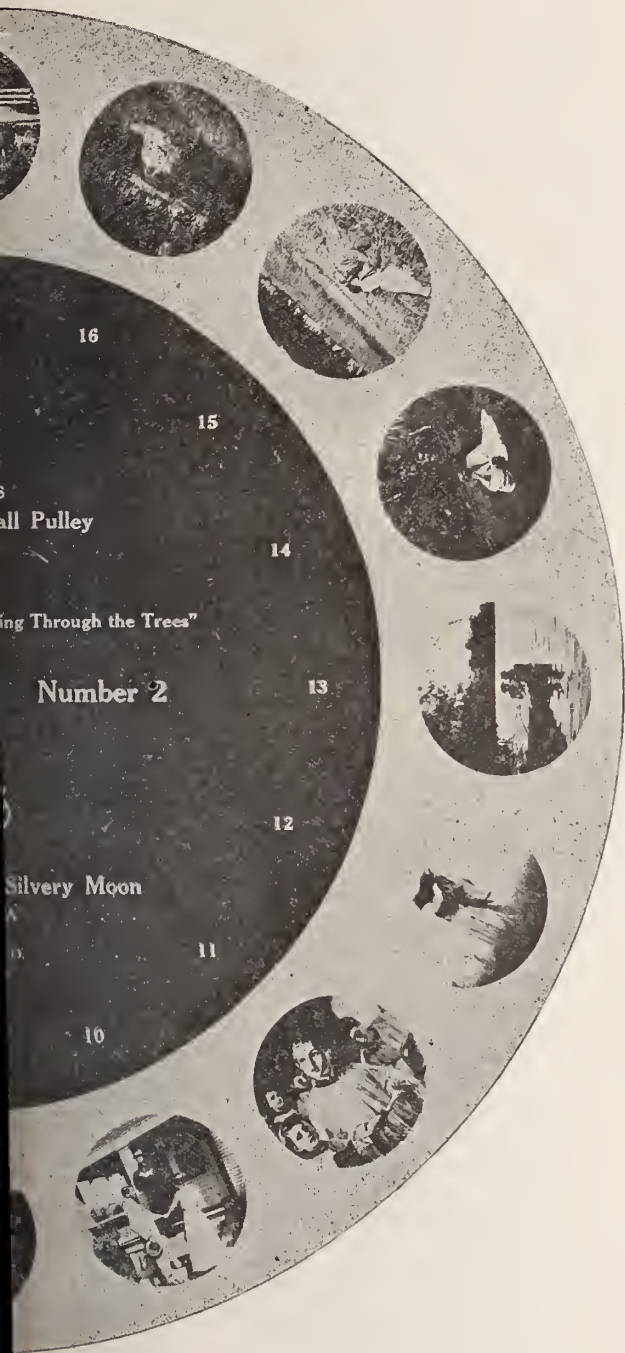
Retail price Club Song Illustr
Retail price Picture-Disc, pl
Retail price Picture-Disc, col

Dealers order through your o

THE PICTURE-D

553 SOUTH LOS ANGELES STREET

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strator



“HEAR THE SONG IN THE PICTURES”

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- | | |
|-------------------------------|------------------------------|
| John Wanamaker | New York City |
| E. F. Droop & Sons | Washington, D. C. |
| Nebraska Cycle Co. | Omaha, Neb. |
| The Aeolian Company | St. Louis, Mo. |
| Mosler, Bowen & Cook, Sucr. | Mexico City, Mexico |
| Philip Werlein, Ltd. | New Orleans, La. |
| Wisconsin Talking Machine Co. | Milwaukee, Wis. |
| J. W. Jenkins Sons | Kansas City, Mo. |
| The Eclipse Musical Co. | Cleveland, Ohio |
| Harger & Blish | Des Moines, Iowa |
| Rudolph Wurlitzer | Chicago, Ill. |
| C. H. Schefft & Sons | Milwaukee, Wis. |
| Musical Echo Co. | Indianapolis, Ind. |
| Minnesota Phonograph Co. | St. Paul, Minn. |
| American Phonograph Co. | Detroit, Mich. |
| Elmira Arms Co. | Elmira, N. Y. |
| Houston Phonograph Co. | Houston, Texas |
| Schmelzer Arms Co. | Kansas City, Mo. |
| Perry B. Whitsit | Columbus, Ohio |
| The Kraus & Grau Hdw. Co. | Port Washington, Wis. |
| W. H. Reynolds | Mobile, Ala. |
| Blackman Talking Machine Co. | New York |
| O. K. Houck Piano Co. | Nashville, Tenn. |
| W. J. Augustin | Fon du lac, Wis. |
| Louis Buehn & Brother | Philadelphia, Pa. |
| Standard Talking Machine Co. | Pittsburgh, Pa. |
| Wulschner Stewart Music Co. | Indianapolis, Ind. |
| H. W. Krienitz | Milwaukee, Wis. |
| Alfred White | Chilliwack, British Columbia |
| G. H. Eicholz | Milwaukee, Wis. |

or - - \$25.00
- - - 1.50
d - - - 1.50 to \$5.00

r, and Jobbers order from

SC COMPANY
LOS ANGELES, CALIFORNIA

AND OTHERS

TRADE NOTES FROM DETROIT.

Some Concerns Behind in Delivery Owing to Demand for New Hornless Machines—How Wealthy Detroiters Were Converted—Max Strasburg Opens New Victor Store and Is Advertising Extensively—Many Unfilled Orders at Columbia Branch—H. P. Rupp Takes Charge at Grinnell's—J. Ludwig of Chicago Opens in Milwaukee—Other News.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 10, 1911.

When orders come so fast that a firm gets two or three weeks behind on delivery, and another firm has half a hundred unfilled orders, and still another has to telegraph to jobbers for goods, then business is lively. That is the condition in Detroit now. Every talking machine store in the city reports unprecedented demand, both for machines and for records. Just what is behind it all they do not know, unless it is the advent of so many low priced but swell little machines. This is not entirely the reason, however, for the demand for the large and high priced instruments also is abnormal.

An incident which happened last week may afford some explanation. One of Detroit's wealthiest men went to Grinnell's talking machine department for the purpose of buying a low-priced machine for the amusement of the young folks. He didn't care about them himself—"had tried them out a long time ago and found the music brassy and blarey" and thus not very desirable. Manager Rupp put a fibre point on one of his best machines and demonstrated a few records. The music was as clear as the silveriest soprano, not a bit like that made by a steel point on the same records. The rich man took the best machine in the store.

The fibre needle is being demonstrated here as one of the highest merits of the modern talking machine. In itself it seems small, actually insignificant, but in its effects it is considered one of the greatest improvements ever made.

There are many who do not like the fibre point because of its softness of execution. They are the people who like lots of volume to their music. They have been accustomed to the effects of the steel point and decline to take up with the new idea.

That last statement applies to the horn machines, too. The recently received low-priced hornless machines, notably the \$15 Victor, the Columbia's \$35 Ideal, and \$25 Lyric, and the \$50 machines are creating a furore. It seems that there is no

valid reason for being bothered with a horn now. But there are people who have owned machines for years who insist that the horn is the real thing; there are others who never have owned machines, but who think that the hornless is an experiment, and they want the real, old reliable article. There is a trifle more volume in the horn machine, but that is the only argument made for it. It is cumbersome to handle and takes up lots of space. But in some of the stores the demand for it is still 25 per cent. of the business.

Manager Johns, of the Detroit branch of the Columbia Phonograph Co., stated that in September, the horn machine was a quarter of his business for the month. But he thinks that the hornless eventually will reign supreme. "I see no valid reason why the hornless should not entirely supersede it," he said. C. A. Bush, treasurer and manager of the Doran Phonograph Co., does not take such an extreme view. That company have a steady and strong demand for the horn machines, even though they cost more than the hornless of the same grade. There is a reason for the preference of the purchasers for the horn machine, he argues, and it will not easily be overcome. On the other hand, Grinnell's and Max Strasburg have practically no call for the horn machines.

Max Strasburg is the man who opened the new, exclusive Victor store, of which a forecast was given in the Talking Machine World last month. He was for fifteen years with Grinnell's and more than half that time manager of the talking machine department. The new store is on the corner of Library avenue and Grand River avenue, in that classy new retail district to which so many music establishments are going. The business is of the highest class—the people who come in automobiles, and thus far there is plenty of it. "My first two weeks exceeded my highest hopes," said Mr. Strasburg, when The World called to inspect the new establishment. "I cleaned up on several models within the first few days, and had to telegraph to jobbers out in the State for more. Couldn't get them in Detroit. Everybody seems to be sold out on the popular priced Victors, especially the \$15 No. 4 and the \$50 No. 9. I guess that's pretty good for a new stock well stocked up, isn't it?"

Mr. Strasburg is extensively advertising his place as the "exclusive Victrola shop," in all the *gany* papers and the leading local periodicals. The store is artistically finished in mahogany and white, with six demonstrating rooms, three on the first floor and three in the basement. A complete stock of everything Victor is carried.

The Doran Phonograph Co. had the best September business in their history, with the \$50 Columbia Grafonola a feature of the demand. The U-S machines and indestructible records also held up their end well.

The Columbia Phonograph Co.'s branch is the store which showed the half hundred unfilled orders as an instance of the rush of business. "The August and September business was unprecedented for those months," said Manager Johns. "The wholesale end of it was especially good. We absolutely cannot get enough of the low priced machines. It is seldom that we have less than \$1,000 of unfilled orders on hand, unable to get the goods. To-day the amount is nearly twice that. The conditions are unparalleled for the first week in October, which indicates that the holiday season is going to be wonderful.

"The demand extends to all machines, no matter what the price. We are going to have a good business with the new \$150 Grafonola. It won't interfere with the \$200 Regent in the least, for that library table model is in a class by itself. Nothing else can fill just the place this does. It is impervious to competition."

While Mr. Johns was talking, an order for thirty-two machines, covering almost the entire range, came in. The condition seems general with the Columbia Co, all over the country, Mr. Johns said. The company pressed more records in August than in any other month in two years. It beat last December, and to people who know about last December, that means a lot.

H. P. Rupp has succeeded Max Strasburg as manager of the talking machine department at Grinnell's. He has been with the company seven years, and the promotion was a deserved one. His regime starts out with the company doing an immense business in Victors and Victrolas. "The call for Victors of all prices is so great that it is hard to keep a full stock," he said. "We can sell all we can get of the new \$15 model. It has been on the market only a month, but has leaped at once into a favorite. It is a surprise for the money. The only complaint we have to make is inability to get the goods fast enough. I understand every talking machine house in the city is in the same fix. So we are all happy."

And he was right.

By the time this hits the presses, another new talking machine store will be opened here. J. Ludwig, formerly of Chicago, has leased from the Melville Clark Piano Co. a part of that company's large reservation on the second floor of the Annis building. In order to get an advantageous contract, the Melville Clark Co. took the entire floor, with the intention of subleasing. Mr. Ludwig is now fitting up his new quarters with sound-proof demonstrating rooms and racks for records. He is not ready yet to announce his plans or what line of machines he will carry. There is a hint that it will be Columbias.

THE LIVING VICTOR TRADE-MARK SURVIVES.

Eilers Music House at Walla Walla, Wash., has a very clever fox terrier named "Victor," an exact duplicate of the dog that the Victor people use in their world-famous trade-mark. Everybody in that city seems interested in this dog, and his recent encounter with an automobile resulted in securing publicity in the local papers as follows:

"Those who saw 'Victor,' the fox terrier mascot of Eiler's piano house, fall beneath the wheels of a rapidly moving automobile this morning, held their breath for fear the little fellow had been crushed to death, but fortunately for 'Victor' his injuries are not serious, and he can be seen at the Eiler's establishment, in his famous pose, 'His Master's Voice,' the trade-mark of the Victor Talking Machine Co., which has become a byword of millions of people."

The members of the sales force of the Portland, as well as the Walla Walla stores, were keenly interested in the progress of "Victor," and G. F. Eilers, of the former establishment, advises us that the automobile accident referred to, which threw the dog over twenty feet, did not, after all, seriously hurt him. Good Victor publicity anyway!

IS YOUR EDISON SERVICE RIGHT

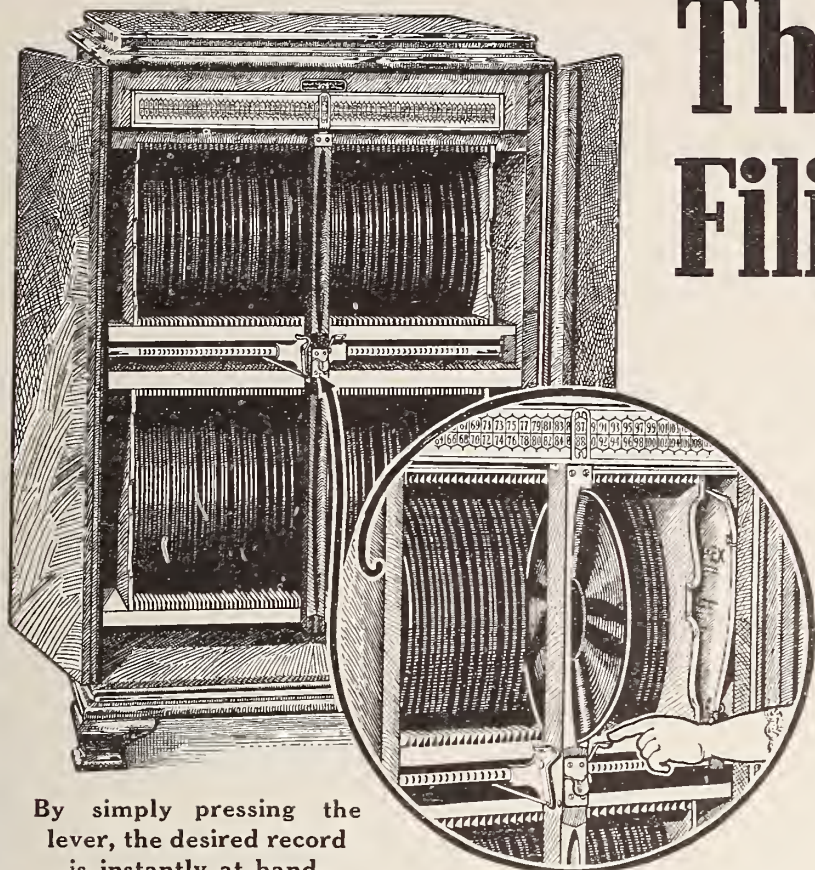
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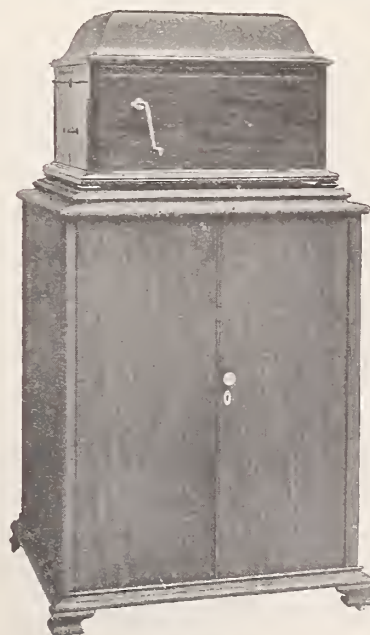
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Style No. 100



Style No. 50

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

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Long Distance Telephones—Numbers 4677 and 4678 Gramercy.
 Cable Address: "Elbill," New York.

NEW YORK, OCTOBER 15, 1911.

OUR reports from various sections of the country indicate improved trade conditions and the prospects for a very brisk fall and holiday trade are excellent.

The demand for high-priced products continues very large, and the factories are much behind in filling orders, even though rushed to their fullest manufacturing capacity.

Obviously we are facing the same old conditions this year so far as stock shortage is concerned which we did last fall.

A good many who have delayed placing orders until a late period will find it difficult to get their stock in time to profit by the accentuated demand which is bound to come later on. There are some people who never seem to learn a lesson even when it is forced on them with sledge hammer strength. Certainly the real rush is coming and dealers everywhere anticipate excellent results.

The necessity of carrying full stocks in both machines and records should be apparent to every wideawake business man.

A depleted stock means inability to serve the public with promptness and despatch, and every successful business institution must render satisfactory service to clients, else it will not be a business builder.

If the equipment and stock is not up to a certain standard, ten to one the salesmen will not be, for we see inadequate stocks and store equipment reflected in incompetent salesmen.

The right business men will provide the right environment because it is only through such effort that the right effects are produced.

IT is the repeat business that counts in the talking machine trade—in other words, the record sales and a pleased buyer buys and buys again.

He advertises your service by continuing his patronage and it should, therefore, be the aim of every up-to-date talking machine man to make service the most potent factor in his business.

He should never overlook the fact that the greatest store assets are pleased customers.

The getting and keeping of customers or patrons depends in a large degree upon store composition. In other words, the condition and variety of stock.

Successful business institutions are nothing more or less than the combined efforts of successful men.

It is results that count and results cannot be obtained through poor stocks and poor salesmen because there will be no repeating proposition. Customers will not return.

And, right here is a point which should be driven into the minds of every man who sells talking machines—the necessity of satisfying trade.

We have seen the good work of some institutions nullified to a

large degree by indifference on the part of the salesmen.

Salesmen may, by untactful work undo certain business effects which it is desirable to produce.

Sometimes a false impression is created regarding a particular product simply because some slight derangement of the mechanism has made it impossible to produce the maximum results.

This goes from bad to worse and perhaps the customer may become disgusted simply because he is not getting the best results from a particular machine.

This should not be, because an indifferent or dissatisfied customer works an influence against not only the particular store from which the purchase was made, but against talking machines generally.

IT should be the work of every business establishment to send men out at regular intervals to look after the machines that are out and to take along a portfolio containing new records which can be tried when in the home of the owner of the machine.

Naturally interest will be aroused in the new records and a goodly number of orders will be placed.

Then there will be the satisfactory knowledge on the part of the dealer of knowing that the machine is giving perfect satisfaction. Further, the customers will be pleased by such attention.

They will naturally feel that their interests are being looked after and that Mr. So-and-So, who has sold them the machine, is following up to see that everything gives perfect satisfaction.

There should be a regular and systematic campaign carried on in this particular, and if this is followed up in a careful and thorough manner it will be found that the record business will go forward by leaps and bounds.

Not only that, but the entire talking machine business will feel an impetus.

THERE is nothing like assuring every customer perfect satisfaction, and a machine which is not giving complete satisfaction is an injury rather than a benefit to the man who sold it.

It is the endless chain of patronage that is the only hope for the success of any business house, and, if we study the great commercial institutions we will find that they were not built by the patrons of a day, but by the patrons of years, and if the talking machine men would only wake up to a keen realization of the fact that confidence and good service are the real basis of trade, it would be very much better for them, and if every man engaged in the sale of talking machines would realize fully the truth of this there is no question as to the betterment of business all around.

The words you speak and the deeds that you do are either right or wrong—they either tend to beget confidence or destroy it, and what is true of an individual is true of a business establishment, which, after all, is simply a concentration of human energy.

Therefore, to get results one should render service, and there is nothing which helps business building more than an army of satisfied customers.

THERE are too many men in this trade who simply figure that when a sale is made the incident is closed—that people will keep coming in for records and all that sort of thing.

That may be true in some cases, but it is not so in all, and there are opportunities for business building which are large and ample to satisfy the ambitions of men with progressive ideas if they will only improve them.

Teach customers that they are profiting by the sale—that they are securing pleasure and enjoyment from every machine sold.

There is a radically different idea to-day than the old principle, that a sale once made is "dead."

That is not so in the talking machine line or in any line for that matter.

A talking machine sale should be particularly "alive" because the sale of a machine opens up wider possibilities and larger avenues for profit if the dealer himself is "alive" to the opportunities.

THOMAS A. EDISON, who has recently returned from Europe, has been everywhere showered with honors.

During his entire trip abroad in the great cities of Europe crowds thronged his hotels and everywhere he was lionized.

Such a tribute is remarkable and probably no living man to-day could create a similar interest, and, after all, it is a tribute to the genius of a great man, for it is not on account of Mr. Edison's financial possessions, but on account of his remarkable inventive ability which has caused the world to name him as one of the greatest men of the century.

Probably no living American would be in receipt of such distinguished attention at the hands of Europeans of prominence as has Mr. Edison, and such consideration constitutes a distinct tribute to American genius and enterprise as typified in this wonderful man.

The comments which have appeared concerning him in European papers have been remarkable. They have gone into details as to his mannerisms, his dress; but all have emphasized his plain unassuming manner, showing that his head was not in the slightest degree turned by admiration.

Great is Edison and long may he live!

A CORRESPONDENT asks: "At what age do you really think a man ought to retire from business and enjoy himself?"

HOW A LIFE WAS SAVED

By Gounod's Ave Maria Revealed in the Purchase of Record of This Famous Composition.

The following story is related by one of the Los Angeles dealers, and it goes to show what music, interpreted on the talking machine can do.

"A gentleman walked into our store yesterday, and producing a card from his pocket, glanced at some writing on the back and then said: 'I want to purchase a Columbia Grafonola Favorite.' I immediately conducted the gentleman to one of our salesrooms and showed him the several and variously finished Grafonolas Favorite which we had. He looked them over hurriedly and then consulting his card again, said: 'Have you Gounod's Ave Maria, A1040?' 'Yes, sir,' I answered 'that is one of the new records.' I fetched the record, and placing it on a machine, played it. He listened with rapt attention, and then arose and said, 'I would like to have that sent out as soon as possible, and will give you a check for the amount.' Of course, I asked him whether he did not desire some other records as well, and he finally told me to include two or three dozen more records of my own selection.

"Something in the man's behavior excited my curiosity, and I went to great pains in explaining the working of the machine, and one thing leading to another, I soon found my customer less preoccupied and finally confidential, for as he was about to leave, he suddenly turned to me and said earnestly, 'I am buying this machine and

the record which I first named to you because they were directly responsible, I am assured, in preventing the perpetration of an awful crime—a crime which would have echoed from one end of the country to the other—this crime was about to be committed in the dead of the night, but the effect of Gounod's "Ave Maria" played on a talking machine in the vicinity, suddenly and unexpectedly breaking the stillness of the night, actually changed a madman to a penitent sinner.

"So impressed and awed was I, a witness to the scene that I could not rest until I had found the unconscious evangelist and obtained from him an exact description of his talking machine and the heaven-sent 'Ave Maria.' Then he added, 'You can tell people what I have just told you—reserving my name, of course—it is a true story.'"

ISSUE NEW RECORD CATALOG.

The U-S Phonograph Co., Cleveland, O., have just issued a complete catalog of grand opera, instrumental and vocal selections on everlasting records. The catalog is carefully compiled and classified, and makes the finding of any particular record number or title a simple matter. A strong point is made of the unbreakable qualities of the records and the advantages gained through using them. Portraits of the well-known recording artists are also included in the booklet.

The Victor Talking Machine Co. are getting out records with Single Tax speeches. These will be advertised wherever this company sells their records, which is practically the whole world.

A mighty difficult question to answer.

That depends upon the man. Some men are young at sixty—others are old at thirty.

To some men business is a tonic and if they were once out of business channels they would droop and die.

There is no rule which may be safely followed regarding this, because we know plenty of men to-day whom the loss of business would mean practically loss of life, for there would be nothing attractive to them in this old world of ours.

They have never taken the time to study art or music.

They have never developed a hobby, and unless a man has some occupation which will occupy his time pleasantly, he is pretty sure of being a mighty unhappy individual, as soon as he relaxes his business cares, for it is our interests which keep us alive.

Therefore, in our opinion, every man is better if he will take a little time from business and study some of the arts.

In other words, develop a hobby, then he can occupy his spare moments pleasantly, and when it comes to a business retirement he can rest and get a lot of pleasure out of life.

But to state just at what age a man should retire from business—we must pass, for that is up to the individual!

LANDAY BROS. NEW STORE

At Fifth Avenue and Forty-Sixth Street in Heart of Aristocratic New York.

Landay Bros., the prominent Victor distributors, with stores at 400 Fifth avenue and 27 West Thirty-fourth street, recently leased another store at 563 Fifth avenue (Windsor Arcade), in the heart of the aristocratic section, and have made some elaborate plans for the conduct of the new store, which will be under the general management of Max Landay, with a large corps of experienced talking machine salesmen to aid him.

The new store will contain six large machine and record salesrooms and a recital hall, which will accommodate one hundred people comfortably. In this recital hall Victrola concerts will be given daily.

The decorations of the machine and record rooms, and practically the entire show rooms will be in French gray, trimmed with white and gold. The walls and carpets will be in rose color and the electrical fixtures will be of the Louis XV period, to match the woodwork.

The new store will be one of the best fitted up establishments devoted to the sale of Victor goods in the United States.

Besides the excellent facilities for handling customers, the store has four very large show windows for the display of machines, and being located as they are on a prominent corner of the most prominent street in New York, the advertising value to the Victor line is apparent.

Publicity at **1 CENT** an Hour

PYRO ONE LIGHT ELECTRIC SIGNS



The most attractive Day and Night sign on the market
Costs Less to Install—
One Cent an Hour to Illuminate
SIZES AND DESIGNS TO SUIT EVERY BUSINESS

You'll need something to liven up the holiday trade
 —Why not a permanent life-lasting electric sign.

Send for our new Catalog and Price List—It's Free

EDWARD C. PLUME COMPANY
 417-21 South Dearborn Street - CHICAGO, ILLINOIS



The Talking Machine Trade in New England

FEATURING EDISON SERVICE.

The Pardee-Ellenberger Co. Are Building Up a Splendid Organization and Business.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 7, 1911.

With immense Edison distributing centers at Boston and at New Haven, the Pardee-Ellenberger Co., Inc., are prepared to give the New England and New York State trade careful service. Their Boston headquarters, opened recently with F. H. Silliman in charge, is doing a splendid business, as can be judged from the remarks of Mr. Silliman to The World: "We have been very busy since we opened and from all indications should say that the Edison business is picking up quite strongly. A number of dealers have advised me that in the last two weeks the demand for Edison goods was almost double."

WM. J. BRAY PURCHASES BUSINESS.

(Special to The Talking Machine World.)
Holyoke, Mass., Oct. 4, 1911.

Wm. J. Bray has purchased the entire business of the Ross & Bray Store, including the retail Edison business. Mr. Bray was formerly in the printing business, and knowing the value of "type" is planning to heavily feature Edison phonographs in a retail way.

INCREASED DEMAND FOR NEEDLES.

(Special to The Talking Machine World.)
Putnam, Conn., Oct. 7, 1911.

"Puritone needles, which we supply both with and without jobbers' names, are selling at an unusually brisk clip," comments Chas. E. Dean, of John M. Dean, the needle manufacturer. Mr. Dean attributes this increased sale to the large production and sale of lower priced machines, which is very heavy. Mr. Dean added that in his opinion needle consumption is destined to be largely increased henceforth.

VICTOR MEN DOING GOOD WORK.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 4, 1911.

Recently passing through this city was L. H. Ripley, the wholesale representative of the Victor

Talking Machine Co., who covers this State and others conjunctively with John L. Gately. Mr. Ripley looked as if he were doing real work, as in one hand he carried a small-sized caboose of records and in the other one of the new \$15 Victor Victrolas, both of which he was using to entertain the trade.

ADVERTISING THAT PULLS.

Talking Machine World Draws Orders and Inquiries for Massey Diaphragms.

(Special to The Talking Machine World.)
Providence, R. I., Oct. 6, 1911.

"We are greatly pleased with the results that we are getting from the advertising in The Talking Machine World featuring the Massey diaphragm. Daily orders and inquiries are received," said John H. Massey, of the J. A. Foster Co., wholesale and retail distributors of the Massey diaphragms. "There are several very good things shown by this activity; one that we are particularly interested in is the pulling power of The World; another is that The World readers are close readers and keep right up to date, which is a valuable policy in the conduct of a modern talking machine business. The Massey diaphragms, by the way, are made for both the Edison and Victor, and are sold at a margin that shows good profits for dealer and jobber alike."

A YOUNG MANAGER OF ABILITY.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 9, 1911.

A particularly progressive talking machine store is the local headquarters of the Columbia Phonograph Co., managed by A. A. McGowan. While Mr. McGowan is rather a young man, his ideas and forcible business ability are of advanced years, and the development of the Columbia business has been marked to a high degree since he took the management. And the Columbia owners in Springfield are growing steadily.

BIG BUSINESS IN VICTOR-VICTROLAS.

(Special to The Talking Machine World.)
New Britain, Conn., Oct. 4, 1911.
C. L. Pierce, head of the C. L. Pierce & Co., who succeeded the Pierce & Ward Piano Co., reports a

remarkable business with Victor goods, including Victor Victrolas.

DEATH OF CHAS. R. COOPER.

Former Manager of Boston Cycle & Sundry Co. Takes His Own Life.

(Special to The Talking Machine World.)
Boston, Mass., Oct. 6, 1911.

Charles R. Cooper, formerly manager of the Edison department of the Boston Cycle & Sundry Co., was recently found on the floor of an office occupied by that concern, with a bullet wound in his right temple. A 32-caliber revolver was found on a desk beside the body. He was taken to the hospital, dying a few hours later. It is believed he committed suicide owing to business troubles, although everything seemed bright for him with the new position which he was to fill with the Linscott Co., automobile and sundry dealers. This concern is owned by the same man, J. M. Linscott.

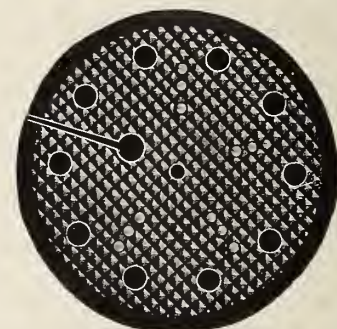
Although a comparatively young man, being but forty years of age, the late Mr. Cooper was one of the "old-time" talking machine men. He was an ardent Edison man, and in his capacity for many years as manager of that department, he disposed of a great quantity of Edison goods.

NEW ART DIAPHRAGM

Still Further Improved by the Inventor—Demand Is Brisk for This Specialty.

(Special to The Talking Machine World.)
Springfield, Mass., Oct. 6, 1911.

W. W. Young, inventor of the New Art Diaphragm for talking machines, has still further improved it, as one can see from the illustration herewith. Mr. Young claims that the slit in the



IMPROVED NEW ART DIAPHRAGM.

New Art takes the kink out of the metal that was liable to cause the blast. More than that, the improvement in even the New Art "improved tone" is worthy of consideration. These diaphragms retail for \$1, allowing a good margin of profit. A sample can be had by authorized dealers who will send their business card to the Talking Machine Co., Springfield, Mass., which is the selling company for Mr. Young's invention.

BAGSHAW NEEDLE BUSINESS BRISK.

(Special to The Talking Machine World.)
Lowell, Mass., Oct. 6, 1911.

Business with the big house of W. H. Bagshaw, needle manufacturers, is exceedingly brisk, as might be expected. This house was established back in 1870 and have been making quality needles of all kinds ever since. It is to be admitted by everyone that, in face of this long experience their needle knowledge must be of the highest order. In talking machine needles, particularly, this is recognized by many leading people, who consider needles made by the House of Bagshaw dependable in every respect.

If your credit is not good, you alone are responsible for it. The credit man does not make your credit—you have made it yourself. The credit man merely finds out what kind of a job you have made of it, and if he refuses to ship your order it is because of your record—a record that you alone are responsible for.

Why You Should Buy Edison Goods From

The Pardee-Ellenberger Co.

THE BIG EDISON JOBBERS

BOSTON, MASS.

NEW HAVEN, CONN.

FIRST Full and complete EDISON stocks at all times.

SECOND Two bases of supply, Boston and New Haven, insuring quick deliveries and lowest transportation charges.

THIRD Goods packed in an up-to-date manner.

FOURTH Co-operation in solving retail trade problems.

FIFTH The very best of service.

Wholesale only—Goods that have not past through a retail stock.

BOSTON HEADQUARTERS at 66 Batterymarch St., handy to North and South Terminals. Atlantic Avenue "L" to Rowes Wharf.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Review.)

Boston, Mass., Oct. 9, 1911.

The Eastern Talking Machine Associates, composed of a congenial company of nearly twenty employes of the Boston office of the company, held their annual meeting at the Tremont street quarters on the evening of Thursday, September 28, and the following officers were elected; President, E. F. Taft; vice-president, W. J. Fitzgerald; secretary, M. L. Read; treasurer, Mr. Waldron, while George Reese was appointed secretary to the



ANOTHER PRESIDENT TAFT.

treasurer. These committees also were selected: Grievance, A. W. Chamberlain, chairman, and Edward Welch; entertainment, S. H. Brown, chairman; W. J. Fitzgerald, George Reese, M. L. Read and Edward Welch; press, S. H. Brown, chairman, and M. Price.

Business Reported Active.

Business at the quarters of the Eastern Talking Machine Co. is reported splendid, and an impetus has been given to trade conditions through increased facilities for handling the rapidly developing business through an advantageous rearrangement of the ground floor, which affords better opportunity than ever before for the proper display of Victrolas and Amberolas, which are now shown in such a variety of artistic styles. One of the interested visitors during the early days of October was Gus Edwards, whose "Song Revue" was a feature just at that time at Keith's Theater, the stage entrance being nearly across the street from the rear entrance of the Eastern Co.

Columbia Co. Feel Jubilant.

A state of jubilant exhilaration might adequately describe a condition that one witnesses at the Boston office of the Columbia Phonograph Co. this month. In the first place, ample preparations were made to meet the expected fall rush by brightening up the interior which was accomplished through the medium of paint; then came a general clearing and a rearrangement, so that visitors were happily commenting on the attractive interior. While all the styles of machines are finding a ready sale there is a most gratifying demand for the new Columbia hornless, which sells for \$35 and \$25, and there is every indication that as the holiday season draws near, so Manager A. C. Erisman feels, that the demand will rapidly increase. In the meantime the new monthly list of records is meeting with much favor, which may not be surprising as the house feels that the list

is an exceptionally good one. Speaking of the different types of machines one of the attaches told your correspondent that there is an active demand for the expensive types of machines, and he instanced the case of the Nonpareil Grafonola, a \$150 instrument, which he thinks is one of the prettiest machines on the market, and which is getting to be popular among the Back Bay people.

Richard Czerwonky a Visitor.

An interested visitor to the Columbia quarters early this month was Richard Czerwonky, the leader of the Minneapolis Symphony Orchestra. Mr. Czerwonky, who is a capable, even notable, violinist, formerly was a member of the Boston Symphony Orchestra, and as his wife is a Boston woman, he always is glad to come back here. He already has furnished the Columbia office with some choice violin records, and ere long he will arrange for other records on a more ambitious scale. Mr. Czerwonky is a tremendous enthusiast of the possibilities of the Columbia machines.

Another visitor has been "Tom" Murray, manufacturer of phonograph cabinets and horns.

Expansion of Victor Trade.

Cheerful conditions prevail in the talking machine department of the Oliver Ditson Co. A business that each year can show a substantial increase over the year before always is satisfying, and the increase in Victor trade thus far over the preceding twelve months has been such that Henry A. Winkelman may justifiably feel proud of his own efforts and that of his capable staff.

Victors for U. S. Warships.

In the talking machine department of George Lincoln Parker the sales of Victors and Victrolas lately have been surprisingly good, especially the \$200 machines, for which there has been a splendid demand. Charles P. Trundy, who is in charge of the talking machine department of the Parker business, has lately installed some machines on the battleships Ohio and Nebraska, and even on the torpedo boats Amon and Marrant. Mr. Parker is planning a general refitting and refurnishing of the large apartment devoted to talking machines, so that it will be in complete harmony with the rest of the suite.

Activity with Bragdon.

W. A. Bragdon, manager of the Linscott Sport-

ing Goods Co. at 7 Hanover street, is finding a very likely demand for talking machines this fall. Mr. Bragdon's place is in a very convenient section on a much-traveled street, and each day his place is a center of activity.

CALLING CUSTOMERS BY NAME.

A Habit That It Pays to Cultivate—Gives That "At Home" Feeling.

What is undoubtedly the best general habit any man in business dealing with the public can cultivate is that habit of calling customers by name when greeting them. With some people this is a sort of natural faculty, but the majority of people have to cultivate it. Because of the difficulty, or some disinclination, many people in business for years neglect to cultivate it, and therefore fall short in the usage of the best quality in connection with merchandising.

There is nothing makes the customer feel at home so quickly when entering a store or business house as to have somebody greet him and call him by name. It touches the right spot somehow, and does more good than can be done by any other simple and easy method. Every man that goes about the country much understands and appreciates this point, and the wonder is that so many merchants and store clerks neglect it.

This is such a strong point that the wonder is that really enterprising merchants do not insist on their clerks cultivating this habit, so that when a customer returns to the store the second time somebody will be able to recognize him and make it a point to address him by name. Anyway, it is a good habit to get, and if you have never acquired it, try cultivating it.

A house which treats its employes well not only obtains the interest of the employe, but also a high name and a clean reputation, which gains for it the favor of the buying public. All other things being equal, we give our patronage to the concern that we have faith in and when once on the customers' list of such a house, good treatment does more to hold business than the inducement of lower prices on the part of a competitor can overbalance.

W. H. BAGSHAW

LOWELL, MASS.

Oldest and largest manufacturers of Talking Machine Needles in America

All styles, shapes and sizes with highest quality of point, temper and polish

Established 1870



No. 600 (Patent Applied for)

HOHNER Harmonicas in the keys of A, B, C, D, E, F and G, with a variety of twenty different styles. Each instrument is an excellent seller and is bound to meet with instantaneous success.

You secure the COMPLETE STAND FREE OF COST and besides you are the gainer by over 35% in cash profit on your investment. This is the proposition:

You Receive

| | | |
|--|-------|--------|
| 12 Assorted Harmonicas to retail for 25c. each | | \$3.00 |
| 8 " " " " " 35c. " | | 2.80 |
| 8 " " " " " 50c. " | | 4.00 |
| 4 " " " " " 75c. " | | 3.00 |
| 4 " " " " " \$1 " | | 4.00 |

To Retail, \$16.80

Your Investment

\$12.50

Per Stand and Harmonica Assortment.

Your Gain

Over 35% Cash Profit and a Wonderful Revolving Display Stand.

ASK YOUR JOBBER

CANADIAN OFFICE
76 York Street
Toronto

M. HOHNER

MEXICAN OFFICE
5a Tacuba No. 74
Mexico, D. F.

114-116 East 16th St., NEW YORK

AN INNOVATION

HOHNER'S
REVOLVING DISPLAY

JUST think of receiving a wonderful revolving display stand worth at least \$15.00, built of thoroughly seasoned wood of 1/4-inch thickness, obeliscal in shape, mounted on a metal disk connected by means of a cylindrical bar to a set of durably constructed clockworks of sufficient strength to revolve the obelisk for over 3 1/2 hours just by one winding, ABSOLUTELY FREE OF COST! This will surprise you, but it is exactly what the world-famous HOHNER factories are offering every progressive Dealer today. Imagine this beautiful exhibit in your show window or on the display counter—don't you think it would increase by many fold the sales of your merchandise, and bring great prestige to your store? This cannot be denied.

The entire stand is finished in a deep rich mahogany piano polish with very attractive silver pressings and having the number and retail price of each instrument stenciled in neat design. Its extreme measurements are 32 inches high by 10 1/2 inches square at the base, and 6 3/4 inches square at the top.

On the obelisk is fastened by means of steel clamps and supports a quantity of thirty-six genuine

**Columbia Catalog, pages eight to fourteen:
Four types of horn equipped Grapho-
phones—the best instruments that seven-
teen dollars and fifty cents, twenty-five
dollars, thirty-five dollars, and fifty
dollars will buy.**



Columbia Phonograph Co., Genl., Tribune Building, New York

OPTIMISM IN INDIANAPOLIS.

Talking Machine Dealers Well Pleased With Present Situation and General Outlook—Low-Priced Machines Still Desirable—Personal Items of Interest—Successful Recitals Given by Aeolian Co.—What the Various Dealers Are Doing.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 1, 1911.

Talking machine dealers of Indianapolis make rather optimistic reports of the business done during the last month and of the prospects for trade during the fall season. The business in records was good last month and a number of the dealers report that they enjoyed a good trade in various styles of machines.

"Some people," said one dealer, "are getting the impression that just because there has been a big increase in the high-priced machines, the machines that may be bought at a lower figure are not 'taking' as they did a few years ago. Such is not the case. It is true that we have had a greatly increased business in the high-priced machines and that many of the well-to-do and wealthy people have taken to the talking machine as a means of entertainment. Of course, it is natural that in the trade reports this kind of business should be more emphasized. But it is true, nevertheless, that the poorer classes are finding just as much pleasure now in their talking machines as they ever did, and in my opinion the demand for the lower priced machines will increase right along with the demand for the machines of a higher price."

Conditions seem fairly prosperous in Indiana just now. All factories are running and the weather has been fairly conducive to good farm yields. Consequently most of the talking machine dealers are laying in adequate stocks and are getting ready to supply their customers promptly during the coming months.

Two big meetings have been held in Indianapolis in the last month—the meeting of the Sovereign Grand Lodge of Odd Fellows and the supreme meeting of the Knights and Ladies of Honor—but these meetings, as usual, have been of little benefit directly to the talking machine men, except that they have had the opportunity to display their wares attractively in their windows.

Miss Irene Cox, formerly in the talking machine department at Aeolian Hall, Indianapolis, is now connected with the Musical Echo Co., which handles the Victor line exclusively. Business is reported good in all styles of machines by the Musical Echo Co., but particularly in the Victrolas.

The Aeolian Co. have engaged A. J. Wolf, formerly with the Price Talking Machine Co., of Newark, N. J., to have charge of the Victor department of Aeolian Hall. Mr. Wolf has had several years' experience in the talking machine business, and O. A. Gressing, manager of the Aeolian Co. in Indiana feels that his success in the talking machine trade in Indianapolis is assured. Ed McClintock has been transferred from the Pianola department at Aeolian Hall to the Talking machine department and will be Mr. Wolf's assistant.

The Aeolian Co. conducted a successful and very largely attended Victrola and Pianola recital at the Country Club at Lafayette recently. There were seven numbers on the Victrola, accompanied by the Pianola. It had been the plan to have a program lasting one hour, but on account of the encores that were responded to it lasted almost two hours. Lafayette is one of the larger Indiana cities and is the seat of Purdue University, one of the best known technical schools in the West.

It is reported by the Victor department at Aeolian Hall that the Blue Danube Waltz, as sung by the Lyric Quartette, has been one of the big record successes of the last month. Business generally in the Victor department of the Aeolian Co. was reported good.

The talking machine department of the Wulschner-Stewart Music Co. is being greatly enlarged and new booths for demonstrating are being provided. When the work is completed the department will have five demonstrating booths. One of the new booths is a Victrola room.

It is reported that the talking machine business of the Wulschner-Stewart Co. was good in September in all styles of machines. Trade was exceptionally good in the Victrola IV. A carload of these machines were shipped in during the month and within a very short time all had been sent out to the patrons of the Wulschner-Stewart Co. Mr. Barringer, manager of the Wulschner-Stewart talking machine department, says he believes trade will be good during the fall, and the company has laid in a good stock in preparation for it.

"The outlook for fall business is exceedingly bright," says Thomas Devine, of the Columbia Co. "All over the State a new interest seems to have been awakened in the higher-priced machines, due, no doubt, to the fact that local jobbers have been hammering away all summer with circulars and letters relative to the finer instruments. In Indianapolis itself the fact that Ona B. Talbot has arranged for a series of concerts by celebrated singers is bound to bear fruit and to result in numerous sales of fine outfits."

Manager Devine is going around with his head held high these days. He has just received a sample of the new Columbia Nonpariel Grafonola to sell at \$150. He says it is perfection itself in every way and is bound to be the very biggest kind of seller.

J. D. Westervelt, of the executive staff of the Dictaphone Co., New York, spent a day in Indianapolis. Mr. Westervelt is the "ginger" man of the Dictaphone force, and is touring the branches of his company with a good-sized injector in every pocket. The brand he hands around, according to Mr. Devine, is just about two million degrees hotter than proverbial Jamaica.

The Udell Works are having a good business in a special line of cabinets made for the Victor and Edison machines. The Udell Works are bringing out a line of table cabinets that is meeting with favor. These are so constructed that the albums with the records in them may be placed in the table and the machine on top of the table. The whole has the appearance of a table. The company is away behind on orders for these machines. The

Udell Works are also making a new cabinet for the Victrola IV, VI and VIII. Several hundred of these have been sold already and they promise to command a big market.

FIVE THOUSAND ENTERTAINED

By Taylor's Music House, of Springfield, on State Street Merchants' Gala Day—Novel Scheme of Attracting People and Business.

(Special to The Talking Machine World.)

Springfield, Mass., Oct. 6, 1911.

Another proof of what publicity and co-operation can accomplish materialized in this city recently, when a rather novel celebration took place on "State Street Merchants' Day."

Although a little off the main thoroughfare, State street has acquired the distinction of being the leading shopping district in the city, containing a number of old-time reputable establishments. The owners of these stores got together and considered that a little special advertising might result in concentrating more attention on their stores. The plan was received with enthusiasm, and a committee of merchants' appointed for that purpose.

The day set for the celebration was September 20. The stores were elaborately decorated and special displays made. Among the prominent members of the committee who labored successfully for its success was Frederick G. Howe, proprietor of Taylor's Music House, which for many years has been located at 168-170 State street, in the Y. M. C. A. building.

As a result of the celebration Taylor's Music House entertained at least 5,000 people in the afternoon and evening, while as a result of the publicity campaign, more than 20,000 people were attracted to State street, who made it a gala day. The people seemed to catch the spirit of the movement, and made the merchants of State street realize that they were "some" people.

The Victor talking machines figured prominently in the arrangements made by the Taylor's Music House for the celebration of State Street Day, and the entertainment of their many visitors.

LOWER EXPRESS RATES ORDERED

In State of Illinois by Warehouse and Railroad Commission—Effective October 1.

Many members of the music trade will be among those to profit through the average reduction of 25 per cent. ordered by the Illinois Warehouse and Railroad Commission, to become effective on October 1. The express companies in the past, have arranged their rates arbitrarily and without regard to a set schedule. In the commissions orders there are thirteen standards established for express charges on merchandise, the rates running from 40 cents to \$2 per hundred pounds, according to distance.

There is nothing which so gladdens a credit man's heart as the sight of a signed property statement pinned to an order sent in by the salesman,

FROM OUR EUROPEAN HEADQUARTERS

1 GRESAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Prospects Greatly Improved Since Last Month—Labor Conditions, Generally, Are Not Entirely Satisfactory—Talking Machine Sales Have Not Been Seriously Hampered, However, Despite All Drawbacks—Hornless Type is Bounding Rapidly Into Favor Throughout the Country—This Does Not Mean, However, That the Cylinder is Unpopular—Discuss Mr. Edison's Invention—Paderewski and Kubelik Make Gramophone Records—New Models of Ruhl Machines—National Co.'s Exchange Scheme—The Talking Machine Industry Wins the Notice of Leading Daily Papers—Copyright Bill Will Be Taken Up for Action by the House of Lords After Parliament Assembles—Other Items.

(Special to The Talking Machine World.)
London, E. C., Oct. 6, 1911.

Since I reported last upon business conditions this side, prospects have immensely improved, and if all goes well in the labor world, there would appear to be no cloud to mar the bright outlook for the talking machine season at hand. Signs of unrest, however, in certain parts of the country have, unfortunately, not entirely vanished, and, although in most cases, this may be ascribed to local labor troubles, it is a fact that there exists a fairly general belief that we are not quite rid of further strikes on the part of railway employes, and others previously involved. While every confidence is placed in the Government, the uncertain attitude of the union officials is causing some little nervousness in official circles, and fears are expressed that the uncompromising demeanor of some of the parties concerned, will lead to fresh trouble. At the same time, strong hopes are entertained that the worst may be avoided. For our part, we believe that the present armistice will result in another patched-up agreement which will suffice to carry us over the season at any rate.

Talking machine sales, remarkable to say, have not been seriously hampered, and despite all drawbacks, trade is proceeding as merrily as usual for this particular time of year. The Gramophone Co. have opened up stockrooms in various parts of the country, and according to all reports, the volume of orders placed by their agents has exceeded all expectations. Other companies also report satisfactory business, and present indications certainly point to a bumper season in store.

A popular line this year is the hornless type of instrument. I doubt whether there is even one exception amongst the various concerns who are not featuring several different models. Certain it is that these machines have opened up new channels of trade for the dealer, which otherwise might have proved unassailable. One notable feature is the general use of the hollow bracket tapering from the arm into forming part of the amplifying interior horn. This particular adaptation, if I remember rightly, was first introduced by the British Zonophone Co., as also was the shutter or screen device at the mouth of the sound aperture.

There is still an enormous trade in cylinder goods, but as season succeeds season, it becomes proportionately less with the advance in popularity of disc products. Much as one regrets this, it is the inevitable outcome of increased competition in the disc field, more immediate issues of topical selections and other reasons. But of one thing we may be sure, and it is that so long as the Edison concern exists, there will still remain a great and profitable business in the cylinder record having regard too, to the thousands of cylinder machines in use to-day.

Coming Litigation Over the Swan-Neck Joint.

I learn, on good authority, that litigation is impending over the famous swan-neck attachment, hitherto sacredly regarded as the sole property of the Gramophone Co.'s, who claim to hold a valid patent covering this device completely. We believe the other party concerned is Messrs. Bar-

net Samuel & Sons, Ltd. In the Berlin courts, July 14, the Deutsche Gramophone Co. took action against Carl Lindstrom in respect of an alleged infringement of their swan-neck apparatus. Plaintiffs secured a provisional injunction, and defendants were ordered to pay the costs of the action, in addition to lodging a deposit of 10,000 marks, which we presume represented a guarantee on costs against their appeal, which is to be prosecuted in a higher court.

Copyright Bill.

Parliament is still holiday making, and until the return of their Lordships to the Upper House, matters in relation to the copyright act are at a standstill. Prior to the bill being placed on the statute book, it has to undergo the formality of passing through the House of Lords, and also to receive His Majesty's signature. Doubtless this will occupy attention soon after Parliament re-assembles.

Mr. Edison's Movements.

Mr. Edison appears to have had what he himself would describe as a "real good time" on the continent, having been accorded a good welcome everywhere. During the recent visit of the Lord Mayor of London to Vienna, a banquet in honor of the occasion was given by the Burgomaster, who extended a cordial invitation to Mr. Edison to join them. Whether or not he did so is not stated. Little information is available as to the date of Mr. Edison's return, but we understand that he sailed for home direct from Hamburg, somewhere about September 28.

New Record and Machine.

Emanating from France, a new record and machine have made their appearance on this market, and will be known under the title of "Aerophone." The record is of somewhat finer thread than the ordinary standard cut.

A Sign of the "Times."

Quite a new departure of the London Evening Times, and the public press generally, for that matter, is their recognition of the talking machine industry as one worthy of cultivation, of course, from an advertising revenue view point. In this category, however, the Times may, perhaps, be excepted, seeing that they devote a whole page, which includes several columns of reading matter, once a week to matters germane to this trade. Judging by the support accorded them, the idea would seem to have "caught on," but in his desire to maintain a strictly impartial and independent opinion respecting the quality of records, etc., the gentleman who is responsible for the editorial notes has already burnt his fingers. We sympathize with him; we do indeed, and the best evidence of our sincerity is centered in this advice: If it is incompatible with honesty to say a good word for anyone, then refrain from expressing derogatory opinions, which, at the most, are but personal views, and similarly refrain from reviewing any records which cannot honestly be recommended. And more important still, always be sure of your ground before speaking. That is the best policy.

New Company.

The Gramodisc, Ltd., capital £1,000 in £1 shares, registered office, 9 Hart street, Bloomsbury, London, W. C.

Now Sir G. R. Askwith.

Upon G. R. Askwith, of the Board of Trade, and known as the labor peacemaker, the King has recently conferred the honor of a Knighthood, and a number of decorations connected with honorable orders of the Bath, etc.

Sir G. R. Askwith, it will be remembered, undertook the onerous duty of acting as British Plenipotentiary at the International Congress on Copyright, held at Berlin in 1908.

Certificate of Posting.

Those who do not wish to go to the expense of registering a letter at a cost of 2d, but who merely desire proof of posting, which can be produced in

the event of a dispute, can now obtain a certificate of posting for 1/2d.

Ring of Marriage Bells.

Mr. Pelissier, head of the company known as the "Follies," was recently married in London to Miss Fay Compton, a daughter of Edward Compton, the well-known actor. Some admirable records by the "Follies" may be found in the order lists issued by Barnett Samuel & Sons, Ltd., this city.

A Most Interesting Catalog.

"His Master's Voice," catalog of records from September, 1911, to March, 1912, just issued, represents not only a fine example of the printers' art, but also an excellent and serviceable book of reference for the user. It is neatly bound in a stiff brown paper cover, which bears on the front a three-colored "picture" of the Gramophone Co.'s trade mark, whilst the letterpress is in raised letters of gold. The whole presents a truly artistic and dignified appearance well in keeping with the superior printing and general get-up of all publicity matter issued by this company. Another splendid batch of records is listed in the Gramophone October supplement, and from the viewpoint of titles and perfect recording, they must certainly rank as being equal to any yet issued by the Gramophone Co. They follow: "Valse Royale" (Partridge); "Haddon Hall," selection (Sullivan); "Triumphal March of Boyards" (Halvorsen); "Kukuska" (Lehar); and "Beautiful Galatea" (suppé), by the band of H. M. Coldstream Guards. "Vision d'Amour" (Byford), and "La Mariposa" (G. Diaz), by Mayfair Orchestra. "How Lovely are Thy Dwellings" (Liddle), Mme. Agnes Nicholls. "Believe Me, if all Those Endearing Young Charms" (Landon Ronald), Mme. Edna Thornton. "Mountain Lovers" (Squire), Miss Ruby Helder. "In a Persian Garden—Oh, Noon of My Delight" (Lehmann), and "Macushla" (MacMurrrough), John McCormack. "My Sweetheart When a Boy" (Morgan), and "Pleading" (Edgar), John Harrison. "The Wanderer" (Schubert), Robert Radford. "A Restaurant Episode," Alfred Lester (assisted by Miss Buena Bent. "Whistle and the Girls Come round" ("Peggy") (Leslie Stuart), Robert Hale and chorus. "What He Didn't Expect From a Lady" ("Peggy"), Miss Connie Ediss and chorus "I Like to Have a Little Bit on" ("Peggy") (Philip Braham), Miss Connie Ediss. "Mr. Edison" ("Peggy") (Paul Rubens), Geo. Grossmith, Jr. "Beautiful Girlie Girls" (Tom Clare), Tom Clare. "Laughing Song" (Lytton), Harry Lytton. "Every Lassie Loves a Lassie," Harry Lauder. "Noc-

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.




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OLIVER DITSON Co.

150 Tremont Street BOSTON
NEW YORK and PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

turne" (Arnold) (violin), Joska Lzigeti, and "Ma-zurka" (Hasselman), F. E. Barker.

Shadow Drama—Defends Edison's Invention.

Some very interesting correspondence has been appearing in the Standard newspaper in regard to Mr. Edison's Cinephonograph and an (alleged) prior English invention, which admittedly are structurally different. I reproduce two specimen letters, self explanatory in their contents, which will prove of interest. The Standard says: "The appearance of a prior English competitor in the field which Mr. Edison claims to have covered by his Cinephonograph in the person of E. S. Donisthorpe, with his Ipsum Synchroniser, appears to have come as somewhat of a surprise to the American inventor's London representatives, especially as the English inventor claims for his device several features which are lacking in the instrument from across the water. What with Mr. Donisthorpe's idea and that in successful operation by the famous Gaumont firm in Paris, it seems as if talented minds in three countries have hit on a method of combining the cinematograph and the gramophone at about the same time. 'For my part,' said one of Mr. Edison's most intimate associates to one of our representatives, 'though I had not directly heard of Mr. Donisthorpe's work in this line, I welcome him to the field. There are not enough of us in it yet. But I hope he will forgive me an Americanism if I should say concerning him, that 'I'm from Missouri, I want to be shown.' That is to say, the cinephonograph is now being manufactured commercially. It has passed beyond the experimental stage, and our works in America are at present engaged in filling about 2,000 orders. Has Mr. Donisthorpe as good evidence as this that his contrivance is capable of becoming a commercial success? The cinephonograph is known pretty widely now throughout America, and has not yet been seriously challenged from a scientific standpoint. But I have been several months in England without hearing a word about the 'Ipsum Synchroniser.' However, it is my last wish to enter into any controversy with Mr. Donisthorpe

with regard to the rival merits of our two methods of solving the same problem. There is plenty of room for many more methods. Still, I should like to point out that in one or two respects he has not described the cinephonograph correctly. For instance, in saying that, so far as he knows, Mr. Edison's 'claims nothing regarding maintaining synchronism between the film and disc when projected on the screen.' As a matter of fact, a combination of the biograph and the gramophone would be of absolutely no value if the needle of the talking machine and the film of the moving picture were not in accurate electric connection during production. This connection Mr. Edison assures me is very minutely perfected on the cinephonograph. Otherwise, there would be no excuse for its being on the market at all. So far as I can see, Mr. Donisthorpe's device includes some very clever and ingenious features. But he should not criticise the cinephonograph until he has some more definite material on which to base his observations. 'Again,' Mr. Donisthorpe has no authority for saying that our device cannot take a large stage simultaneously with the figures. So far as I know from Mr. Edison's description, there is no limitation to our cameras within the limits of a good-sized stage. And with the development in the panoramic lens more ambitious effects will be increasingly possible. I know of no actual drawbacks in our machine which will prevent our adopting these developments as they come along, and surely I do not see how Mr. Donisthorpe could have got wind of any.

"Nevertheless," concluded Mr. Edison's associate, 'no one will congratulate Mr. Donisthorpe on his success more sincerely than Mr. Edison himself. There is no room for rivalry or jealousy in a profession like ours. Surely the developments, open to American, French and English contrivances to combine the moving picture and the talking machine are stupendous enough to occupy all three inventors with getting forward on their own lines, and we, at least, are only too glad to wish Mr. Donisthorpe, the greatest possible success,'"

On the following day there appeared this letter in reply from Mr. Donisthorpe:

"Sir—I was much interested in the article in the Standard of September 4, with reference to Mr. Edison's defence of my criticism of the cinephonograph. Mr. Edison states that his cinephonograph has passed the experimental stage and that he is at present engaged in filling about 2,000 orders. He asks whether I am in a position to say the same about the Ipsum Synchroniser. I think I can go further than Mr. Edison. My synchroniser has long since passed all experimental stages and has been exhibited before most of the cinematograph experts in England, with the result that it has been unanimously accepted as the most perfect method of synchronising. We have at the present moment a great number of signed contracts from the managers of the electric theaters for the installation of the apparatus. I hope that in the course of a very few days the 'gentleman from Missouri' will be in a position to be numbered among the experts who have witnessed the demonstrations. I am now in a position to show him what I believe is the first synchronising play in three acts ever produced. This play was written expressly for me by a very well known dramatist. I quite agree with Mr. Edison that there is room for both of us in the field, and I must congratulate him upon having solved the problem of actually taking the sound and the film at the same time, whether it is capable of a large stage or not. My main contention still is, however, that the Americans have not equalled us in the matter of synchronism. England is still ahead in synchronism, as it is in priority in the moving picture machine itself, which my father patented in 1872. It might be interesting to the public to know that my father wrote to the press explaining that he could connect the Kinesgraph and the phonograph together for the purpose of synchronising as early as 1877. This is many years before Edison took out his first patent for a moving picture machine at all. I am, sir, your obedient servant.

"E. L. DONISTHORPE."



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

ROYAL APPRECIATION

of

"HIS MASTER'S VOICE"



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

FRANCECie. Francaise du Gramophone, 15 Rue Bleue, Paris
 GERMANYDeutsche Grammophon-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
 ITALYCompagnia Italiana del Gramofono, Via S. Prospero 5, Milan
 EGYPTThe Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
 SCANDINAVIASkandinavisk Grammophon Aktieselskab, Frihavnens, Copenhagen, Appelbargsgatan 52, Stockholm
 RUSSIA...The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow.
 Fontanka 58, Petersburg
 Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis

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You know it by this



His Master's Voice

THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Gramophone Records by Paderewski.

Although the aerial method of letter carrying was in use quite forty or more years ago, we recently witnessed the inaugural establishment of an aeroplane mail service between London and the royal borough of Windsor. With commendable enterprise, the Gramophone Co. took advantage of the opportunity to announce the issue of six new records by the great Paderewski, thus doubly associating themselves with an unique event. Each gramophone agent, we believe, received an intimation of this issue by post card stamped "First United Kingdom aerial post," and doubtless it will be treasured by all as much for the important information conveyed, as for a memento of an historical departure. Kubelik, by the way, has also signed on with the Gramophone Co.

Edison Bell Success.

Edison Bell, in the west end of London would seem to have been regarded as quite an institution, judging by the welcome offered them by old customers upon their reappearance in the district. Although opened but a few weeks, their new depot in Cranbourn street, has attracted quite a number of old friends, recognized as having been customers in the past at their former premises in Charing Cross road. The premises are handsomely fitted up, and are provided with an excellent show-room, where may be seen an attractive display of V. F., and Bell discs, hornless and ordinary machines; all new or improved models for the season. J. E. Hough, Ltd., deserve much praise for their enterprising departure, which we feel sure will prove well justified, having in view their increasing interests "up west."

To Tour South Africa.

T. H. Roberts, of the Reliance Great Stores, Liverpool, leaves here this month for a tour of the principal towns of South Africa, Australia, New Zealand, Japan and India. He will probably carry a line of talking machine goods.

Wireless Conversations Through Steel Doors.

A Cardiff correspondent reports that experiments have recently been made in wireless telephony with apparatus designed by a Welsh inventor, with great success. This gentleman, Grindell Matthews, makes use of very high frequency currents, which produce continuous or undamped waves. He is reported to have sent through thick plates of steel, and walls of concrete messages of the human voice easily heard at a distance, and is now engaged in long distance work, with a view to meet the requirements of the war office. Recently he succeeded in speaking from Beachley, better known as the Old Passage, in Gloucestershire, to the new passage, over five and a half miles away, near the Severn tunnel outlet, and this success meets the condition

laid down by the Government as the minimum distance that would induce them to acquire the rights of the invention.

Latest List of Favorite Records.

Another excellent list of Favorite records is to hand this month. Replete with all the latest selections, it represents an unusually attractive program which dealers will find contains records only of the quick-selling class. A series of grand opera titles will be listed each month—two selections for the nominal half crown. Special mention should be made of "Amlets" (Polka Mazurka) and "Souviens Toi Waltz," issued as a 12-inch double record, for which the municipal band of Venice, comprising no less than seventy performers, is responsible. From such a splendid combination of picked instrumentalists we materially expect much, and we are not disappointed. Their interpretation of these two dainty selections is really a very fine piece of work, of which the Favorite Co. might well be proud. Other issues are expected shortly

Columbia Rena Records.

The new list of Columbia-Rena records is styled the "Quality List," and the front carries the following pregnant statement: "Every record herein has been chosen to demonstrate that Columbia-Rena can and does present the best artists and the best records of them, at the lowest prices of all." A most admirably expressed policy, which is borne out by the contents of the supplement: 12-inch, "Fantaisie Impromptu" (Chopin), and "Spanish Serenade" (Scharwenka), pianoforte solos by Xavier Scharwenka; 10-inch, "Leoman's Wedding Song" (Poniakowski), and "The Rebel" (Wallace), Alfred Kaufmann. "The Longest Way Round is the Sweetest Way Home" (Kerry Mills), and "I'll Change the Thorns to Roses" (Cheney and Fredericks), Will Oakland. "Narcissus" (Ethelbert Nevin), and "The Love Dance," "Intermezzo" (Karl Hoschna), Casino Orchestra. "Baby's Box of Toys" (Penso), and "The Shadows" (Finck), Arthur Reeves. "Beautiful Isle of Somewhere" (Fearis), Sylvian Mixed Quartet, and "The Vale of Dreams" (Schmid), Arthur Clough. "Do You Remember the Last Waltz?" (Bennett Scott), and "The Garden of Dreams" (Clare Kummer), cornet solos by Sergeant Leggett, and "Dreaming" (Milton Wellings), and "Beauty's Eyes" (Tosti), Reed Miller.

Stipulation Reversed.

On the stipulation that no talking machine or other mechanical instruments should be installed in the beer hall, a license was granted to the proprietors by the magistrates of a certain German village. Objections were raised to this condition, and fathered by Messrs. Spiegel & Sohn, of Ludwigshafen, application was made to have this

clause deleted. After a somewhat prolonged hearing, the Munich High Court took the view that such instruments should be allowed, and the magistrate's decision was reversed accordingly.

Barrand & Co. to Represent Jacard Freres.

Jacard Freres, St. Croix, manufacturers of complete machines, motors, tone arms, sound boxes and other accessories, will in future be represented here by Messrs. Barrand & Co., of this city.

New Models Introduced by O. Ruhl, Ltd.

Elsewhere in this section, the firm of O. Ruhl, Ltd., London, make an announcement respecting the introduction of their new models for the season at hand. It may be said right here, that these particular machines have been specially constructed for foreign markets, and having regard to climatic conditions, traders everywhere will find the new products in all ways suitable, price considered. Something like twelve different models covering interior—horn, ordinary and hornless styles in English cases, mostly of oak wood, are listed in the new catalogue now in course of preparation. This will be ready by the time these lines appear, and dealers can have a copy upon application. Prices range from thirty shillings up to twenty guineas, retail, and to the trade a generous discount is offered. We are unable at the moment to give a description of each individual machine, but their general equipment includes tapered tone arms, separating stop and start lever, artistic flower horns strongly made (for the ordinary style of machine, of course), and in the better models a reliable speed indicator is fitted. Accurately and scientifically assembled, the motors are of varying strength according to price of machine, while in design the cases are of artistic and pleasing appearance. O. Ruhl, Ltd., invite dealers who are desirous of handling a profitable line of machines to send for particulars of prices, terms, etc. Their address is 77 City road, London, E. C.

Records by Prominent Artists.

Described as the funniest records ever heard, the Beka Record Co. have announced new titles by the great Little Tich, whose services, by the way, are exclusively retained by this company. Another exclusive and important catch is Phil Ray, the eminent comedian.

Twin Record Catalog.

The complete Zono-Twin record catalog just issued, contains no less than (about) 1,400 titles; that is, 700 records. And these are all "gems" of their kind, specially selected in accordance with the maintenance of the Zonophone quality—standard, top-hole talent only. Quite a number of the leading artists have been exclusively retained by this company, who, amongst many other excellent selections, offer the following in their October list: "John



1912 Season's Catalogue

JUST OUT

New Designs

ENGLISH CASES TAPER ARMS

All Latest Improvements

Apply Exclusive Selling Agents

O. RUHL, LTD.

77 City Road

London, E. C.

James O'Hare," and "Keep Away From the Petticoats," Miss Florrie Lorde. "The Chocolate Major," and "Mamie May," Geo. Elliott. "Donkey and Me," and "The Fool of the Family," Tom Foy. "Take an Old Woman's Advice," and "I'm Setting the Village on Fire," Billy Messon. "The English Cup Final, 'I,'" and "The English Cup Final, 'II,'" Sammy Shields, and "It's Just Like being at Home," and "Roaming in the Gloaming," Harry Lauder.

Phonographic Recording Device.

Although not exactly a new idea, Professor Pierluigi Perotti has at last put into practical operation a phonograph recording device which can be attached by any subscriber to his telephone for receiving messages over the line and producing them afterwards. Tested on the Italian State telephone it proved very successful. The device consists of a special form of microphone or mouthpiece, into which one speaks, at one end of the line, and the recording apparatus at the other end. A loud speaking telephone is used in the receiver, which is connected with a tube filled with air, and over the end of this is the sounding box of a phonograph. This is fitted in the usual way with a sapphire stylus, which records the sounds on a wax cylinder. A second telephone is provided for listening, and the phono-records can be started or stopped at will, so that only important parts of a conversation need be recorded. The records made can be reproduced on any ordinary phonograph, and are, of course, permanent.

National Co.'s Exchange Scheme.

The National Phonograph Co.'s new exchange scheme on the three-to-one basis, has met with a good reception here, and Edison dealers have taken full advantage of the opportunity to unload their old and broken records of any make for new ones, which may be selected from either the standard or amberol catalog, up to and including the September supplement. This special exchange offer applies only to those dealers who have signed the company's ordinary or exclusive agreements. The offer terminates October 10.

Under date of September 30, the National Phonograph Co. addressed their dealers (in part), as follows:

"In the Amberol list of records and the supplements which have been issued from month to month, we have spared no expense in our efforts to please the popular taste, and present to Amberol users a program unequalled by that of any other company. With these statements you will heartily agree.

"It is our purpose to continue this same course in the future, and any statement or suggestion that we are about to discontinue the manufacture and sale of cylinder records emanates from persons who regard with envy the position which the Edison Co. has attained, and the hold which Edison phonographs and records have upon the trade.

"From careful investigation of past sales, we are satisfied that there are still many thousands of machines in use which are not yet fitted with attachments, mostly of the 'Gem' type, and we believe this is due to the present price of the 'Gem' attachment being beyond the pockets of 'Gem' owners.

"In order, therefore, that dealers may have every opportunity of making this a record Amberol season in conjunction with our returns arrangement, we have decided to reduce the price of the 'Gem' attachment, so as to bring it within the reach of all, knowing that by so doing the increased after sale of Amberol records will greatly stimulate the trade, and mean bigger profits all around.

"We, therefore, advise you that on and after December 1, 1911, the price of the 'Gem' attachments will be as follows:

"Gem' Attachments Only.—With H reproducer, list, 9s. 6d.; with R reproducer, 22s. 6d.

"Gem' Attachment Outfits With Five Amberol and Five Standard Records.—With H reproducer, list, 14s. 6d.; with R reproducer, 27s. 6d. These prices to the public become effective December 1, 1911.

"P. S.—On and after December 1, 1911, the following prices will prevail for C and H reproducers sold separately: C reproducer, list, 9s.; H reproducer, 9s."

Edison Records for November.

We give herewith the advance list of Edison phonograph records for November, 1911.

Edison Amberol Records.—12363, "Killiecrankie" (Lauder), Harry Lauder; 12364, "In the Shadows" (Finck), Alhambra Orchestra; 12365, "Eileen Alanah" (Thomas), Peter Dawson; 12366, "Ruth! You Know That's Not the Truth" (Terry Sullivan), Jack Pleasants; 12367, "Golden Crown" overture (Hermann) (concertina solo), Alexander Prince; 12368, "You Can Never Tell" (F. Godfrey), Miss Florrie Forde; 12369, "Animal Language" (Weston and Barnes), George Formby; 12370, selection from "The Pirates of Penzance" (Sullivan), National Military Band; 12371, "We'd Better Strip the Bed" (Burley and Bull), Alf. Willis; 12372, "The Wedding of Sandy McNab" (Lauder), Harry Lauder; 12373, "The Heavenly Song" (Gray), David Brazell; 12374, "The Mistletoe Bough" (Bishop), Edison Carol Singers; 12375, "While Shepherds Watched," Ernest Pike; 12376, "Christians, Awake," Edison Carol Singers. Another of the beautiful old English hymns especially appropriate to the season of Xmas. This record is specially notable for the excellence of the quartet, whose voices blend admirably, organ accompaniment; 12377, "Yuletide Memories," National Military Band; 811, "Memories of Home" (F. Gutmann), Venetian Instrumental Trio; 815, "Don Juan" overture (Mozart), Edison Concert Band; 816, "Good-bye" (Tosti), Reed Miller; 818, "Madame Butterfly" fantasia (cello solo), Victor Sorlin; 819, "Only to See Her Face Again" (J. E. Stewart), Will Oakland and chorus; 820, "Pinafore" airs, No. 2 (Sullivan), Edison Light Opera Company; 821, "I Will Love You When the Silver Threads are Shining Among the Gold" (H. Klickmann), Manuel Romain; 823, "Dream Faces" (W. Hutchinson), Miss Elizabeth Spencer and Chorus; 828, "The Bloom is on the Rye" (Bishop), Anthony and Harrison; 833, "Billy (I Always Dream of Bill)" (Kendis and Paley), Miss Anna Chandler.

French Amberol Record.—"Les Noces de Figaro," overture (Mozart), Garde Républicaine Band.

Edison Standard Records.—14087, "The Peacemaker March" (Lotter), National Military Band; 14088, "Do You Remember the Last Waltz?" (Scott), Ernest Pike; 14089, "Every Girl Is a Fisher Girl" (Godfrey), Miss Florrie Forde; 14090, "Mamie May" (H. E. Darewski, Jr.), Jack Charman; 14091, "Never Let Your Braces Dangle" (Weston and Barnes), Arthur Osmond; 10457, "All That I Ask of You Is Love" (H. Ingraham), Miss Helen Clark; 10521, "La Gaupa," Spanish dance (J. Buisson), New York Military Band; 10525, "The New Tipperary March" (Fulton and Helf), (accordion solo), John Kimmble.

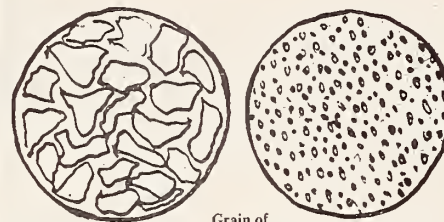
Columbia Notes.

Prominent in the "Quality List" of Columbia-Rena is a remarkable twelve-inch record of the sextette from "Lucia." This superb number is rendered vocally, and as it is issued at regular prices, doubtless many will take the opportunity of securing such a unique issue.

Everybody will welcome the ten-inch vocal record of two "Mikado" numbers, which appear in the new Columbia-Rena list. It presents Robert Lett in "Tit Willow," and Marie Tillitson in Katsisha's song.

With a Scottish repertoire of well over a hundred double records the Columbia-Rena have added 140 more.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.



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 the best existing recording material for Berliner- (Gramophone-) cut? If
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 The largest manufacturing plant in the world devoted exclusively to the
 manufacture of Master-Waxes for Gramophone and Phonograph

A SELLING TALK ON VICTOR-VICTROLAS

By L. KEEN CAMERON

Retail Manager of the Rudolph Wurlitzer Company, Chicago.

Since the advent of the low priced Victrolas a great many salesmen are worried about the effect of these machines upon the sale of the Victrola XVI and other high priced Victrolas. They are under the impression that putting these lower priced machines on the market will have a tendency to kill the sale of the higher priced instruments.

This same objection was raised when the Victrolas X, XI, XIV were brought out, but the sale of the XVI has increased, if anything. The announcements and advertising incident to the appearance of these lower priced Victrolas has aroused the curiosity of certain people, brought them into the store, and in many instances has been the entering wedge toward the sale of a Victrola XVI.

I have heard some salesmen say that it is going to make it harder to sell the higher priced Victrolas now, as a customer will be satisfied with a cheaper instrument and say that they do not like to pay \$200 when they can get the same thing for half that amount. Just there is where the salesman makes a great mistake. Should a customer make such a remark, a salesman should impress upon his mind as firmly as possible that he cannot get the same thing for less money, as the individual quality of tone will differ according to the style of the instrument, besides other minor considerations such as size, appearance, motor strength, etc., which the salesman can take up at the proper time.

In regard to the sale of the Victrola XVI a salesman can say: "There is something about the construction of the Victrola XVI, the arrangement of the sounding boards, the vibrating space in the back of the Victrola, which has a corresponding effect on the Victrola quality, as the space between the back and belly of a fine violin or cello has upon its tone quality.

"Music being merely a matter of graduated and controlled sound waves, the weight of sounding board and area of sounding board surface in the Victrola XVI having been carefully adjusted, gives to this instrument the best possible quality of tone available upon a talking machine."

Before making your strongest selling talk and using your vitality to induce prospects to buy a certain instrument, first try to obtain some idea as to how high they will go. It would never do to discourage your customer by talking Victrola XVI when he could not go any higher than \$50.

I have known sales to be lost by a salesman becoming too enthusiastic about the Victrola XVI, depreciating the good qualities of the lower priced instruments to such an extent that a customer who had come in with his mind made up to spend \$75 would become temporarily discouraged, put off the purchase for a few days, then drop in some other store later and have some salesman who understood human nature better, sell him.

Find out what amount of money your customer can afford and then go after him. There are many ways of getting this information. With some people you can ask them point blank "How much do you want to put into a Victor?" With others, you must be a little more tactful and get this information in a roundabout way. Study your customer. You can treat them all alike in only one respect—squarely. Give them the impression that you are treating them absolutely on the square and it is 50 per cent. easier to make your sale. Very few people want to be flattered and jollied, yet there are many salesmen who use this method in nearly all their attempts to sell, and then wonder why they lose sales. It is, of course, not possible to sell every person who calls, but your percentage of misses will be much lower if you sell from the platform of "square deal" than those of the salesman who smothers his customer under a profusion of verbal bouquets.

The advertising and sale of the Victrolas at \$15, \$25 and \$40 is not going to hurt the sale of the \$200 Victrola any more than the advertising of the piano at \$175 hurts the sale of a \$1,000 instrument. There are buyers of all styles of Victrolas in the market, many of whom have wished for some time to possess a talking machine, but have had a prejudice against horn machines, and yet could not afford the higher priced Victrolas. It is to this class of people and also to the thousands that will be attracted by the national advertising of the Victor Co. along these lines that the low priced Victrolas will appeal.

It is up to the dealer right here to co-operate with the Victor Co. in their local advertising, both in the newspaper, which by the way I believe gives the best results, and also by circularizing, free concerts, etc.

The enormous volume of national advertising which will be done this fall by the Victor Co. will create a great amount of curiosity and interest in these low priced Victrolas, and the dealer who

1866

NYOIL

FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



uses local advertising freely, consistently and intelligently in connection with it, is bound to profit.

There are many things along this line of advertising and general sales policy that I could go into, but as I wish to confine this article to the selling of Victrolas, we will come back to that point, leaving the other ideas for a later article.

As a result of the national advertising of the Victor Co. the salesman will have many callers, some curious, some really interested in these new Victrolas, and some who can afford the best. Here is where it is going to be "up to him."

When you find a customer who is seriously considering the purchase of a Victrola, it is a salesman's duty to help him decide which instrument he ought to have, remembering that it is not policy to sell a man more than he can conveniently pay for, as comebacks are a heavy expense to a department and eat rapidly into the profits.

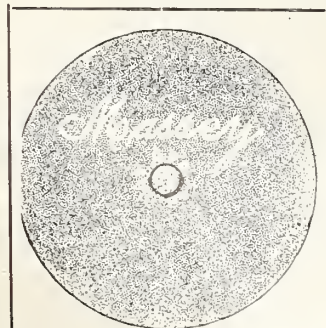
I have heard unthinking salesmen (?) say to customers when discussing the merits of machines: "Oh, there is not much difference between these machines except in the case." That statement is worse than worthless; it is practically harmful. I asked that salesman if he had ever examined the construction of the Victrola X and XI, and he said "No." Yet he makes such a statement based upon no authority whatever.

I have heard the same thing said of the Victrola XIV and XVI.

If a salesman would only use a little energy, his hands, eyes and ears, he would see and hear

The Massey Diaphragm

A Marvelous Tone Aid, and Should Be On Every Talking Machine



Front View the
MASSEY DIAPHRAGM

The MASSEY retails for a dollar. Count up the machines in your neighborhood and consider them dollars. A good percentage of it is absolutely pure profit.

In Providence, for an example, Massey Diaphragms are retailing faster than our largest expectations, and without much exertion on our part. Talking machine owners are delighted at the better tonal effects and they at once buy.

You have the same opportunity. Write for our special proposition including free circulars and a gratis sample. These go to dealers and jobbers only.

J. A. FOSTER CO.

Edison Department

Providence, R. I.

DISTRIBUTERS

For The Edison & Victor

that there is a great difference in the construction of these machines and there is a difference in the tone quality.

Luckily for some concerns the Victrola is such a wonderful instrument that *with the help of the buyer* the Victrola practically sells itself. A salesman should remember that his greatest talking point in the sale of Victrolas is "quality," and after studying the different styles of Victrolas he will find that each has a peculiar quality of its own.

Then let him study his customer and not make the mistake of playing and talking Victrola X when his customer is thinking of Victrola XVI.

The term "Victrola" is now familiar to the public. The well educated and wealthy classes know that it is not possible to purchase for \$15 and \$25 what has been advertised at \$150 and \$200. They will still want the best and will be willing to pay for it if you are bright enough to show them why they should have it. The other people, the common people (God bless 'em)—let's call them that for want of a better term at present—are going to inquire into the idea of a Victrola now, something which they have always thought of as a little beyond their reach, and it is to these that we are going to sell the Victrola IV, VI and VIII, and we are going to sell lots of them.

So you see the man who wants the best *would not think* of buying a Victrola at \$25, and the man who wants a \$25 machine *couldn't consider* a Victrola at \$200.

Yet the man who wants the best might hear a \$25 Victrola at a friend's and be so taken with it that he goes down and buys according to his means, investing \$200, and the man who can only afford a \$25 instrument hears a high priced Victrola at his friend's, is also taken with the idea and finding he can purchase a real Victrola for \$25 likewise buys.

No matter how you figure this you will realize, after giving it some real thought that the marketing of the low priced Victrola is going to increase your gross sales, and if your salesmen are really salesmen and not order takers or demonstrators, will lead to the sale of more Victrola XVIs. One thing must be impressed upon the salesmen; every Victrola should be sold from the basis of "quality" alone, and a real salesman will sell his customer the highest priced Victrola the customer can comfortably afford.

HOW SALES ARE HELPED.

Through a Little "Pronouncing Dictionary" of Classical Musical Compositions and Composers the Columbia Phonograph Co. Helps Salesmen Avoid Bad Breaks.

The Columbia Phonograph Co., of New York, has recently issued a "Pronouncing Dictionary," for the use of dealers and their clerks. This pamphlet, which slips easily into a vest pocket, tells how to pronounce correctly the titles of classical pieces and their composers.

Says the preface to this booklet: "If you don't know your operatic stock and if you don't know how to pronounce the names of the singers or the selections, you will run the chance of making breaks that will materially affect your selling capacity." This placing of the matter on a commercial plane banishes at once any suspicion of high-browism which the dealer or matter-of-fact clerk might entertain upon first looking into this unique specimen of dealer literature.

The preface shows very plainly how a salesman, handling Columbia records, may seriously handicap himself by not making himself familiar with the nomenclature. There is a very large field, it is explained, for the salesman who thoroughly understands classical records. Customers who ask for classical music come from cultured homes where good music has been part of the education.

"You won't be able to sell them anything except what they sell themselves, unless you make a pretty deep study of the subject. . . . Read every bit of musical criticism you can find. . . . Some day the information you get is going to come in handy, and the better impression you make upon

a customer who is buying high-grade records, the more goods you will sell."

Doubtless this will arouse memories of certain times, when in the presence of a temperamental customer, the clerk has essayed a flying leap at some strange Hungarian or Italian title, with disastrous effects upon his customer's sensibilities. He has envied those who showed an engaging acquaintance with such terms as Bonci, Kruscenski, Bizet and Massenet. He doesn't know why in the world B-o-n-c-i should be pronounced Bon-chee, but if it will help sell goods he is willing to manhandle it and others in any old way, according to directions.

In further explanation George P. Metzger, the advertising manager, who originated the idea says: "It is a fact that all over the country educated people who have been influenced by our advertising to call upon a dealer and ask for certain selections by certain artists, and properly pronounce them at that, were hardly intelligible to the unposted salesman. The salesman knew his stock in writing, but in a good many cases the pronunciation of the various names would be obscure to him. Also, a good many salesmen were embarrassed by the necessity of elaborating upon the quality of certain selections, when it was up to them to do the talking, and naturally a very inartistic impression would be made by the pronunciation of such an apparently simple name as Bonci, as 'Bonsy,' or to go the limit, as has happened, 'Bonky.'

"There was nothing in print which suggested the idea of the booklet. The reception of the book has been all that we expected. The dealers themselves realize the need of such a book, especially in training their salesmen."

It is surprising that such a booklet as this has never been issued before. The music trade is not a yearling and the need for a correct pronunciation

of classical names must have cropped up in musical shops numberless times.—Printers' Ink.

HARGER & BISH-EARLY DEAL.

The Early Music House has disposed of its wholesale phonograph business, both at Fort Dodge and Sioux City, Ia., to Messrs. Harger & Blish, of Des Moines, of which G. C. Silzer is manager. The latter concern is now the only jobber of Edison phonographs in Iowa.

TO MAKE TALKING MACHINES.

The Disc-o-phone Co., New York, have incorporated with capital stock of \$10,000, for the purpose of manufacturing talking machines, records and supplies. The incorporators are Wm. G. Crumlish, Howard Bayley and Wm. F. Rea.

SERVICE IS THE LIFE BLOOD.

The heart that pumps the life blood of salesmanship is service. The power to serve to the perfect satisfaction and profit of both buyer and seller. In order to be able to serve this end, you must know yourself, your business, your fellowmen and you must also know how to apply that knowledge. Man's power to serve is, therefore, in proportion to his ability, reliability, endurance and actions, and the business of to-day is the science of service and he who serves best, profits most, sometimes not particularly in money, but in the good that he does and the pleasure he gets therefrom. Money is absolutely necessary in this world, but it cannot buy love, peace and harmony.

There is hope for a man so long as he is willing to learn.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☞ Most people do, and yet they don't expect or want a fire.

HOLIDAY BUSINESS IS A CERTAINTY

☞ Are you INSURED against losing GOOD PROFIT through not being able to GET THE GOODS your customers want during the holidays?

ARE YOUR EGGS ALL IN ONE BASKET?

☞ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

YOU MAY NEED TWO POLICIES.

☞ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT, THESE ARE FACTS.

☞ You cannot place "additional insurance after the fire has started and collect your insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods?

INSURE WITH BLACKMAN NOW AND BE PROTECTED.

☞ We cannot recall a single case where a "Blackman Dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from the "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☞ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman Policy" is to recognize the obligation to fill the requirements of regular dealers first. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☞ Start giving at least a share of your business to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

JUST A LITTLE BUSINESS TALK

Regarding the Treatment of Sick Trade—
Some Suggestions That May Be Helpful
Spoken by a Philadelphia Talking Machine
Man for General Benefit of Others Who
May Need Such Advice.

There comes a time, Mr. Dealer, in every business when extreme measures are most necessary to keep that business upon its legs. And the talking machine profession, it seems to me, is no exception to the rule.

You have, no doubt, experienced the very unpleasant sensation of seeing your trade drift away upon the sea of neglect. You have listened to your customers' declarations that they are tired of you and your wares, and have decided to invade other fields in quest of amusement. Whether or not you allow them to do as they threaten is distinctly up to you.

If you are a thoroughly up-to-date business man, well versed in the art of holding trade, you will immediately set about the interesting task of steering your fatigued patrons safely from among the shoals and rocks of discontent out into the broad channel of renewed fascination once again.

There are many ways to do this, Mr. Dealer, and it is quite easy when you have acquired the necessary knowledge.

To serve as an illustration of how lagging trade may be stimulated, I will quote from the remarks of a Philadelphia talker man upon the subject.

We were sitting in his office the other day, discussing the talking machine situation in general, and in the course of our conversation the matter of trade stimulation came to the fore.

"A talking machine dealer must serve in the capacity of physician to sick business if he does not wish it to die upon his hands," explained my friend earnestly. "When a customer comes into my store and remarks that his talker has been relegated to the attic along with grandmother's spinning wheel and the cradle in which he spent his early nights, and that he doesn't care to purchase any new records, but wants to sell those he already has, I take him aside and give him a line of talk that generally brings him 'round. Of course, there are chronic cases of 'never again for mine,' but they are rare. The man who quotes the above phrase is usually the fellow who has only a few selections, popular songs most likely, and has played them to death. Remember Casey Jones, Steamboat Bill, Mississippi Dippy Dip, and songs of that type over and over and you eventually enter into a state of being when you have a chill. The minute you hear a locomotive whistle or a steamboat bell they are wonderful compositions, all right, but like every other good thing you tire of them in time. So to the man who is in this deplorable condition I administer as powerful a tonic as I can concoct in my mortar of experience.

"Just yesterday I cured a pretty bad case of phonographic blues, and laid plans for a general business revival at the same time. I'll tell you about it.

"A lady to whom I had sold an Edison Am-

berola a few weeks ago, came to me with a most woebegone look upon her rather pretty face and begged me to take the machine back.

"We're tired and sick of it," she said, "and my husband wants a pianola."

"Now, as you know, we sell pianolas here, but as manager of the talking machine department, I felt it my duty to keep milady's interest in her Amberola from snuffing out, so I launched forth as follows:

"My dear Mrs. Renault," I explained. "I certainly am surprised to hear you say you are tired of that glorious instrument. It seems incredible. There must be some very good reason for your lack of enthusiasm, I am sure. Suppose we make a short diagnosis of your case. Shall we?"

"Mrs. Renault smiled. 'Why you talk like a specialist,' she remarked.



JUST A SUGGESTION.

"I have that honor, madam, and I want to treat your pessimism just as a medical man would your nerves; i. e., if you had any, but it is very easy to perceive you have not.' This tickled her vanity, and she laughed outright.

"Please prescribe," she begged. "I am very tired of our machine. We never play it any more. Even the children have ceased to pay it any attention. If you can lead us back into the path of renowned interest again I will be most grateful."

"Have you tried unique entertainments with the talking machine as the piece-de-resistance?" I asked.

"No; unique entertainments; it certainly sounds interesting; pray proceed."

"The talking machine is a truly wonderful instrument, Mrs. Renault," I said, "and I will show you a way to not only enjoy it more yourself than you ever have in the past but to offer something brand new in the entertainment line to your many friends as well."

"Have you any foreign records in your collection?"

"Yes, I have some Mexican selections. Those that have been listed in the American catalogue, you know."

"Very well; then we shall have a Mexican entertainment. You should trim your music room to resemble the interior of a hacienda. The walls

should be hung with blankets or Mexican draperies. Pottery vases should hold sprays of the blooming cactus, and rugs of grass should cover the polished floor. A sombrero with its gay tassels and broad band of hand-carved leather should hang from a peg above the doorway. Drape a mantella across a chairback and scatter a few string instruments about, and your stage setting is complete.

"When your guests arrive they will at once gain a definite idea of what is in store for them by the general atmosphere of their surroundings. They will sniff something unusual in the air. The hostess should dress as a senora, her hair piled high upon her head and fastened with a tortoise shell comb. A gown of black lace with a touch of red here and there, and a fan hanging from a girdle of gold, should be worn.

"After the guests are assembled, an inventory of the talent available should be taken, as, of course, there are some who can play or sing. The instruments are passed around and a programme arranged. Soon the soft tinkle of the mandolin, the resonant thrum of the guitar, and the brooding sweetness of the violin mingle in a melodious rhapsody, and then a soprano breaks out into a Mexican love song.

"Interspersed between the instrumental and vocal numbers, records on the talking machine should be played. Monte Christo Vals, by the Jorda-Rocabruna Quintet, Felix Diaz Marcha, by Panda de Policia, Romanza Expresiva y Tarentela, by Snor Rocabruna on his Amati violin, etc., are specimens of the class of selections to render.

"At the close of the concert a collation should be served, Mexican style, and a dainty souvenir card presented to each guest."

"It is needless to say that the lady's interest was revived far beyond what it ever was before by my words of hope and cheer. In fact, I have a note from her right here." He rummaged quickly through the mass of letters on his desk and selected a dainty epistle, pale blue and fragrant, which he read to me, as follows:

"Dear Mr. Jones—Your kind suggestions for a Mexican entertainment have been carried out with delightful success. I enclose a sample of the card I used as a souvenir.

"All my guests expressed themselves as being most charmed with the novelty of my musicale.

"Thanking you and with every good wish, I am,
Yours most sincerely,

"Mrs. John Renault.

Now, Mr. Dealer, when you have a customer who is complaining that his talking machine no longer amuses him or his friends, spring a unique entertainment idea on him, and watch his interest revive just as did Mrs. Renault's.

These entertainments will prove valuable in more ways than one. In the case of the dealer who says that foreign records are dead wood they should help him dispose of this branch of his stock very materially.

The whole thing in a nutshell is this: Do not let sick trade die. When you find it ailing, use every professional means at hand to bring it back to rugged health again, for that is the only way to make your customers' names remain permanently upon your books and in your filing cases.

HOWARD TAYLOR MIDDLETON.

DIFFERENCE IN SELLING ABILITY.

Some men can talk goods all the time and succeed; some men can talk goods half the time and succeed better; and some men can talk one-tenth of the time and sell more goods than all put together. The life of the traveler is a continuous battle against objections. Every buyer he meets offers objections in not taking up his goods, terms or shipment, etc., in fact, from Monday till Saturday he is overcoming objections. Therefore it is necessary to be a tactician. A tactician is one that can take the sting out of a bee without being stung.

One silly girl stenographer can cause more wasted time in a store than a whole season of baseball.

SALESMEN WANTED

WANTED—Three salesmen. Must have experience at selling Victor Talking Machines at retail. Permanent position and good salary to the right men. Apply promptly by letter only, giving full particulars, to Max Landay, general manager. Landay Bros., 400 Fifth Avenue, New York.

Wurlitzer
55 YEARS LEADERS IN MUSIC

Wurlitzer Service Spells Success!

☞ To be successful deal with successful people.

☞ The business of the Wurlitzer Company—now the world's largest general music house—has been built upon the basis of absolute satisfaction to the buyer.

☞ This policy is your guaranty of good service.

☞ Remember to order Victor and Edison from the distributor whose success means your success to the smallest detail.

☞ The Wurlitzer Victor and Edison stocks are as nearly complete as the Victor and Edison factories can make them.

☞ No order is too small or too large to receive the full measure of careful, conscientious Wurlitzer service.

☞ We think if you will send us your next order you will find Wurlitzer service means just a little better grade of painstaking service than you ever knew before.

The Rudolph Wurlitzer Co.

CINCINNATI

CHICAGO

☛ TWO POINTS OF SUPPLY, ORDER FROM THE NEARER.

Columbia Catalog, page sixteen:

The Grafonola "Favorite"—the first instrument of this class to be offered at fifty dollars or near it—and still the best that fifty dollars is ever likely to buy.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE PHONOGRAPH IN ARGENTINA

In Four Years Has Obtained a Strong Foot-hold in That South American Republic.

While various business organizations solemnly discuss the need of a new merchant marine for the United States and the great field awaiting the

tained the strongest kind of foothold among our Southern neighbors.

The accompanying illustration shows one of three stores maintained by La Campana Edison Hispano-Americana, in Buenos Aires, Argentine Republic, this particular store being at 417-425 Calle Maipú. The Argentine company was organized in 1907, and each succeeding month has marked a big

the salesman could outsell two ordinary salesmen under favorable business conditions.

That salesman has been with another manufacturer eleven months, one who understands him and with intelligent and careful handling, the temperamental salesman produced phenomenal results during the dullest season we have experienced in several years.

The art of handling men is one of the greatest in commercial life and when a buyer, foreman or superintendent can get the best results out of his men, his value to his firm is greatly increased. The new employer of the temperamental salesman has the faculty of getting the best out of his men that they have got in them and they all swear by him as being the brightest business man anywhere. The criticism isn't quite true but he has the gift of handling men which can't be done unless he also wins and holds their wholesome regard. Any buyer, foreman or superintendent whom the men under him do not like can never succeed in getting the best that they have to give.

No wise employer in this day and generation scoffs at the suggestion of encouraging his employes; he is eager and anxious to do it and realizes the strength of imparting "ginger" to the men in every position in the business, even down to the office boys—who are the business men of to-morrow.



THOS. A. EDISON, LTD., BRANCH IN BUENOS AIRES.

products of this country in South America, it is significant to note that the manufacturers of the Edison phonograph have resorted to deeds rather than words, and as a result that product has ob-

increase in the business done, both in phonographs and records, and in the various other products of the Edison laboratories, including kinetoscopes, films, primary batteries, etc.

ENCOURAGING THE WORKER.

The Experience of a Merchant Who Believed That His Employes Should Generate Their Own Enthusiasm—The Salesman Who Was Encouraged—The Art of Handling Men.

The question of encouragement was suggested by the remark of a manufacturer, who, when asked to encourage a salesman, said: "I don't want a salesman whom I have to encourage. A man should generate his own enthusiasm."

That was a short-sighted manufacturer and if his judgment on other matters is no more logical than his treatment of the commercial condition that confronted him, it is not strange that his business rating at the agencies is third class. He

was represented in the New England territory by a salesman with many virtues and few failings, the most serious failing that of being easily discouraged when trade proved quiet. The salesman is a reserved and exceedingly temperamental man who is strong when business is good and under such conditions he produces greater results than is averaged by other men in his class. Alas, when trade is dull he falls far below the average mark, and when the head of the house called him down in rather a brutal manner he resigned on the impulse of the moment and the hot-headed employer accepted his resignation. It was then that the furniture man made the remark about encouraging the salesman who, the manufacturer sarcastically remarked, "could sell goods when people needed them," which wasn't a just criticism, as

NEW MODEL "CLEANRITE" BRUSH.

The Blackman Talking Machine Co., New York, announce that they will shortly have ready for the market a new model of the well-known "Cleanrite" record brush to fit the new Columbia concert grand sound-box for disc machines. The new model will possess all the excellent features of the other styles of "Cleanrite" brushes.

ELECTRICAL EXPOSITION OPENED.

The Electrical Exposition of 1911 was opened Wednesday, October 11, at the New Grand Central Palace, Lexington avenue, New York, by a luncheon given by the New York Edison Co. to Thos. A. Edison, who started the machinery going by pressing a button. Among the exhibitors are the Condon-Autostop Co., who are showing their automatic stop, in operation, under the direction of William A. Condon, secretary and treasurer of the company.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

QUAKER CITY TRADE NOTES.

Business Brisk with Tremendous Demand for Hornless Machines—Dealers Complain of Scarcity—Every Effort Being Made to Supply Their Wants—Columbia Recitals Interesting Feature of Their Business—Louis Buehn & Bro. Established in Their New Home—Gimbel Bros. Double Size of Talking Machine Department—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 10, 1911.

Wherever you may call at the present time the answer is that September was the banner month of 1911. Not that it was the largest month the trade has had this year, but it was the month that showed the greatest advance over last year—in fact, over any previous year—and for that reason all of the dealers are highly elated. The only trouble now seems to be for the dealers to get their goods. There never has been a time when they were so badly off. At one house this week they showed me close to one hundred orders for the Victor Co.'s new \$15 machine, and they had but one in the place, and that they would not sell, but were using it for a sample to take still further orders.

At another of the large dealers they did not have one of these instruments, and the past week they tried their very best to get one of them from the factory or from another dealer in the city, but they failed.

This scarcity of instruments seems to be the only thing the dealers have to complain of these days. This little \$15 Victor seems to have caught on very satisfactorily, and while there is little profit in the instrument, it is an excellent way to introduce the Victor, and many of the purchasers of the \$15 machines have already had them exchanged for something bigger and naturally better. Besides, the dealers say, customers having one purchased a machine with a number of records, they hold on to the records and get something very much better on which to play them.

All of the dealers have made the greatest improvement possible in their houses, and most strikingly so the Gimbel store, which has gone very heavily into the handling of talking machines, and have doubled their former capacity, and from two salesmen they have increased their force to six men, and they do no wholesaling whatever.

Manager Henderson, of the Columbia Co., reports that their September business was very good indeed. It slacked up a little bit the last week in September, the cause of which they attributed to the excitement of the election in this city. But the past ten days it has been picking up daily. They are simply swamped with orders for the new hornless machines which retail at from \$15 to \$35. They have also received samples of the new Nonpareil machine, which will be sold for \$150. Every little detail of this instrument has been carefully thought out and perfected. This machine has a very full, rich tone. It also has a new system to file records which is far superior to the old style of boxes and albums, and it is 100 per cent. easier to manipulate. Marion Dorian, treasurer of the Columbia Phonograph Co., was here on Thursday last, and Manager Henderson was in New York the better part of last week on business.

On Sunday night last the Columbia people gave a sacred concert in the St. Paul's P. E. Church at Magnolia, N. J. Only sacred music was given, but the firm has such a complete library of that class of music that such a concert is very easy to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 23 at the Church of the Holy Apostles in this city. The employees have already begun to arrange for a very elaborate entertainment and banquet during the holidays. This they make an annual affair. They intend to give a dinner and then a minstrel show, to be followed by more eats.

Miss Christie MacDonald, who is singing in Philadelphia at the present time, has had delivered

EXCHANGE

3,000 Edison two minute records for Disk Machines and records of any make. Address DENNINGER, 335 North St., Rochester, N. Y.

to her apartments at the Bellevue-Stratford a Columbia Mignon with a big assortment of operatic records.

H. A. Weymann & Sons also report that their talking machine business in September was far better than it was last year, and the outlook for the rest of the period up to the holidays is very good, and the only uneasiness they feel is that they will not be able to get the instruments as fast as they will need them. Charles H. Godfrey, one of their big customers from Atlantic City, was a Philadelphia visitor this week and took back with him a receipt for a considerable amount of holiday stock. Another dealer here was R. G. Schaffer, of Phoenixville. The firm reports that within the last couple of weeks they have closed some big new contracts.

W. C. Holzbauer, manager of the Wanamaker talking machine department, reports that business at his house in September was very good. They have practically all of their rooms completed and completely furnished, and the department is in such shape that they will be able to handle all the business that is likely to come to the house during the coming holiday season. They are anticipating a very big fall. At present they are giving daily concerts in the Greek Hall from 11 to 12 and from 2 to 3 o'clock, in which they are demonstrating the talking machine in connection with the Angelus, as well as the Victrola combined with the organ and violin. Mr. Holzbauer says that the demand for goods has been greater than the output, and that his firm have been having some trouble to get orders filled promptly.

Manager Elwell, of the Heppie talking machine department, reports that the past September business was very much better than the average September business, and that their only difficulty was in getting the new Victor \$15 machines, having on their desk at present orders for upwards of 100 of these machines with only a sample on hand. The Heppies have just established a new dealer in Minersville, Pa., F. J. Hummel, who has ordered a full stock of all the various styles of machines.

Mr. Elwell says that reports from Hagar Bros.' new talking machine department in their big department store at Lancaster, which was stocked and established by the Heppie house, are most encouraging, the firm having already done a bigger business on talking machines than was ever before done in Lancaster.

Louis Buehn & Bro. are fully established in their new home on Arch street, and are very well satisfied with the location, and especially with the much more desirable building. The ceilings are exceptionally high and the instruments sound 10 per cent. better than around on Ninth street, and the building being 145 feet in depth, it is large enough to keep all their machines and stock on the one floor. The offices are arranged about the middle of this floor, and upon the walls are placed portraits of the leading operatic artists who sing for the Victor. Mr. Buehn says they can now show their goods to splendid advantage. Business, he says, is very much better than it was last year. Among recent visitors to the house was E. H. Phillips, of the Edison Co.

Edmund Buehn has removed his family to Pittsburgh. The branch store the firm has established there has warranted them in considering it a permanent arrangement, and the outlook is most encouraging.

Gimbel Brothers have doubled the size of their talking machine department, and have expended hundreds of dollars in so doing. They have built three very fine new demonstrating rooms as near sound-proof as possible. Recently they have more than doubled their business, and now that they will be able properly to handle it, they expect to have a still further increase. They have signed up in anticipation of a big increase at the Christmas holidays. The department is in charge of Horace H. Stewart, with G. F. Wurtele as assistant. Mr. Folgrum, of the Victor Co., was a caller at the Gimbel department and expressed himself as very well pleased with its appearance. Aside from talking machines in the department will be handled a full line of the smaller musical instruments.

CHICAGO DEALERS ORGANIZE.

Form Permanent Organization Under the Title of "The Chicago Talking Machine Dealers' Association"—New Election of Officers Takes Place at the November Meeting.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1911.

Definite steps were taken toward the permanent organization of the Chicago Talking Machine Dealers' Association, which has been holding monthly meetings for several months. T. C. Deuther, chairman of the committee on by-laws, presented his draft. The various sections were taken up ad seriatim, and were finally adopted after various changes had been made by motion.

"The Chicago Talking Machine Dealers' Association" was the name officially adopted.

The object of the organization was stated to be the promotion of better conditions in the talking machine trade, and the correction of existing evils.

The section concerning the qualification for membership reads as follows:

"The membership shall consist of all legitimate retail talking machine dealers doing business in the city of Chicago and vicinity outside of the (downtown) district bounded by Twelfth street on the south, the lake on the east and the river on the north and west. "Legitimate" means such dealers as are licensed by the divers manufacturers to handle their product.

The initiation fee is fixed at \$1, and must accompany the application for membership. The dues are \$4 per year, payable quarterly.

The officers of the association shall consist of a president, first and second vice-presidents, treasurer and secretary. These officers shall constitute the executive committee.

The regular meetings of the association shall take place on the second Monday of each month, and the annual election of officers takes place at the November meeting.

The next meeting of the organization will take place in Room L 28, Great Northern Hotel, at 2 p. m. on Monday, November 13. At this meeting the first election of permanent officers will take place, and the temporary president, E. T. Van de Mark, requests a full attendance of dealers outside the loop in order that the officers then elected be fully representative of the interests they are to serve. At the meeting to-day Isaac N. Purdy, 9009 Commercial avenue, South Chicago, and James Vasumpaur, 1701 West Eighteenth street, were admitted to membership.

ENJOYS IDEAL AUTO TOUR.

J. N. Blackman Tours Berkshires and Incidentally Gets Line on Trade Conditions.

J. Newcomb Blackman, head of the Blackman Talking Machine Co., New York, who is an enthusiastic automobilist and swears by his Buick car, recently took the ideal automobile tour through New England, accompanied by Mrs. Blackman. Mr. Blackman followed the Hudson River to Poughkeepsie, then to Great Barrington, Mass., through the Berkshires to Hartford, Conn., and then home along the shore of Long Island Sound. The entire distance of about 500 miles was negotiated easily in five days, and though there was some difficult driving in the mountains only one blowout was reported. Mr. Blackman combined business with pleasure by calling on a score or more of dealers in New England, and reported that though they were inclined to be conservative they nevertheless looked for good business during the fall and winter. They stated that the introduction of the cheaper models of hornless machines had done much to stimulate business.

The many friends of Howard Taylor Middleton, whose special articles for the Talking Machine World have attracted notice, will regret to learn of the death of his mother, which sad event occurred after a short illness on Oct. 8, at her late home in Hainesport, N. J.

COLUMBIA

Publicity—Publicity

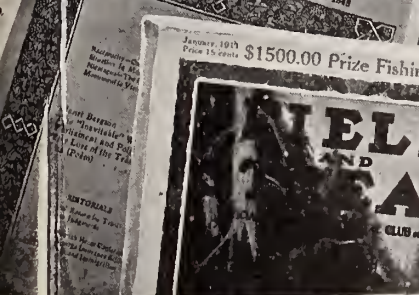
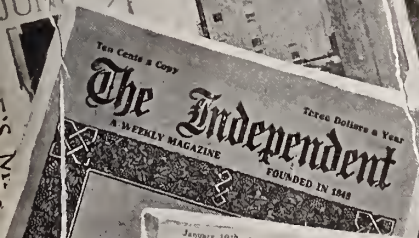
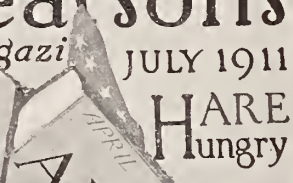
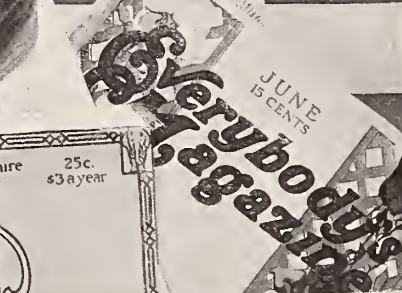
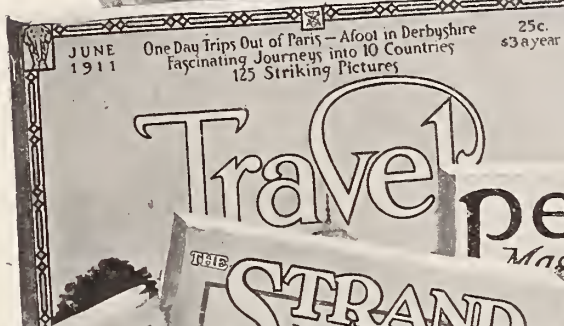
public notice every month—and the dealers who do not have the clearest kind of evidence of that fact before us over quite a deal more than our share of the business—

Advertising is doing it, you are full two-thirds wrong. We very periodical in the field every month, and still neither words that always win out in comparison, as they do. you don't know it already, that Columbia product is what you can buy. Bring the argument down to brass tacks if you want motor parts; cabinets or details of cabinets; reproducers, recorders; record material, record surface, record tone, record of them! That our sales policy is giving the Columbia dealer to make it known, and protection to the retailer in the selling

Graph Co., Gen'l

ing, New York

try. Pioneers and Leaders in the of the Fundamental Patents. ing Machines in the World. selling rights granted ively represented.



Columbia Records

Double-Disc Records
Hearing this musical-note trademark, will play perfectly on your machine.

Columbia
Records are superior in quality of Tone

Columbia
Records are superior in quality of Recording Process

Columbia
Records are superior in quality of Duplicating Process

Columbia
Records are superior in quality of Material

Columbia
Records are superior in quality of Endurance

Any Columbia dealer can prove it to you. He has a complete catalogue of disc records for yourself. Ask for the Columbia Catalogue. It is free. It is the best. It is the most complete. It is the most up-to-date. It is the most reliable. It is the most useful. It is the most interesting. It is the most valuable. It is the most important. It is the most necessary. It is the most essential. It is the most fundamental. It is the most basic. It is the most elementary. It is the most primitive. It is the most original. It is the most authentic. It is the most genuine. It is the most real. It is the most true. It is the most honest. It is the most sincere. It is the most straightforward. It is the most simple. It is the most direct. It is the most clear. It is the most concise. It is the most precise. It is the most accurate. It is the most exact. It is the most correct. It is the most proper. It is the most appropriate. It is the most suitable. It is the most fitting. It is the most becoming. It is the most graceful. It is the most elegant. It is the most refined. It is the most sophisticated. It is the most cultured. It is the most educated. It is the most intelligent. It is the most wise. It is the most knowledgeable. It is the most informed. It is the most aware. It is the most conscious. It is the most sensitive. It is the most responsive. It is the most adaptable. It is the most flexible. It is the most versatile. It is the most multi-faceted. It is the most multi-dimensional. It is the most multi-layered. It is the most multi-faceted. It is the most multi-dimensional. It is the most multi-layered.

The Columbia Grafonola "Favorite" \$50

Columbia
Phonograph Co., Gen'l
210 Tribune Building, New York
London, England, S. W.

Owners of the Talking Machine Industry
Desire the fundamental patent in large quantities.
Where we are active in promoting the world's
where we are active in promoting the world's

TALKS ON BUSINESS PHONOGRAPH.

Nelson C. Durand, Second Vice-President of Thomas A. Edison, Inc., Delivers an Interesting Illustrated Address on the Edison Business Phonograph at the Office Appliance Exhibit Recently Held in Washington, D. C., and Under the Auspices of the Economy and Efficiency Committee of the United States Government—What Mr. Durand Had to Say in Connection with His Subject.

At the Office Appliance Exhibit, held recently in Washington, D. C., Nelson C. Durand, second vice-president of Thomas A. Edison, Inc., Orange, N. J., delivered an illustrated lecture on the "Edison Business Phonograph," under the auspices of the Economy and Efficiency Committee of the United States Government. The address, of a very interesting character, in part follows:

"The original phonograph of 1877 was the outgrowth of a line of experiments Edison had been making while developing the telephone and recording telegraph. We find his note-book, a year or more previous to the production of the first model, actually describing the operation of recording and reproducing the human voice. The historical sketch of a cylinder covered with tinfoil and a diaphragm with a stylus attached, moved lathe-like across it, was, therefore, no accidental experiment but a logical and orderly working out of Edison's preceived ideas. It is remarkable that Edison dictated the words of 'Mary had a Little Lamb,' etc., to the first machine and upon hearing e'even words of the rhyme reproduced immediately retold the great future of the phonograph as an amanuensis for the business man. In fact, the idea of adopting the phonograph to any other use did not appeal to him until at least ten years later. In 1905 Edison again pioneered in introducing the first of the present models of improved dictating machine.

"There are many of us who understand the phonograph nowadays, but to the layman, in some instance, there is the same air of mystery surrounding a 'talking machine' that made it the eighth wonder of the world not many years ago. The principle of the phonograph is extremely simple, and therein lies its merit, considering the human-like work it performs.

"If you look through a microscope at the record of your voice on a phonograph cylinder there appears a series of grooves which are cut in the wax by the recorder stylus, which is a sharp sapphire point attached to a mica diaphragm. The diaphragm, vibrated by the voice while the cylinder revolves, raises and lowers the stylus in the thread, which it cuts, producing long and short waves depending upon the pitch. You are able to distinguish different voices dictating the same matter because the waves—although they may be the same length and depth—are subdivided into minute waves, recording what are termed 'over-tones.' Thus, the same musical note recorded by different instruments is distinguishable as made by the flute, violin, etc., by the presence of 'over-tone' waves.

"A reproducer is an entirely different device from the recorder and is necessary to accurately hear the dictation. It differs from a recorder primarily in these respects: (1) The stylus which is attached to the diaphragm is rounded on the point so that it will not injure the sound-waves cut by the recorder; (2) The stylus must be connected with the diaphragm to multiply the motion between the waves on the cylinder and the reproducer diaphragm (usually by a small lever); (3) A considerable weight must be applied to make the lever fulcrum practically stationary; and (4) the stylus point must be allowed a slight lateral motion so that it will 'track' in the grooves.

"On the Edison business phonograph we cut a record on the wax cylinder with a sharp pointed stylus attached to a light, easily vibrated diaphragm, and reproduce it on the same machine for dictator or transcriber by simply swiveling the reproducer with its weighted, multiplying devices, etc., into the position of the recorder.

"Other manufacturers employ two distinct designs of machines; one for dictating and one for

transcribing. In the Edison design, we prefer to have only one type of machine holding both recorder and reproducer—each perfectly adapted for their uses. We thus simplify the appliance by having a universal construction. This is an advantage where a single machine is used alternately by the dictator and transcriber, or in the use of a number of machines when a department or a company wish to standardize an equipment and have it transferable without question. In the Edison design we have not forgotten that a dictator in two hours may give a transcriber enough to keep her busy for eight hours. The same machine should then, we believe, be universal in its use in order to be interchangeable.

"I think that this inability to understand these simple operations of recording and reproducing sound has to some extent interfered in the past with the adoption of the phonograph as an amanuensis. Before the introduction of the many office appliances of to-day, the average business man was especially unmechanical and non-technical, and when he was asked to assist the operation of a machine by talking to it without a common-sense grasp of what was going on, it was more difficult to secure all of its advantages. But, as the years have passed and the principle has become familiar to millions of users the business man has gradually discovered that the phonograph is not difficult to use, and, like various machines in his office, does better work than a human being.

"The expense of operating the business phonograph is very nominal; at the ordinary charges for electrical current the cost varies in different cities from two (2) to five (5) cents per day per phonograph, and in many cases may be eliminated since current is not charged for in large office buildings. The wax cylinders will contain, easily, ten folios on a surface, and by shaving them in a special machine about one hundred times, a cylinder costing thirty (30) cents, or less, when purchased in quantities, will thus contain one thousand folios or ten thousand words. The cost of the wax cylinders is therefore about the same as stenographers' notebooks and pencils.

"The Edison shaving machine will shave all the dictation made on fifty phonographs; it is merely a small lathe operated by an electric motor or by hand power; a small sapphire knife is set against the wax cylinder to take the lightest possible cut, and in moving it across lathe-like the surface is prepared once more for dictation.

"It will naturally occur to many of you to ask 'why, with this ability of the machine to talk for so many years, has there not been a greater interest shown in it for business purposes?' The answer to this question is that Edison was obliged to await the favorable conditions of later years, when it became more practical to inaugurate a world-wide campaign of introduction. You may have been told that the success of the phonograph for amusement purposes turned his attention and made him forget its application to business. This is not true, as I will explain, although there is no doubt that as manufacturers we have prospered during many years by the popularity of the phonograph for entertainment.

"A long period of years elapsed with no satisfactory dictating machine. Then, in 1905, Edison became a pioneer for the second time by rebuilding the phonograph for a distinctly business use. He waited for that time which was marked by three very noticeable conditions: (1) The attitude of the business man for increased economy and efficiency. (2) The increased number of trained and ambitious business women available. (3) The common use of electrical current for motive power.

"I will summarize the principal claims of the Edison business phonograph as follows: With the Edison business phonograph the degree of concentration of thought is only to be compared with that enjoyed in writing in 'long hand,' minus the manual labor of writing, minus the embarrassing present of the stenographer, and plus about 50 per cent. more speed than the average stenographer can develop in taking shorthand notes.

"The simplicity of dictating to, or transcribing from, the Edison business phonograph may be compared with that of talking to or listening to the telephone. It is even simpler, for the dictator

says what he has to say, without waiting or assistance, and the transcriber writes what she hears at any time.

"To be able to dictate your morning's mail without regard to whether your regular stenographer is late or absent; to dictate your reply to each letter as you pick it up, on the first reading, when the natural and logical reply to each letter is fresh in your mind; to dictate when you please and how you please without waiting for a stenographer to be at liberty, or interrupting other dictation as important perhaps as your own—this is the convenience of having the Edison business phonograph.

"If you can dictate at the rate of 150 words a minute and your stenographer can only take 75 words a minute, what becomes of half of your dictation time? You can dictate to the Edison business phonograph at the rate of 150 words a minute, or even faster—or as slowly as you please. And your stenographer can transcribe phonographic dictation nearly twice as fast as from shorthand notes, and with a far lower percentage of errors.

"Corrections and changes are easily made to the machine in a practical manner that saves the delay of helping the stenographer to adjust her notes. Likewise, in transcribing, the machine is simply controlled to slow down the fast dictation if desired; to stop the talking when enough is heard to write, or to repeat any number of times until a meaning or word is understood. The point we wish to emphasize is that the Edison business phonograph facilitates both operations of dictation and transcription—it does not penalize the user in any manner for the sake of economy."

EXPORT BUSINESS ACTIVE.

After a sojourn of several months in South America, chiefly at Buenos Ayres, A. R., Edward N. Burns, manager of the Columbia Co.'s export department, went to Europe, where he has been for several weeks. He is at Carlsbad, Germany, "taking the cure," to renew from the effects of the Spanish cuisine—table d'hôte and a la carte—which he was obliged to endure while among the dons. He will be back home about November 1.

Business in the export department was never at a higher mark than it is to-day. A souvenir is being prepared for presentation to the Latin-American trade, one that will be preserved and appreciated for its practicability and beauty. The department recently issued their October catalog of twenty-four selections, and the December list of the same number of "Discos Dobles" will be ready next week. Their Mexican revolutionary or Maderista records have made a great hit in the sister republic—every order received coming by telegraph.

When one comes up to the mark he has set for himself, it is a safe conclusion that the standard was placed too low.

SAVE YOUR RECORDS

The Velvet Tone Needle Balance on Your Victor Will Do It!



Special Offer to Victor Dealers

Send \$1.30 and we will mail postpaid a sample Velvet Tone Needle Balance, retail value, \$2.00.

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from the wearing and cutting edge of the sharp needles used, return it to us and get your money back.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish.

Booklet on application. Discounts to Regular Dealers. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

PADEREWSKI PLAYS FOR VICTOR.

Famous Pianist Makes Series of Remarkable Records for Victor Co.—To Be Sold with November List—Busy Times at Victor Plant—Heavy Demand for All Styles of Machines—School Proposition Gaining Ground.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 11, 1911.

These are busy times at the great plant of the Victor Co. in Camden, and the company are simply overwhelmed by the demand for their various styles of machines, there appearing to be no discrimination in placing orders, for each model has its own following.

In commenting upon present conditions, Henry C. Brown, advertising manager of the company,



IGNACE J. PADEREWSKI.

said: "The fact that we are just as heavily over-sold on the lower priced machines as on the more costly styles is most argumentative and convincing of the wide scope of the Victor—it seems that all classes are awakening to the real worth of the Victor and there certainly lies before the Victor dealers business in plenty providing they will do a little work on their own hook and make a determined effort to get their share."

One of the most important announcements made by the Victor Co. this month is that Ignace Paderewski, the world-famous pianist, has made a series of records for the Victor and that they will go on sale on Oct. 28, with the November records. It is said that the new records are most wonderful examples of the virtuoso's genius, and that the great army of pianists and admirers will be quick to realize how absolutely true to life are the reproductions. The fact that Paderewski has given the Victor such an indorsement is of itself significant—he recognizes the artistic position of the Victor in the musical world. The new records are of the 80000 \$3, 12-inch Red Seal class, and will shortly be followed by others by the same pianist.

The school proposition of the Victor Co. is working out to perfection this fall, and word comes from all sections of the country as to the strong foothold gained in the schools of various cities and towns by the Victor. The company are at present making a series of educational records, to be formally announced at an early date, that will make the Victor school proposition a still more appealing one to educators and to all interested in the musical uplift in the schools.

UDELL TABLE CABINETS

The Latest Addition to That Well-Known Line of Talking Machine Cabinets.

The excellent and comprehensive line of talking machine cabinets made by the Udell Works, Indianapolis, Ind., has recently been augmented by the addition of a new table cabinet in several styles

and which are arranged to hold the machine on the top and a series of record albums in a special space underneath the table. The dealers who have seen the new table cabinets are enthusiastic regarding their salable qualities and the Udell Works are already receiving large orders for the new styles. The Udell Works have also added to their line a new cabinet for Victrolas IV, VI and VIII, of which several hundred have already been sold.

CLUBB SONG ILLUSTRATOR.

Automatically Illustrates Scenes Described by Talking Machine Record—Has Big Possibilities in a Trade Way for the Talking Machine Dealer.

The Picture-Disc Co., of Los Angeles, Cal., have something important to say regarding their marvelous Clubb song illustrator, on pages 12 and 13 of this issue of The World. This is one of the most interesting developments of the synchronization of the talking machine and illustrator—although both can be used separately if desired. It automatically illustrates scenes described by the talking machine record, and has obviously numerous features that appeal to the live dealer who desires to use it as a trade attractor or to sell to customers for use in their home. Considering its possibilities it is sold at an exceedingly popular price and should be one of the biggest sellers with talking machine dealers this fall, and particularly during the holiday season. It is evidently a proposition that is worth looking up.

BEECROFT'S NEW MOVE.

Enlarges His line to Include Record Envelopes and Cabinets.

Clement Beecroft, who has a host of friends in the talking machine trade, has sent out a recent announcement stating that he has arranged with the well-known firm of Wolf Bros., Philadelphia, to handle their record envelope department.

He further states that he will have an important announcement to make shortly concerning talking machine cabinets which will greatly interest jobbers. Mr. Beecroft still sells the product of the Tea Tray Co., Newark, N. J.

AUGUST GREATEST RECORD MONTH.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, in a recent letter to the trade, stated that August won the pennant in their record factory and added that "more Columbia records were pressed during August than in any

one month for the last two years, not excepting the busiest months around the winter holidays." This is a "record" of which to be proud.

INTELLIGENT COURTESY.

Tact, Judgment and Diplomacy Needed to Make Plain Courtesy Effective—There Should be no Discrimination.

A potent and very essential factor in the success of an organization, more particularly of a retail store, is the co-operation of an intelligent, courteous force of employes. I use the word intelligent in connection with courtesy because without tact, judgment and diplomacy—which are the component parts of intelligence—any courteous tactics that might be introduced would in all probability be ridiculous.

Courtesy is an intuition to do and say the right thing in the right way at the right time, and does not simply consist of the saying of a series of hackneyed and stereotyped expressions. Of course, as expected from him, an employe should be polite and cordial in the performance of the duties of his position. He should do this with a cheerful willingness, which very often sustains a customer's interest more satisfactorily than the most interesting and intelligent discussion of the merit of the merchandise he is exploiting.

There should be no discrimination shown by an employe in the extension of courtesies; the humbler the customer possibly there is more occasion to exert a pleasant kindness toward him, getting his confidence and assuring him of the desirability of the account, no matter how small it may be. Admittedly under certain conditions it is trying and exacting to maintain a courteous attitude. Some customers are often unreasonable and too exacting in small details, having no bearing whatever on the subject under discussion. These occasions demand a patient self-control, which in itself is a courtesy often resulting in the customer becoming more considerate and interested, and such change of attitude mostly results in a sale.

My remarks may suggest that practicing courtesy applies alone to the sales force of an organization. This is not the case; it is just as necessary for the officials of a concern to be courteous as it is for those in a subordinate position. The effects of a courteous service are far-reaching. They are business builders, making satisfied customers and good friends. They result in a sustained interest along fair lines which cannot fail to develop profitably and are essentially a requirement for any success one may aspire, either socially or commercially. GEO. D. HYNES.

**We Stop Talk!**

YOU OUGHT TO SEE THE

CONDON-AUTOSTOP

Mr. Dealer, a real, effective, positive

AUTOMATIC STOP

for all disc talking machines

The great want and vital defect in the talking machine is a talk stopper. Some simple little, foolproof automatic device to save you the necessity of concentrating your mind on the conclusion of the piece and getting up to shut off the machine. Every talking machine owner experiences this trouble, Mr. Dealer, and the need for an automatic STOP makes the CONDON-AUTOSTOP an imperative necessity and a red-hot seller.

IT STOPS RIGHT THERE!**Condon-Autostop Co.**

25 BROAD STREET, NEW YORK, N. Y.

John F. Talmage, President

Wm. A. Condon, Secretary and Treasurer



THOMAS A. EDISON RETURNS FROM EUROPEAN TRIP

Enjoyed Greatly His Automobile Trip Through Old World, but Is Glad to Be Home—Lionized Everywhere He Went—Impression of People and Things.

After a two months' automobile tour of Europe, which has been followed with exceeding interest by his fellow Americans, Thos. A. Edison arrived in New York by the Hamburg-American line "Amerika" on Saturday, October 7, accompanied by his family. Mr. Edison was as happy as a school-boy in vacation time, and said the joy of homecoming was so great that he felt like kissing the Statue of Liberty. He said he had seen a large part of Europe and was greatly impressed with the progress of the old countries. Then he added that after all was said the United States is still the greatest country on earth.

Few other men in public life have been the sub-

at least, we mostly get what we deserve. In Europe it may not be so, for the people there strike me as draught horses pulling hard loads for the favored class.

"Nobody starves with us who possesses a healthy passion for making the most of his opportunities. A man creates his opportunities, and a man capable of calling up a limited number of them has logically to be contented with the opportunity-creating machine with which nature has provided him.

"Nothing can change that radical difference in individuals. Socialism cannot give brains to a man who hasn't got them. And common sense



CROWDS SURROUNDING EDISON IN HIS AUTOMOBILE IN A CITY IN HUNGARY.

ject of such newspapers notices as has Edison during his journey through Europe. The leading publications in all the principal cities which he visited—even the small towns—published extended interviews and notices of the man, of his wonderful accomplishments as an inventor; and the frankness of his criticisms, while they made some people smart, were recognized as the utterances of a man of strength who cared little but for the truth.

In Hungary, especially, the people went wild over Edison, mechanics, vying with titled countrymen, in paying honors to the inventor of the phonograph.

The photograph herewith reproduced gives an idea of the interest manifested in Edison's personality by the people of Hungary, and is reproduced through the courtesy of the New York World, who, recognizing the importance of this great American and the interest of Europeans in him, sent a special staff correspondent to accompany Mr. Edison's party.

When Edison was asked by this correspondent as to why with an ample future assured, he continued to work so hard, he replied:

"I like work; I know no other real reason. Some of us are born with that desire, as others are born with a passion for doing nothing. I'm not lazy, and it is very difficult for me to understand lazy people.

"Work seems to me the natural instinct of a human being, though others seem to hold that the ravens of Elijah ought to get busy again supplying them with unearned bread. There's an open-mouth philosophy of indolence to-day which finds a fine name in socialism. I'm not much of a believer in these new creeds. I think, in America,

ought to lead him to an acceptance of the inevitable. You see, it is not civilization that is cruel, but nature behind civilization. Nature is a relentless judge; it has no sentiment; it apportions to us what our physical entirety can rightly demand. That is the trouble with socialism; it knocks its head against the brick-wall of facts that no human charity can alter.

"That is why I have more faith in governments based on oligarchy; the few govern the many through a law of evolution. The purest democracy shows that a few picked mentalities rise as instinctively to the ruling top as bubbles break on the surface of a spring. They are surcharged with the great initiative intelligence which contributes actively to the general good.

"The malcontents of society drop their black stones in the ballot box, and what is the result? They merely tear down the fine fabric of a civilization which must go up again on the same old principles—and often the reconstruction has been mighty slow work. No, I'm not a Socialist, any more than I'm a monopolist-lover; but I try to see things in the large, and I've found that it's never the skilled laborers who make the outcry against capital—it's generally the incompetent.

"The best workers in my laboratory haven't been the men who get up in public meetings and talk about the injustice of mankind. They aren't Socialists, because their contact with capital proves to them that the captains of industry, as we call them, work as hard as anybody else. In fact, they work harder. The beer saloon philosopher would like to be a captain of industry, but he hasn't his eye on the hard work, but on the millions which he would like to have in his pocket to treat the crowd.

"You don't find the Morgans and the Harrimans holding up bars. They've no time to drink, any more than they have time for beer-inspired talk. Nature is in a sense aristocratic, because it hews out a place for those who are competent to fill it.

"The rising quantity has always been limited, simply because it is not born in the majority to make an effort. The best that any democracy can do is to offer a chance, and if individuals don't take advantage of that chance it's not democracy that's at fault, but they themselves."

"Who do you regard as the great benefactors of mankind in the present—in England, for instance?"

"I know of no one I admire more in the political field than Lloyd-George. I met him only once, and in a casual way, this summer, when I witnessed the historic vote in the House of Lords, but I esteem the man's large aims. He makes mistakes and I can't say I sympathize with all his philanthropic ideas.

"I'm not a believer in philanthropy in the general sense. There's something in the constitution of the plain yet independent workingman that is radically opposed to being treated to sops. He has the feeling that he earns a rightful wage; that's what he wants, not a poorhouse in which to retire when his energies fail. He's got too much self-respect to accept charity, however much it may be veiled.

"Lloyd-George is one of those sporadic cases of a highly organized brain it is a pleasure to contemplate; they're rare enough.

"Another man that strikes me a fulfilling Anglo-Saxon ideal of physical and mental perfection is Lord Rosebery, scholarly type though he be.

"I know there are many who regard the Emperor of Germany with disfavor, but I think his adverse critics confuse the fine energies of the man with the limitations of the monarch. I think he is one of the leading business men of Europe. What Bismarck accomplished industrially—and the effect was to convert the corner groceries of Germany into the consolidated evenly working department store of its present politically working—he has carried on. He will not be remembered as a military leader, but as a common sense business man at the working top. To me it is refreshing to contemplate a monarch who has the intelligence that the present ruler of Germany undoubtedly displays.

"Who are the men of the century we would least care to sacrifice? Well, if you take France, I place Pasteur, Becquerel, Bertholet and Chevreul at the summit. Becquerel is the father of the radium ray that is going to mean a great deal to the future. They are all leaders in their particular lines and the world couldn't afford to sacrifice them.

"Germany leads with its industrial chemistry; there's no people that can touch it in that important branch. The German brain seems peculiarly fitted for success in such experiments; they leave all other countries behind in their magnificent initiative in that line.

"Who do I consider the great industrial organizers of our own country? Among the first I place Philip Armour, who was the father of the beef industry, bringing supply down to an exact science. He has been of untold value to mankind. What he has saved to the United States is beyond calculation.

"Andrew Carnegie is another of those unforgettable organizers who, by cheapening steel and encouraging invention along industrial lines, deserves to be recorded in memory's lasting tablets.

"In the same way Rockefeller, without reference to the man's individual speculation, has done more than anybody else to lighten the cost of an essential article by concentrating depots of supply, instead of subjecting the individual to the higher rates of local independent dissemination.

"One can't ignore the importance, either, of our great department store organizers, which found their inspiration in such generals of industry as Marshall Field, John Wanamaker and others. These, by their consolidation of purchasable articles, from potatoes to locomotives, so reduced the cost of buying that, if it wrecked the corner

(Continued on page 37.)

shop, came as a boon to the innumerable needy.

"Names as unforgettable in the great sweep of modern progressiveness are those pioneers of present day practical education, Stephen Girard, Cornell and Johns Hopkins, who laid the first American cornerstone of liberal education.

"From schools to newspapers is only a slight step, for I regard them both as the great salvation of to-day, and our period owes undying gratitude to such men as Horace Greeley, Dana and Bennett, less perhaps through their newspaper ideals than what technical methods they started in operation by the success of their individual enterprises.

"Mergenthaler, by inventing the linotype, should be dear to every newspaper reader through what he accomplished in the saving of capital; without his invention the modern newspaper, as we know it, would be an impossibility.

"Pullman, too, I consider a great benefit to humanity, for he made travel a thing of ease, where formerly it was full of heroic discomfort.

"In fact, when we consider what America has produced in men of utility, our sentiments can only be those of pride of the highest description. If the world has moved on we have nobly moved on with it as a nation; and as a utilitarian myself I am grateful that it has been the country of my birth."

LOOKING OVER BOSTON TRADE.

H. L. Willson Speaks of Columbia Business in Most Optimistic Terms.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 9, 1911.

H. L. Willson, the able assistant general manager of the Columbia Phonograph Co., was in town for several days early in the month on business pertaining to the trade. He already had been here the week before, and ere the month is expired he doubtless will be here again, for there are certain things shaping themselves which, it is hinted, may make interesting reading for the trade later on. In looking over the September business at the Boston office Mr. Willson says he finds much that is eminently satisfactory, and he is more than delighted at the way that the month of October has started in. As to general business conditions with the company with which he is connected Mr. Willson says that he finds trade fine everywhere, and the company is experiencing a trouble that it is getting used to—that of not being able to supply the trade, although the season of expanded manufacture started in much earlier than usual.

BROOKLYN IS WELL COVERED.

"Talking machine dealers here are of a smaller number but of a great deal higher calibre," commented R. H. Morris, general manager of the American Talking Machine Co., Victor jobbers, 368 Livingston street, Brooklyn, in talking about the character of the local retail trade. "The public of this territory are admirably served, as not only are the larger centers represented by responsible and aggressive dealers but the small spots are well covered."

The Victor jobbing business of the American Co. is particularly busy; with some of the smaller priced machines, for instance, they are swamped with orders and deserted with goods.

VAL REIS CO. CELEBRATE.

The Val Reis Piano Co., St. Louis Mo., celebrated Carnival week, October 1, by an elaborate Victor talking machine window display, their first use of the window since they installed the talking machine department. The Columbia phonograph window attracted great attention with a figure of the Veiled Prophet, the patron saint of the week, clad in the rich garments familiar to St. Louisans who have watched the parade for 34 years. The Bollman Piano Co., like the Val Reis Piano Co., used the Victor grand opera setting for the center of their window, and these small figures of the famous singers attracted much attention.

TALKING MACHINE DEALERS MEET.

Decide to Invite All Eastern Dealers to be Present at a Dinner in November—Thank Victor Co. for Manner of Arranging Selections on Double Disc Records.

A meeting of the Eastern Talking Machine Dealers' Association was held on Wednesday of this week at the Lion d'Or with a fair proportion of the membership present and a number of matters of importance were taken up and discussed. Among the resolutions passed was one to the effect that the executive committee of the association be instructed to make arrangements for an informal dinner to be held some time in November, and to which all the dealers in the Eastern States as well as members of the manufacturing and jobbing branches of the talking machine trade be invited as the guests of the association. The object of the dinner is to interest the dealers who are not already members of the association, and there will be a number of interesting addresses and discussions arranged for.

Another resolution was to the effect that a letter be sent to the Victor Talking Machine Co., complimenting that company for the improvement made in their new list of double-sized records wherein the selection on the face of the record, whether it be vocal or instrumental, is backed up by another, selection of similar character. In the new list a sacred song on the front of the record means another sacred song on the back, and there is more likelihood of the customer being pleased with the arrangement.

Several other resolutions of lesser importance were also passed, after which the dealers enjoyed luncheon as a party.

Hoffman Bros., New York; Henry Rau, Jersey City, N. J., and George W. Lieberum, Bordentown, N. J., are the latest additions to the list of association members.

Concentration is altogether good—let's concentrate, but let's concentrate on things worth while.

NEFF WITH BALL-FINTZE CO.

Assumes the Management of Talking Machine Department—Is Pushing Edison Line.

E. A. Neff, who for the past six years has been with the Thos. A. Edison, Inc., has accepted a position as sales manager for the Ball-Fintze Co., Newark, O., who handle an exclusive Edison line. Mr. Neff enters his new field with high expecta-



E. A. NEFF.

tions, and says that he understands thoroughly that the dealers need service, and he proposes to give up-to-date treatment in every respect, anticipating the needs of the dealers as far as possible.

VALUE OF CATCH PHRASE.

If the advertiser can hit on a catch phrase that becomes current, or upon a picture that attracts unusually, he has added very materially to the value of his ad. If the catch phrase or the picture suggests inevitably some strong point of the article it advertises, he has added very materially to the value of his advertisement.

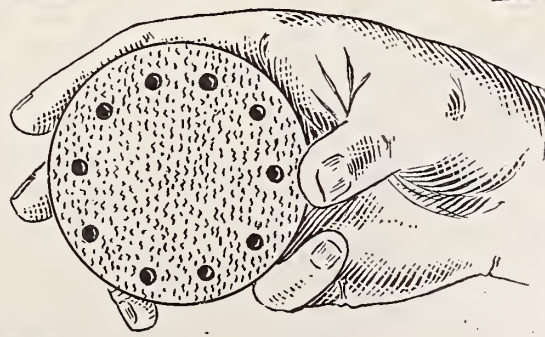
NEW ART DIAPHRAGM

Let us start you selling the NEW ART.
We will send you the first one for nothing; try it on your machine; then you'll get enthusiastic and can sell it easily.

That will give you a boost and you will then become a regular NEW ART devotee. The NEW ART retails for \$1—with a wide margin for the bank.

Remember the NEW ART Diaphragm fits both the Victor and Edison; it is practically indispensable to either if you are seeking a nice, clean-cut rich tone. Send us your business card for that sample!

THE TALKING MACHINE CO.
Springfield, Mass.



Columbia Catalog, page twenty:



The Grafonola "Nonpareil" at \$150—entirely different in appearance from any other instrument, and sure to appeal to a wide market all its own.



Columbia Phonograph Co., Genl., Tribune Building, New York

EDISON DISC MACHINES

Will Not Be Ready for the Trade Until January 1, 1912—Sales Manager Dolbeer's Letter.

On September 18 Thomas A. Edison, Inc., Orange, N. J., notified the trade that the shipping of their new disc machines and records would be deferred until January 1, 1912. It will be remembered that at the annual convention in Milwaukee in July, President Dyer informed the National Association of Talking Machine Jobbers these goods would be ready for the fall and holiday trade. The letter of F. K. Dolbeer, sales manager of the Edison Co., follows:

"To the Trade.—We beg to advise that owing to unforeseen conditions, which have arisen in endeavoring to perfect our new disc machine and records, there will be some further delay in making the trade announcement as to dates of delivery. In justice to our jobbers and dealers who have been anticipating some definite information regarding the new line, it seems only fair to state that it will be practically impossible to supply these goods in any quantities prior to the first of the year; and while the consequent delay is annoying it will, we believe, be compensated for by a greatly improved product.

"In the interim we would respectfully suggest that you continue to push to the limit the sale of the present cylinder line, making an earnest, aggressive campaign, as with the general improvement in industrial conditions increased business is certain to develop in all sections, and you should immediately place your stock in such condition as to enable you to take care of the demands that will be made upon you. Again assuring you that it is not our intention to abandon or discontinue the line with which we have been so successful and so long identified, and that our advertising campaign will clearly demonstrate this, and hoping to have your full co-operation, we beg to remain, etc."

THE WORTH OF DECISION.

Habit of Making Decisions Final Will Cultivate Good Judgment.

If the positive man makes a mistake he is not likely to be long in rectifying it, but the man who never makes up his mind until he has consulted everybody, and then is always ready to open up every question for reconsideration, will never accomplish anything.

Roosevelt says, "The man who doesn't make a mistake is no good." The man who is always after a sure thing, who has no dare in his nature, who is afraid to risk anything until dead sure that he is going to turn out right, never amounts to much. It is a thousand times better to make a mistake now and then than never to settle anything, but to be always balancing, weighing and considering.

A man who does forceful work must be able to dismiss a subject from his mind when he is done with it, so he can do something else. This increases his power of mental grasp for the thing

under consideration. But if the mind is entangled in confused surroundings, in a hundred and one half-decided things, if its energy is split up the focusing power is impaired.

You must concentrate your powers upon what you are doing, and you can never do this when a score of things in your mind are intruding themselves for consideration. When you have anything in hand, settle it and then dismiss it. Half decided things clod the mind. Study your problem carefully, and make your decision firmly and let it be final. Let it stand no matter what others may advise or suggest.

If you form the habit of making your decisions final, you will learn to use your best judgment before you decide. If your decisions are all tentative, if you know that they are not final, that you are liable to take them up for reconsideration, you will never develop a fine, strong judgment.—Orison Swett Marden.

NEW KREILING PRODUCT

Is Known as the Straight Tube "Tiz-It" Horn Connection.

This illustration shows a new product of Kreiling & Co., Chicago. It will be known as the Straight Tube "Tiz-It" Horn Connection. It has the same familiar ball-joint feature as the regular "Tiz-It." It can be used on Edison Triumph, Idelia, Alva and Balmoral phonographs; in fact, all Edison machines that are equipped with music master or cygnet horns and Model "O" reproducer.



The straight tube can be inserted in horn as far as desired, and the knurled scalloped shell, which is a snug fit on tube, slips over the tube of horn and acts as lock nut, holding the connection firmly in place.

It is made of brass, nickel-plated and polished and retails at 75 cents. It improves the tone wonderfully and is a handsome addition to the phonograph.

OF INTEREST TO RECORD MAKERS.

Many manufacturing chemists both in this country and abroad have for years devoted their skill to the production of a composite wax which should fill all the requirements for the use of record makers. In other words, a wax of an even texture throughout, that will take a high polish, and, above all, that will "cut" with perfect smoothness. Messrs. Ernest Wilke & Co., Zittauer Strasse 32, Goerlitz, Germany, informs us that after a most exhaustive series of experiments, extending over a long period, they have succeeded in evolving a satisfactory product. Two years ago they discov-

ered a special process by which they were enabled to turn out a first-class wax disc blank, and in order to cope with the great demand which arose, they found it necessary to install a large plant. They now write The World that they are in a position to supply in any quantities finished plates ready for use made from a material, the quality and texture of which never varies, whilst it is perfectly noiseless in the "cut."

Messrs. Ernest Wilke have also discovered a composition, termed "prune wax," which obviates the necessity of shaving the blank if it be desired to obliterate recordings from the surface. The firm claim that their blanks may thus be used hundreds of times without deterioration, and as the prune wax readily combines with the composition of which the blank is made, the surface is always good.

Messrs. Ernest Wilke, whose advertisement appears elsewhere in this issue, are prepared to supply the blanks to order, and those in need of a thoroughly reliable article would do well to communicate with the firm, whose address is given above.

BIG CALL FOR VICTOR IV.

Has Caught the Public Fancy and the N. Y. Talking Machine Co. Have Hard Work Supplying Local Trade.

The pressure at the factory of the Victor Talking Machine Co., Camden, N. J., for the new Victrola IV., that sells for \$15 list, is reported as unprecedented. As the saying goes, the machine has caught the public fancy and is "selling like hot cakes." As an instance of the truthfulness of this statement, heard in every quarter it may be said, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, remarked:

"I believe I have sold to dealers more and larger orders of the Victrola IV than any other man in the business. I have booked several for over a hundred, a number for a hundred, and a lot running all the way down to five in a lot. This (Monday) morning we received three telegrams for seventy-five from one dealer, and two more for fifty each. If we could only get the goods. The factory is away behind on orders and we are doing the best we can to satisfy our dealers on the allotment plan. It certainly is a great hit. My opinion is that the Victrola IV is bringing a new class of people forward as buyers of Victor machines and records."

Another Victor man present subsequently remarked: "In spite of the fact that the Victrola IV is going like wildfire, I am of the opinion that the star seller of the holidays will be the Louis XVI Victrola, the highest priced machine on the list."

G. T. Williams, manager of the N. Y. T. M. Co., finally started on a vacation to the mountains and streams of the Tar Heel State last Saturday. Before returning he will call on a number of dealers in other parts of the South, regular customers of the company, and no small number at that.

Forget yourself. In selling, get the prospect interested in your goods, and not in you.

TRADE GOOD IN CLEVELAND.

September Business Exceeds Expectations and October Begins Well—Recent Visitors of Record—F. B. Guyon in Charge of B. Dreher's Sons Co. Department—Busy at U-S Phonograph Plant—What the Various Dealers Report Anent Conditions—New Machines Tend to Stimulate Sales—New Stores and Departments Opened.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 11, 1911.

The talking machine business in Cleveland during the month of September exceeded the expectations of most of the dealers, and was generally very satisfactory. October has started in with a show of continued improvement, and dealers are preparing for a larger than usual fall and holiday demand. Now that the cooler weather is setting in, and the long evenings are at hand when the home has added attractions, the new musical records are especially interesting and their sales are rapidly increasing.

B. Feinberg, special wholesale representative of the Columbia Phonograph Co., on his way South stopped over for a few days the first of this month. He expressed himself highly pleased with the conditions of the Columbia trade at all points he had visited.

George Collister, senior member of the firm of Collister & Sayle, died at his home October 3. He was forty-nine years of age. Mr. Collister engaged in business with William F. Sayle in 1893. While the principal business of the firm was in the sporting goods line, they did a large talking machine business, being Cleveland distributors for the Victor Co.

J. B. Kenyon, of Bedford, O., was in the city recently, stocking up with the Edison "Model O" and "Model R" reproducers. He said prospects looked good for a fine fall trade.

W. H. Huy, of the Phonograph Sales Department of Thomas A. Edison, Inc., spent several days in the city and contiguous territory the last of September.

A. A. Probeck, son of George J. Probeck, formerly of the Brown-Probeck Co., is now assistant to his father in the Columbia Dictaphone Department. He is posted in the trade, of good ability, ambitious, and is bound to succeed.

H. E. McMillin, Jr., of McMillin's music store, is on a western vacation, combining business and pleasure.

John C. Quale, who had been superintendent of city school buildings for fifteen years, resigned on account of ill health. He was presented by school board employes with a beautiful phonograph and fine list of records.

Recent visitors were Mr. Heffelman, of Klein & Heffelman, talking machine dealers, at Canton, O., who called on the distributors last week, and H. H. Noyes, representative of W. D. Andrews, of Buffalo, who stated that business was excellent.

Arthur L. Parson, manager of the retail department of the Eclipse Musical Co., was married to Miss Ella Keenan, September 24th, and is on a wedding trip East.

F. B. Guyon, the oldest—the original Cleveland talking machine man—has been engaged by the B. Dreher's Sons Co., and has taken the management of the talking machine department. Mr. Guyon's long experience and extended acquaintance make him a valuable acquisition to the staff of Dreher salesmen. The entire second floor of the company's quarters is occupied by Pianola-players, aeolians and talking machines, making one of the few floors where one can purchase self-playing musical instruments, ranging in price from \$15 to \$15,000. Mr. Guyon said the sales of both Victor machines and records was good, and that the company was pleased with the business.

The Edison jobbing house of Lawrence H. Lucker has already established a large and rapidly increasing business. W. L. Mevers, who opened the store here, has resigned and returned to Minneapolis, and A. O. Peterson has been appointed manager. Mr. Peterson was formerly with the Eilers Music House, and had charge of the

branch at Tacoma, Wash., for several years; previous to that he was at the Lucker St. Paul branch. He is competent, thoroughly posted in all branches of the business, and Mr. Lucker is to be congratulated on securing his services again. Trade was reported good throughout September. Dealers, it was stated, are stocking up, especially with a good supply of combination attachments. The exceptionally good October list of records are selling well. A good fall trade is predicted.

At the headquarters of the U-S Phonograph Co. business was reported very encouraging all along the line. "We are very busy in the factory," said Mr. Nisbett, "and are increasing our force all the time, and are compelled to work overtime. We are now doubling our record output to meet the increasing demand. Altogether conditions with the U-S are of the most prosperous character."

By the first of November the U-S will open distributing stores at Albany, N. Y., and Atlanta, Ga.

The Chicago store of the U-S, which was destroyed by fire in August, is again doing business with a complete new stock.

H. B. McNulty, a talking machine man of large capability and long experience, who has been with the U-S Phonograph Co. from its inception, attended the National Association of Druggists' convention at Boston, in charge of the exhibit of U-S goods. He demonstrated to the satisfaction of the citizens of the Hub that the U-S Combination Phonograph is not only an ingenious work of art, but an instrument of decided musical excellence.

The A. D. Coe Piano Co. have taken on a complete line of U-S phonograph machines and records, and have given them conspicuous prominence in their wareroom. In point of age, A. D. Coe, president of the company, is the dean in the piano trade in Cleveland. The business was established in 1878, and has grown to large proportions. The U-S Phonograph Co. will largely benefit from the extended acquaintance, and well known reputation of the Coe Piano Co.

George J. Probeck, manager of the Columbia Dictaphone Department, is pleased with conditions and prospects.

The business of Charles I. Davis has grown to such an extent that he required more room for his talking machine trade, and he has taken one of the stores in the new Euclid Arcade, where sheet music will be exclusively handled.

The Columbia Co. are not complaining of business conditions at the Cleveland branch. "We did the largest volume of business in September of any month since we opened the branch here," said George R. Madson, manager. "Our new hornless graphophone is a great seller, and we have many prospects in sight for the new \$150 Grafonola. We are having many inquiries for the Regent line, and sales for these superb machines are increasing and we shall be disappointed if October does not prove a great Grafonola month. The Cleveland buyers of Symphony records appreciate our getting Cecil Fanning, for an exclusive Columbia artist, as he is very popular here."

T. H. Towell, of the Eclipse Musical Co., is well pleased with conditions. He said business was good, and things were coming along in fine shape. "We are unusually busy in the wholesale department," he said. "Orders are daily coming in, in increasing numbers, and generally for the very best class of machines and records. The demand for Victor goods is growing to wonderful dimensions. Trade in our retail department is fine, and there is every indication that the holiday trade will be of large proportions."

Collister & Sayle, who handle Victor goods exclusively, and are Cleveland distributors, are having a fine trade in Victrolas, in both the wholesale and retail departments. Phil Dorn, manager of the department, said the Victrola IV, at \$15, needed no argument with purchasers, and is a good seller. He stated the fall business was fine.

R. Svehla, proprietor of the West Side Columbia store, stated he was well pleased with business conditions and prospects. He deals in gra-

(Continued on page 40.)



Call us and see our hand

There's no bluff about our prompt service.

When we say we "ship all goods the same day the orders are received" we mean just that—all the time.

And you know what a big advantage it is to any dealer to be absolutely certain that his jobber will back him up with instant service.

If you order from us you won't have any grouched customers on your hands. You won't have people stamping out of your store because the goods they ordered have not been delivered to you by your jobber.

Deal with us and you can always tell exactly when a customer can have his goods. For you can always depend upon the goods leaving our establishment the same day the orders are received.

Try us out on anything in the Victor line. We have right here without "sending to the factory" for them, a complete stock of Victors, Victor-Victrolas, Victor Records, cabinets, fibre cases, needles, horns, repair parts—all accessories.

Don't trifle any longer with jobbers who get you "in bad" with your customers. Let us show you what we can do.

Write us to-day for our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street, New York



TRADE GOOD IN CLEVELAND.

(Continued on page 39.)

phonophones and records, pianos, etc., at his two stores, 1831 West 25th street, and 1501 Fleet avenue.

Business at McMillin's Music Store is booming. Mr. Kellogg said they were doing a fine Victor business, and that he already has orders for Victrolas for Christmas delivery. He stated that business generally was up to his expectations.

The W. H. Buescher & Sons Co. state that their record sales have increased 50 per cent this year and are still increasing.

Mr. Friedlander, of the talking machine department of the Bailey Co., said he had sold more machines and records in September than in any previous month since his connection with the house.

Shinn & Crombie, of Oberlin, O., and A. O. Wright, of Berea, O., are exclusive Columbia dealers, and have just taken on a full line of Columbia goods.

The Caldwell Piano Co., while extensively featuring their piano line, have not been neglecting the talking machine department. "Our Victrola business," said Manager H. D. Saraxton, "is good, particularly with the XIV and XVI machines. Trade is increasing and is now the best since the department was opened. We expect a large holiday business, and already have several orders for Victrolas to be delivered next month."

The installation of the Victor talking machine department by the W. F. Frederick Piano Co. has not been consummated owing to delay in completing the booths. They are nearing completion, and the company will be ready for business the first of November.

The United Factories Co., 1440-50 West 3d street, dealers in Edison goods, are doing a large mail order business. The manager states that the business in the talking machine line is growing to large proportions.

L. M. Coblitz has started a new talking machine store at 7405 Woodland avenue, with a full line of Edison goods, purchased from Lawrence H. Lucker, Cleveland distributor. Mr. Coblitz says business has opened up very satisfactorily. He was formerly in the talking machine business

with his brother, at 5903 Woodland avenue, but they sold out and ceased business several months ago.

ADDITION TO COLUMBIA LINE.

"Baby Regent" Latest Model of Hornless Machine Supplied to the Trade—Attracted Much Favorable Attention at Piano Trade Exhibition in Chicago—How the New Machine Is Announced.

The "Baby Regent"—following the approved nomenclature in the piano trade—is the latest addition to the splendid product of the Columbia Phonograph Co., General, New York. This hornless cabinet machine was shown for the first time at the Piano Trade Exposition in the Coliseum, Chicago, June



THE COLUMBIA BABY REGENT

last, and attracted close attention on the part of music dealers carrying or about to establish a talking machine department, or contemplating the handling of a profitable and satisfactory talking machine. The letter recently sent to the trade by Geo. W. Lyle, general manager of the company, bearing on this subject follows:

"To Columbia Dealers—

"Gentlemen: The 'Baby Regent' at a hundred dollars. News and good news! It turns out that we shall be able to include this third 'Regent' in our regular list considerably earlier than we hoped—and so we are taking the first possible opportunity to notify you. Among all the musical instruments offered to the public the 'Regent' has, from the first, held the unique position of being the only one that is non-competitive in the full meaning of the word. The new \$150 Grafonola 'Nonpareil' is truly non-competitive, when the customer goes as far as making comparisons; and the Grafonola 'Favorite' is as truly non-competitive in that it was the first and is still the only cabinetted machine at \$50.

"But the 'Regent' is so distinct a departure in its form as well as in its tonal capacity that there simply is and can be no substitute for it. When a man has developed any interest in a table type of sound-reproducing instrument he must buy a Columbia. It has been our definite purpose to produce a family of 'Regents'—the original 'Regent' for the library, the living room or wherever there is room for a full-size library table, and \$200 to buy it with; the lately announced 'Regent Junior' at \$150, to meet the demand for a modified 'Regent' of smaller size and smaller price; and now the 'Baby Regent'—ideal in its novel and graceful combination of compactness and serviceability and musical capacity—for the small apartment, the boudoir, or wherever, in fact, a beautiful square table of modified Louis XVI design is appropriate.

"So here you have the 'Baby Regent,' ready for immediate delivery, and non-competitive in the fullest degree, the \$100 member of the 'Regent' family, as unobstructed and as usable as any table, with its musical features completely disguised until put into operation, with a sliding drawer to carry all the mechanism, and an astonishing quality and volume of tone, at the instant command of the owner. Deliveries at once—yes, but there is sure to be a flood of orders, and you will do well to have your order written with to-day's date on it. Regular Grafonola discounts."

DOLBEER'S LONG TRIP.

The Sales Manager of Thos. A. Edison, Inc., on Extended Trip Which Will Take Him to the Pacific Coast—Edison Plant Very Busy.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., left on an extended trip through the western country Friday of last week, and will go to the coast. Mr. Dolbeer will touch at Chicago, Minneapolis, St. Louis, Kansas City, Omaha, Portland, Seattle, San Francisco, Los Angeles, etc., and is expected to be back at the factory November 15.

The plant is busy, especially in the departments handling the Amberola hornless cabinets, and the way orders are coming in it will not be long before the company will be working three shifts daily.

Does a clerk draw his pay from his employer or from the store's customers? If he is good for anything he draws it from the customers—from those whom he makes regular buyers of his employer's goods by his courtesy and tact. No clerk ought to be willing to take his employer's money, unless he first put it there through his ability as a salesman.

60 YEARS' EXPERIENCE

PATENTS

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POLYPHON

TALKING MACHINES



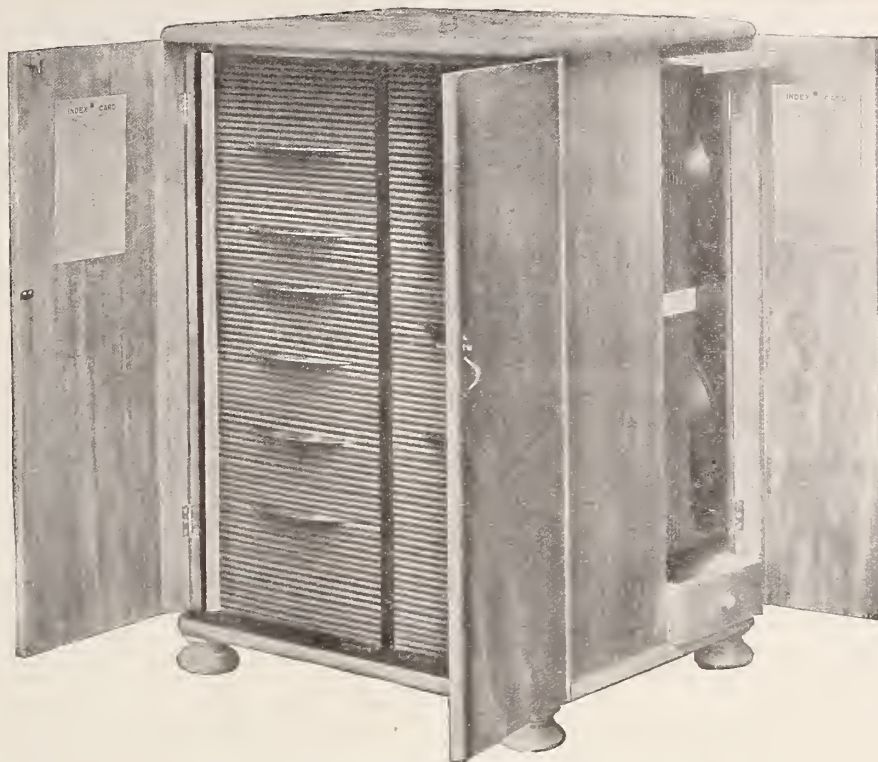
Single and Double Spring Cases

Tapering or Cylindrical Tonearms

Sole Manufacturers

Polyphon-Musikwerke, A.-G.
Leipzig-Wahren

**Salter
Patent
Felt-Lined
Horizontal
Shelf
Record
Cabinets**



**The Most
Valuable
Innovation
in Disc
Talking
Machine
Cabinets
in Recent
Years**

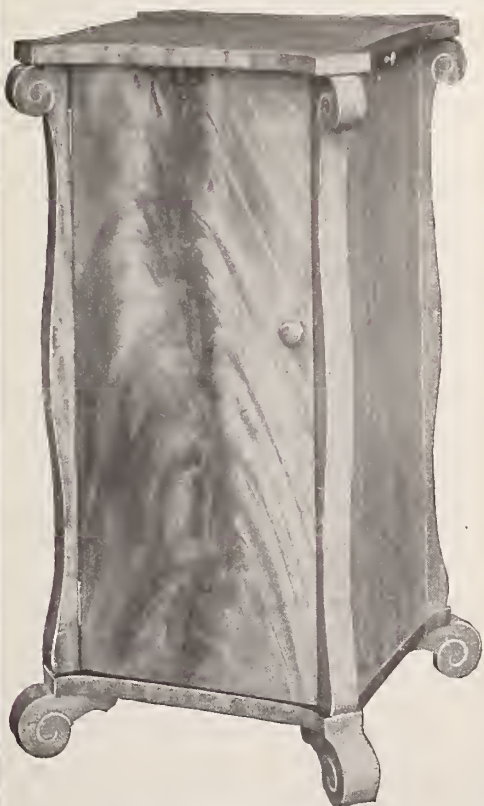
DISC CABINET (Open).
Made to hold 338 Disc Records, 10 and 12-inch.

SALTER MFG. CO.

Sole Manufacturers

339-343 N. Oakley Ave. CHICAGO, ILL.

The Salter Horizontal Felt Lined Shelves

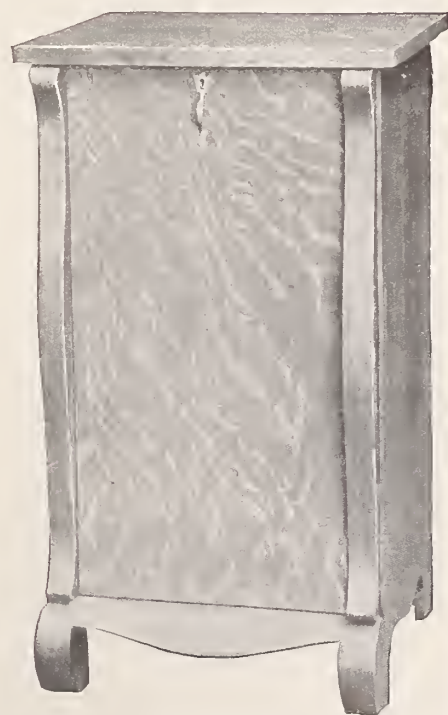


(Colonial Style.)
No 789. DISC CABINET (Closed).
57½ in. high. Net size of top, 17x17.

prevent the records from warping and scratching, they give greater capacity and yet furnish a separate compartment for each record. The only practical cabinet for both double and single faced records.

⚠ Beware of cheap, poorly constructed imitations. Salter shelving is made of specially prepared wood, which keeps in position and does not sag.

⚠ Send for new catalogue showing our extensive lines of disc and cylinder record cabinets.



(Colonial Style.)
For Disc or Cylinder Records.
Size, 33 in. high. Top, 19½x17½ in.

Columbia Catalog, page twenty-two:



The Grafonola "Regent" at \$200, with the sliding drawer,—a better table and a better musical instrument than ever.



Columbia Phonograph Co., Genl., Tribune Building, New York

THE MODERN VS. THE PRIMITIVE.

Talking Machine Used to Record Story of California Aborigine—A Tale of the Time When Man Was the Companion of the Fox and the Coyote—Took Two Days to Tell Complete Story—Born of the Wilderness.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 6, 1911.

This is a story born in the California wilderness in the days when men were little brothers to Coyote and Silver Fox and "good hunting" was the password of the jungle. It was sung a few days ago into the mouth of a phonograph. Thus the world jogs on.

After he had been convinced by T. T. Waterman, instructor in anthropology at the Affiliated Colleges, that the talking machine would not hurt him, Ishi, the last of the Deer Creek tribe, who was captured in Tehama county last week, sung tirelessly in a sweet, high voice of the ancient legends of his people.

Ishi takes things as they come now. He has almost lost the power of being surprised. The multitude of new emotions that have come to him have left him dazed. You might feel for him if you were transported suddenly to Mars.

Think of a man who knows nothing of time except to see Tuihi, the sun, sink behind the trees and the moons of a hard winter; who does not care whether it is Thursday or Friday or payday; who does not have to get up in the morning and gulp coffee and rush for the car; who knows nothing of Socialism or Equal Suffrage or Taft; who can always go out and fish when he wants to or lie in the sunshine all day; who obeys only the call of his stomach, and the call of wild nature for hunting; who knows by the faintest bending of twig or sound what animal has passed; who never wonders about his work in the world and knows nothing of the meaning of ambition of success.

There you have Ishi, who sings of the wood duck and is pleased with a stick of colored candy or a gilded ring. He has the smile of a child and a soul that is still unfreed from the glow of the morning of things.

It took Ishi nearly two days to tell the various stories or legends. From a recording point of view they were most successful, and will form a valuable addition to the library of records now extant of the fast disappearing Indian tribes. Translations of the legends will be made and filed with the originals.

TEXAS INDUSTRY GROWS.

Three Factories for Manufacture of Wax from the Candelilla Plant at El Paso.

(Special to The Talking Machine World.)

El Paso, Tex., Oct. 4, 1911.

The manufacture of wax for phonograph records from the candelilla plant which grows in West Texas is rapidly becoming a large industry. Three factories already have been erected.

John Young, of Alpine, has sold to a candelilla company 30,000 acres of candelilla plant in Brewster County.

A FIGURE IN THE CABINET TRADE.

John Mortensen, Secretary and Treasurer of the Salter Mfg. Co. Has Been with That Concern for Twenty-Four Years—Well Acquainted with All Departments of Business.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 9, 1911.

John Mortensen, whose genial countenance is shown in this connection, is not only one of the best posted men in the talking machine record cabinet industry, but enjoys the distinction of having been twenty-four years with one house. He graduated from business college as a mere boy, and immediately had a position with the



JOHN MORTENSEN.

Salter Mfg. Co., of this city. George W. Salter was quick to recognize the good material of the young chap, and gave him a thorough training. After a brief period in the office, Mortensen made the circuit of the factory, working at the bench, in the finishing department, and getting a practical knowledge of every phase of the business. He soon became Mr. Salter's right-hand man in the conduct of the large concern, and when the company was incorporated some years ago, Mr. Mortensen was made secretary and treasurer. His special province is the selling end of the business, but his knowledge of manufacturing enables him to work out in a practical manner suggestions received in his contact with the trade for the improvement of the product from time to time, and its adaptation to the changing needs of the industry.

BARLOW'S SON CO. "OPENING."

A formal opening of the new warerooms and beautiful recital hall recently completed by the G. A. Barlow's Son Co., at 130-32 East State street, Trenton, N. J., took place on Wednesday, Thursday, Friday and Saturday of last week. There were recitals every day at half-past three and 8.30 p.m., when well-known artists were heard accompanied by the player-piano and other musical in-

struments handled by this house. Their line of Victor talking machines and records is very complete and aroused much interest. This department is in the rear of the main floor, and in addition to the commodious general showrooms there are four handsomely decorated sound-proof rooms for demonstration purposes.

ADVERTISING PHRASES

For the Great Sign at Broadway and 38th Street—Some 7,428 Bearing on the Edison Phonograph Turned in from All Over the World.

Recently the concern owning and operating the Roman Chariot Race electric sign, designated "Leaders of the World," at Broadway and Thirty-eighth street, on top of the Hotel Normandie, New York, inaugurated a prize contest for the purpose of securing effective or snappy catch phrases or slogans that might be used by advertisers, confined to one in each line of business, using the display. Among them is Thomas A. Edison, Inc., Orange, N. J., exclusive in the phonograph field. The same sign is also used in Detroit, Mich., on Woodward avenue, opposite the Hotel Pontchartrain, and contains about 20,000 electric bulbs, requiring 600 h.p. to operate. Over 500,000 feet of wire (about 95 miles) is used, making necessary over 70,000 electric connections.

The operating company, in order to obtain "copy" the contracting advertisers might use, offered \$15,000 in cash prizes. The contest was liberally advertised in full pages in leading daily papers in eighteen cities, and also in the Paris edition of a New York journal. The total number of phrases submitted was 500,000, of which the Edison Co. received 7,428, from all parts of the world. Of the lot the company selected fifty, which they will use from time to time.

ON WHAT SUCCESS DEPENDS.

Depends on Just How Much We Put Into What We Do.

Success depends on how much of our own selves we are willing to put into what we do. Little of self, little success. The whole heart in all that is done, means the highest degree of success. More than that. All such things are passed on from one man to another. If we do our work well, our neighbors are apt to follow in our footsteps, and so the world is made a little better.

Your chief value, wherever you are, is in your knowing a little more about the business you are in than does your rival. You must know, even if you have to work overtime to get the information.

Charles Eeker, who conducts a general store at Cragmoor, N. Y., is also a Victor dealer covering a wide territory at that point. He has built up a nice trade, and now that the vacation season is over he will have more time to concentrate on working up business among the permanent residents in his territory. "Charlie" is obliging and popular and is much-esteemed.

SYSTEM FOR CONDUCTING A RETAIL TALKING MACHINE BUSINESS.

Prepared Especially for The World by L. C. Parker

Manager of the Talking Machine Department of Gimbel Bros., Milwaukee.

[Mr. L. C. Parker, the writer of this interesting contribution, is the manager of the talking machine department of Gimbel Bros., Milwaukee. His systematic and intelligent administration has won the most favorable comment, and he has received many requests from dealers to explain his system for conducting a retail talking machine business. At the request of *The World* he has been good enough to prepare the following article, which sets forth his plan of operation.—EDITOR T. M. W.]

To carry out this system as outlined, it is necessary to have four styles of index cards differing slightly in ruling and color, two maps of city, an order book and an inventory book. The order book to show just what was ordered and to whom order was given. The "inventory book" to show just how many of each record or machine was received each month, and for noting just what is on hand when inventory is taken, showing which are the sellers and just how fast they are going. The "prospect" and "information" cards are kept in conjunction with one city map to take care of prospective machine buyers, and the "mailing" and "location" cards are kept with the other map to get the best results from record buyers.

We will first take up prospects and method of handling them. Several different methods may be used for getting hold of prospects besides those which come to the store, among which are the telephone book, asking customers if they know a friend who might buy, sending out circular letters, oiling and adjusting machines and general advertising.

The principal advantage of such a system as this is to intelligently and systematically follow up prospects, so as to sell to the greatest possible per cent.

Prospect Map.

The map is mounted on a double frame. First make a frame, size of map, of one-inch material, over which tack a piece of heavy cloth, stretched tightly. On top of this fasten another frame of the same size of one-half inch material. Over this stretch and fasten the map, which has already been pasted to some thin cloth for a backing. The object of the heavy cloth, which will be one-half inch from the back of the map, is to hold pins straight and firm, so they may be pushed clear in and not wobble or fall out. This description also applies to map for mailing list.

Prospect Card.

This card is made out when the prospect is gotten and is kept in the alphabetic file, and is never taken out of that file except for reference. Notations are made on it where to find its "information" companion card, which is kept in the "tickler" file, and on which card the details regarding calls made by the prospect to the store, style of machine examined and calls made on prospect by salesmen.

Information Card.

This is made out from, and at the same time with, the "prospect" card, and is kept in the "tickler" file behind the date when the next call is to be made. Besides showing the prospect's name and address with all information possible to obtain at the time, in the upper right hand corner is noted between which cross streets it is located, so that making up route for salesmen, a pin may be put in the prospect map, at the exact location of each call.

Each day as the "tickler" brings up cards to be called on, a pin is put in the map for each card, and cards are then put in their proper order, so as to take the least possible time, carfare and walking to call on all. The map used in this way will save a great many steps and considerable time.

Pin is taken out of map if report on card disposes of it for the time being, but if party is out, the pin is left in map until a report is made and noted on card.

The result of each call is noted on the card so that the one making the next call may know just

what has been done and said, to date. The card is then set ahead in the "tickler" file to the date considered advisable for the next step, whether a call, letter, catalog, telephone call, or other means of influencing prospect. This date is noted on the "prospect" card, which insures a ready means of locating in case it is necessary to consult the "information" card at any time.

The cards used are not made for the purpose, but are simply regular stock cards, which, by reason of the color, do very well. By using cards of different colors, a great deal of confusion may be avoided. The "information" and "location" cards ought to be of different colors for this reason.

By sending a supplement each month to each prospect, they may finally find some certain song cataloged which they will come in to hear, and that song may do more to help them to decide than a "ton of talk." Even after a customer is reported as "positively no good," the "information" card is destroyed and the "prospect" card is marked N. G., but it is saved and a supplement is sent each month just as regularly, with the hope that it will either finally induce them to buy, or that it will fall into the hands of a friend who may be interested. Just the supplement will usually find a welcome when a letter or call might antagonize.

Beside calling on prospects, a regular set of follow-up letters is sent them, and announcements of all new things which the Victor Co. get out are sent, with an invitation to come in and investigate. When sale is finally made, the prospect and information cards are destroyed, after making out "mailing" and "location" cards.

METHOD OF HANDLING RECORD BUYERS.

"Mailing List" Card.

By pasting to this card the numbers of records purchased, you may know at a glance by referring to it, just what records they now have, and be able to suggest which will be most apt to appeal to your customer.

Record buying at best is always trying, and it is especially irritating to a customer to have records suggested or played which they already have or which are not to their liking, besides being a loss of time to the customer and clerk.

It is always desirable to make the largest possible sales by playing the least number of records, and this card will help to do that.

Keeping this card up to date also enables the dealer to know just how frequently the customer buys, and if they have dropped off for a month or two it is time to find the cause. The first of each month each card is stamped with "month stamp," and if no records are bought during month, it is apparent by the monthly stamps coming together, making it easy to pick out and put in "dead list" for "special treatment" when three of these stamps come in succession, showing they are either buying elsewhere or have lost interest in their machine. A letter asking reason and carrying with it some person appeal, with perhaps a reference to some particular record which you believe will please them as well as some certain record they already have, enclosing a stamped, self-addressed envelope, will usually bring a reply or a call and renewal of their trade. If they are brought back and buy only one 60 cent record, it has paid. By separating cards into classes, circular letters may be used effectively.

The writer sent out 424 such circular letters on the same date, to customers who were in the "dead list," either because they had not bought records within four months, or whose names had been given by acquaintances and who had never bought of us.

The result for the first ten days was twenty-eight answers, only two of which had a complaint, and that was because we wouldn't leave records out over Sunday on approval.

Within ten days, thirty-three of the 424 bought a total of \$119.65 worth of records and needles, and the result before anything further was done to influence this list, was sixty-nine customers brought back, buying a total of \$415.10 worth of Victor product. Many of the remainder have since come in and are buying regularly, so that the results were very satisfactory. By systematically keeping after the "dead list" it is kept down very satisfactorily.

The application of this system will soon show its value in actual results, and if kept by an intelligent stenographer, who will keep tab on the slow buyers and write each one a personal letter, mentioning some of the new records which are "fully as enjoyable as 'I Hear You Calling Me,' which you bought last December, and 'My Hero,' which you bought in January," etc., it will be found that the customers will feel complimented by your memory (?) and the personal interest taken in their behalf.

A great deal of good is also found in sending out letters with the supplements, dwelling upon

(Continued on page 44.)

"A Splendid Idea and One That will Make a Hit with Our Customers."

That in substance is what the Jobbers are saying about *The New Udell Table Cabinets*. Any of the Victrolas from IV to XI can be used on our Table Cabinets. We furnish them in Mahogany or Oak (Victor Colors). Will ship either with or without the albums. Beautiful Photographs of Table Cabinets sent to dealers together with our Catalog on application. Get in touch with your nearest Jobber or write us for his name. Of course your customary Victor discounts apply.

THE UDELL WORKS, Indianapolis, Indiana

SYSTEM FOR CONDUCTING A RETAIL TALKING MACHINE BUSINESS.

(Continued from page 43.)

the merits of some of the better records and asking for suggestion and criticisms.

In writing circular letters, the writer finds it makes the letter appear genuine and personal if about three typographical mistakes are left in it and the corrections are made in ink and the letter signed in ink.

It is easy to make a personal appeal, referring to special records as above suggested, by making this a postscript to the circular letter.

Location Card.

Location card is filed behind index card in the street index file and kept in its place numerically. Notation in right upper corner shows between which cross streets it is located, as for instance, where prospect is on Dover street, the notation indicates it is between Main and Elm streets, nearer Main street. Out of town cards are kept behind cards bearing name of town.

This card will be found very valuable where the name of a regular customer cannot be recalled. By simply asking street and number, the customer is complimented by believing their name is remembered. The name may then be easily found by referring to "street index."

A map of the city put on a frame with cloth back so the pins won't fall out, with a pin where each customer lives, may be kept by the aid of this card. By having a pin in the map at the exact location of each customer, the close proximity of other machine owners may be readily determined. This is valuable to impress prospective buyers by showing who are owners in their neighborhood. In sending a man to oil or adjust a machine, he may just as easily call on those in the immediate vicinity with practically no added expense, but usually with profit to the dealer, especially if he has some of the new, best selling records along with him and plays them as an excuse to test the machine. As much as \$10 worth of records have sometimes been sold in this way by a man sent out by the writer, and to people where no arrangement had been made to call. Many letters have also been received, expressing thanks for the interest shown in the welfare of their machine and collection of records. Many whose names had been given by acquaintances, and who had received our supplement regularly for months without moving them to give us some of their record trade, were made regular customers, with a renewed interest in their machine simply by oiling and adjusting by a "salesman"—not merely a mechanic.

The salesman may keep the owner in the room under the pretext of showing them how to oil and care for their machine and by using diplomacy find out what records will appeal to them, and then use these to "test out" the machine, using the fibre needles—using the sound box he has with him if their sound box is not equipped for them.

It is usually easy to induce them to make out a complete list of the numbers of the records they have in their collection and forward to the store by mail or leave the first time they call, if it is explained to them these numbers will be copied onto their mailing card as a permanent record of their collection, and that it will enable you to give them better service when they are buying records by knowing just what they have at home.

Then the same tact will usually get a list of their friends who have machines, so you may extend to them the same courtesy of oiling and adjusting.

Last, but by no means least, get a list of their acquaintances who have enjoyed their machine and who might be interested, giving as a reason that you wish to put them on your mailing list for all new announcements of Victor Co., but see that they are called upon by a salesman and reported upon unless you have promised not to do so when getting the name.

Very often in taking telephone orders for records, the name cannot be understood plainly, and it will vex the customer to ask them to repeat it too many times. It may be easy, however, to understand the street and number and even if you do have to have this repeated, it is less liable to ruffle the party at the other end of the line.

here is where the "location" card again comes to the rescue.

Method of Ordering and Keeping Stock.

Carbon copy in order book shows just how many records were ordered by each number, and each —(in red) denotes one record received with date of receipt also in red ink.

In column to left of record number in "inventory book," is designated, by red dashes, just how many of these records we aim to keep in stock and this number is determined by the relative sales merit of his particular record. For instance: If last year we sold thirty-six of a certain record, we aim to keep in stock four records (see No. 16,000 on inventory leaf). If we sold fourteen last year, we keep two on hand (see No. 16,001).

Sample "inventory book" leaf shows stock taking four times a year. This may be done every month, twice a year, or only once a year.

In column at right of record number is shown the number of records sold last year. By taking the number of 16,000 on hand January 1, 1910 (4) and adding the records received during the year one in January; two in February, four in April, etc., we have at the end of December a total of 36 records, from which we subtract the four we find we have on hand January 1, 1911, which shows we have sold 32 during 1910.

In the 31,000 series example, it is treated as though an incomplete stock is kept and the dashes at the left represent the actual number kept on hand. In the case of No. 31,029, this record is not kept in stock, but some customer in July wanted or thought they wanted this record and it was or-



L. C. PARKER.

drawer and the order is made up only from the empty envelopes.

Where more than one of a certain number is kept in stock, the first or original envelope is left its original size, but the following envelopes are cut

| | DEC | NOV | OCT | SEP | AUG | JUL | JUN | MAY | APR | MAR | FEB | JAN | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | 4 | | 4 | | 3 | | | 2 | | | 4 | 16 | | | | | | | | | | | | | |
| | 1 | | 2 | | | | | 1 | | | 2 | 0 | 0 | 1 | 14 | | | | | | | | | | 32 |
| | 1 | | 1 | | | | | 1 | | | 1 | 0 | 0 | 2 | 1 | | | | | | | | | | 2 |
| | 2 | | 1 | | 2 | | | 1 | | | 2 | 0 | 0 | 3 | 8 | | | | | | | | | | 4 |
| | 3 | | 3 | | 1 | | | 2 | | | 3 | 0 | 0 | 4 | 20 | | | | | | | | | | 8 |
| | 1 | | 1 | | 1 | | | 1 | | | 1 | 0 | 0 | 5 | | | | | | | | | | | |
| | | | | | | | | | | | | | 16 | | | | | | | | | | | | |
| | | | | | | | | | | | | | 31 | | | | | | | | | | | | |
| | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 0 | 1 | 2 | 17 | | | | | | | | | | 11 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | | | | | | | | | | | 1 |
| | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 8 | | | | | | | | | | | |
| | 1 | 1 | 1 | 1 | 1 | | | | | | | 0 | 2 | 9 | | | | | | | | | | | 1 |
| | | | | | | | | | | | | 0 | 5 | 8 | | | | | | | | | | | 1 |
| | | | | | | | | | | | | | etc | | | | | | | | | | | | |
| A | | | | | | | | | | | | B | | | | | | | | | | | | | C |

SAMPLE INVENTORY—BOOK LEAF.

A—On hand the first of following year.

B—In this column is designated how many of each record is kept in stock.

C—Number of records sold during year.

dered and is shown as having been received. But after hearing it, customer did not like it, so it is shown in stock each month thereafter. Likewise with No. 31,058. This record was ordered in August and sold in August, so does not show at all on the stock side.

A book is made each year and the quantity of records sold during the year of each number carried forward, from which we determine how many of each number shall be kept in stock.

This admits of carrying less stock and doing a greater volume of business, because in the example of No. 16,000 we aim to keep on hand four records. Suppose two are sold, there will still be two on hand to sell while the two ordered are coming in. This is much better than to wait until they are all sold before ordering.

Every record is kept in a heavy stock envelope which bears the corresponding record number on upper right-hand corner and these are kept standing on edge in a dustproof drawer in numerical rotation, with number on envelope next to front of drawer, so by running the thumb along one easily comes to the number wanted. If the record is sold the stock envelope goes into the order-

er of an inch shorter so that one can tell immediately by looking in to the drawer which are the sellers and in making up a list for a new record, customer who has just purchased a machine, it enables the dealer to make up a good selection quickly and of such numbers as more than one are carried in stock, without depleting or crippling your stock of selections.

When records are sent out on approval—though we think this method should be used very sparingly—the empty envelopes are put into leaf of wrapping paper folded in the middle with date and party's name near the fold. These are stacked up with fold outward so the name may be easily read.

When records are returned they are examined and put back into their respective envelopes and the envelopes of the records which were kept by customer are put into the order drawer.

Record orders are made up from the empty envelopes only making it easy to get out order without having to look over stock. When records are received and put into these envelopes such records as were not sent may be ordered of another jobber immediately by simply making up order from remaining empty envelopes.

THE TALKING MACHINE IN FICTION.

Plays a Principal Part in a Stirring Story of the West, Written by George Pattullo for the "Saturday Evening Post."

It had to come and at last it is here—the story in which the talking machine plays one of the principal parts. In the Saturday Evening Post of September 30, George Pattullo, who writes charming stories of the West at the time of the wide cattle ranges, the cowpuncher and the bad man, contributed a story entitled "The Musical Outlaw," where the influence of talking machine music on the outlaw influenced his host to protect him from the sheriff seeking his capture and incidentally held him so strongly in its grip that he passed by the opportunity to take a pot shot at the brother of his host who he had been waiting for.

According to the story, the fugitive from justice was addicted to the playing of a harmonica and while setting on the veranda of the ranch house in the evening was moved to make a little music on his own account. Then the talking machine is brought into the story.

"It's right peaceful," Luke remarked, and he drew out his mouth-organ. The rancher regarded him anxiously—Luke was giving the instrument a preparatory polish.

"Said Henderson: 'I say, you aren't going to play that thing?'"

"Sure! You've been right kind to me. What'd you like to have?"

"Wait," his host begged—"Wait just a minute, Mr. Walker."

To Walker's considerable astonishment, Henderson went hurriedly indoors. Left alone on the porch, Luke stuck his hand inside his shirt and kept it there. Suddenly he stiffened and got half-way out of his chair. He had distinctly caught the click of a gun-hammer; but what followed seemed to puzzle him. There was a soft whir, as of well-oiled machinery, and the next moment a human voice rose in liquid sweetness. Luke had never heard anything quite like it, and it gave him a peculiar, tingling sensation up his spine. As the golden sound soared in Rudolph's narrative from La Boheme, he dropped back into his seat and tried, with unsteady fingers, to roll a cigarette. Henderson rejoined him.

"Where've you got him hid out?" Luke asked. Nobody could fool him that way.

"Oh, that's a machine."

"It is? I swan!"

"He did not move a muscle while the song lasted. Twice the rancher spoke to him, but he might as well not have been on earth for all the notice Walker took. When it was finished he coughed and inquired what the man had been singing about."

"Is that so? He's one of them dagos? That's most amazing, ain't it?"

"Henderson went in to put on another record and Luke called to him:

"I done heard a feller sing at one of these here moving-picture shows in Albuquerque once. Say, it was just as clear as a bell. Silver Threads Among the Gold, it was; but this guy of yours can sing most as good as him."

"Again, as he listened, he expressed astonishment that a foreigner should be so gifted. It struck him as contrary to the scheme of creation."

"It'd take a lot to beat that dago feller," he admitted.

"Wait. Here's the best yet. This'll make your hair curl!"

"The rancher stood by and watched with the pride of a father in his child while his guest drank in the sextette from Lucia. He saw Walker grow tense and the toes of his boots begin to move slowly up and down.

"It fair makes the hair lift at the back of my neck," he confessed.

"When Journet came crashing in with his pipe-organ bass Luke could stand the strain no longer.

"Jumpin' Jupiter!" he exclaimed, wiping beads of perspiration from his forehead. "That gen'l'man's a sure-enough man. What's it all about, anyhow? What're they saying to each other?"

"As well as he could recall, the rancher told him the story of the Bride of Lammermoor. It was dark upon the porch now and he could not see his visitor's face; otherwise Henderson would not have been so nonplused over the insistence with which Walker requested him to go over and over certain portions of the tale. As a diversion he played two solos by sopranos, but his guest evinced impatience. They were all right, of course, and doubtless those women could sink, but it sounded too much like screeching for his taste. What had the fellow done when he learned that his sweetheart was married to another?—Walker kept coming back to the Bride of Lammermoor.' And so it goes.

TALKING MACHINE EXPORTS.

Figures for August Presented—Reports Show Falling Off Compared With Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of August (the last 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 August, 1911, amounted to \$245,713 as compared with \$316,816 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,907,251.

POOLEY PATENTED CABINETS.

Are Winning a Great Vogue Throughout the Country—Mr. McMenimen's Trip a Success.

A feature of the John Wanamaker Jubilee in New York City the past few weeks has been a special sale of the artistic furniture made by the Pooley Furniture Co., of Philadelphia and in this connection we read in one of the striking Wanamaker advertisements:

"It is a pity that Mr. Pooley has decided to make no more furniture except under contract for hotels and to special order, for his product stands at the top of American cabinet craftsmanship. But he was forced to this decision by the growing demand for the Pooley patented talking machine disc record cabinets, samples of which are now on display in our Victor salesrooms."

The Pooley patent record cabinets referred to above are proving to be trade factors of tremendous importance this season. H. N. McMenimen, manager of this department of the Pooley Co., has been on the road for the past few weeks and has booked orders at every point visited. In fact, his trip may be considered one of the best in his career, and this means much, for Mr. McMenimen has "some" record as a salesman. The new Pooley cabinets are so distinctive, so originally and effectively conceived that they have won the consideration of progressive dealers at every point visited by Mr. McMenimen.

NEW CONCERN IN AUGUSTA.

The Barfield Piano Co. Opens with Line of Pianos and Victor Talking Machines—Wm. P. Manning in Charge.

(Special to The Talking Machine World.)

Augusta, Ga., Oct. 9, 1911.

The Barfield Piano Co. are a new Augusta firm, situated at 1046 Broad street, with William P. Manning as manager. The firm have several stores in Southern cities and carry a line of pianos, musical merchandise, talking machines, records, sheet music, etc.

Mr. Manning, who has charge of the Augusta branch, is a musician himself, as is also his wife and son. He comes here from Savannah, where he was a manager for the Häverty Furniture Co. He is a firm believer in the value of advertising. The Barfield Piano Co. have as leaders the Packard pianos and the Victor talking machines,

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

- 1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.
- 2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

FROM OUR CHICAGO HEADQUARTERS

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

September Proves an Excellent Month with the Majority of the Jobbers—Dealers Take Hold of Low-Priced Machines in Lively Fashion—Making Preparations for Holiday Business—F. K. Dolbeer a Visitor—Other Trade Visitors of Record—Pushing the Business Phonograph—Used for Federal Business—C. F. Baer Opens School of Salesmanship—Improvements in Wholesale Department at Lyon & Healy Store—Victor Trade Active—New Tamaco Cabinets—Interesting Columbia Co. Items—L. C. Wiswell Visits Factories—Wurlitzer Co.'s Good Rule—Other Live News of the Month in the Chicago Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1911.

September more than realized the predictions made by Chicago jobbers on the ground of great awakening noticed the latter part of August and the first ten days of last month. September of last year made an especially strong showing with some of the Chicago houses on account of large opening stock orders. Notwithstanding this, last month's record not only equaled, but considerably surpassed that of the same month a year ago. Considering the fact that about every day during the month was rainy and disagreeable, and general business conditions are referred to as less favorable than last fall, the showing in the talking machine trade is certainly a most gratifying one. The avidity with which the dealers have taken hold of the new low-priced hornless machines, and the aggressive manner in which they are advertising them evidences their full appreciation of the opportunity offered for appealing strongly to people of limited means. The effect on the record business has become very noticeable, as witnessed by the increased stock orders for popular selections.

The local retailers are very much encouraged at the manner in which business has opened up the past few weeks, especially in view of the untoward weather conditions. Extensive preparations for holiday business have been made by all the large loop dealers.

Dolbeer a Visitor.

F. K. Dolbeer, sales manager for the Thomas A. Edison, Inc., spent a day in Chicago recently, visiting the trade here. He is on an extended trip among the Edison distributors in the West and on the Coast. He will again visit Chicago on his return, which will be about the middle of next month.

M. B. Romaine, one of the factory experts of the Edison Co., is in the city on a tour of inspection. He is calling on jobbers and dealers with a view to instructing them regarding the repairing and caring for the company's machines.

Business Phonograph as Moral Agent.

E. C. Barnes, proprietor of the Edison Business Phonograph Co., of Chicago, is seeing to it that the Edison product performs its full share in the movement for integrity and honesty in high places. The Milwaukee branch of Mr. Barnes' company last week furnished Edison business phonographs for the sessions of the United States Senatorial Committee, appointed to investigate the charges made concerning the election of Senator Stevenson. The committee held its sessions at the Hotel Pfister in Milwaukee, and the Edison machines were used by the official Senate stenographers, who accompanied the committee. Next week the Lorimer investigation will be resumed in Chicago, and Mr. Barnes has already installed a number of business phonographs in the Federal building, where the senatorial investigators will hold their sessions.

Start Salesmanship School.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., has opened a school for the training of the store employes in the art

of salesmanship. The sessions are held every Monday evening, beginning at 5:30 p. m., when the store closes for the day. Besides general talks on the best methods of handling customers, there are practical demonstrations. One man will assume the roll of customer and another that of salesman. Every effort is put forth in a friendly spirit to trip up the seller and any weak points in the latter's argument is naturally revealed. Perfect freedom of discussion is encouraged, and the weekly meetings are looked forward to with genuine interest by the force.

Extensive Lyon & Healy Improvements.

Extensive improvements and enlargements will be made to the wholesale talking machine department and the retail record sales rooms on the fifth floor of the Lyon & Healy building. The entire fifth floor of the annex will be utilized and the wholesale machine stock, retail delivery and the repair department will be removed to the new quarters, each branch occupying much larger space than at present. The already extensive and excellently fitted up sales department will be greatly enlarged. There will be a beautiful reception room, into which customers will step direct from the elevator. Four additional demonstration rooms will be built, making sixteen in all. Several innovations in handling record trade will be inaugurated. The new fixtures are now being made outside the store and will be installed with little interruption to business.

Adds Talking Machines.

The John A. Bryant Piano Co., 33 South Wabash avenue, became Victor dealers the middle of last month. They have put in a good stock of machines and records, and business is opening up very nicely. Manager Abbott is sanguine that the new departure will prove a great success, as the company is the only retail Victor dealer on Wabash, north of Adams street.

Reports Big Victor Trade.

Arthur D. Geissler, general manager of the Talking Machine Co., says that last month was the largest September, with one exception, in the history of the house. October is opening up along still broader lines. The new Victor IV, the \$15 machine, is in wonderful demand, and notwithstanding the extensive preparations made by the Victor company, the prospects are that it will be difficult to keep pace with the requirements of the trade. Orders on the new Victrola VI and VIII are also being received in liberal numbers.

Additions to the talking machine line of "Tamaco Cabinets That Match" will be ready for the trade about November 15. It will include a cabinet to match the Victrola IV, which Mr. Geissler says will represent exceptional value. It will list at \$10, enabling the dealer to offer his trade a particularly attractive \$25 outfit. There will also be cabinets matching the Victrola VI and VIII.

Columbia Items.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned early in the month from an eastern trip. At the factory at Bridgeport he was told that the value of the output in August was greater than that of any previous month in the history of the company. Fuhri says that while all the new types of gramophones are in strong demand and are taxing the ability of the company to supply them the \$50 Favorite gramophone is the heaviest seller of the line.

E. A. McMurtry, manager of the Kansas City branch of the Columbia Co., passed a day or two in Chicago, in consultation with Mr. Fuhri. He was accompanied by Mrs. McMurtry.

A new "Flexlume" sign has made its appearance in front of the Columbia headquarters. At night the famous music-note trade-mark shines out with great brilliancy.

One of the new Nonpareil gramophones, retailing at \$150, is on exhibition at the Chicago office. It is being greatly admired, not only because of the excellent tone, but for the beauty and symmetry

of the cabinet and the hinged record albums, making the selection and replacing of the records a joy. Frank Cass, who has had charge of collections for the Chicago office for years, has been promoted to the sales department, and is now looking after wholesale business in the loop district. S. A. Burrell now has the collection desk.

Robert Noeve, manager of the talking machine department of the Smallfield Music House, Davenport, Ia., was a recent visitor.

George D. Smith, manager of the railroad branch of the Dictaphone business, has just installed dictaphones in the Chicago & Alton accounting department in the Carpen building.

Finds Busy Factories.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a visit to the factories. He found the Victor plant exceedingly busy in all departments and putting forth every effort to supply the several new styles of Victrolas in sufficient quantities to satisfy the heavy holiday demand at the Edison factory. He found them very busy on the cylinder line, but making active preparations to bring out the new disc line which is now promised for the first of the year.

Mr. Wiswell states that last month was one of the biggest Septembers in the history of the department. Trade with the dealers opened up in a large way and there is now a considerable amount of advance ordering being done, showing that the trade anticipates a good business.

Wurlitzer's Good Month.

F. H. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co., stated that September not only showed a marked increase in the volume of wholesale talking machine business, as compared with the same month of last year, but that they opened a number of desirable new Victor and Edison dealers. The demand for the new Victor IV has been something phenomenal, and it promises to be a particularly heavy seller, with the small town trade, and in the foreign sections of the large cities. One dealer in a foreign settlement on the north side has already sold no less than thirty-two of the IV's. "The low-priced Victrolas are evidently going to prove great trade creators," said Mr. Siemon, "and it certainly behooves the trade to look after their record stocks."

L. Kean Cameron, manager of the Wurlitzer retail talking machine department, is arranging for some extensive improvements in his department, to be made in time for the holiday trade.

New Cabinet a Success.

H. N. McMenimen, sales manager for the Pooley Furniture Co., Philadelphia, Pa., spent a couple of days in Chicago recently. He had the Pooley cabinet and disc filing system on exhibition at Lyon & Healy's, where it was inspected by a number of the trade. The novel device by which the desired record comes instantly to hand by the pressing of a lever was greatly admired. Mr. McMenimen left the city with liberal orders from the local jobbers. He is on an extended western trip.

The Lyon & Healy Table.

Lyon & Healy are having an immense demand for the Lyon & Healy table for use with the cabinetless Victor-Victrolas. The table has a shelf for records, and by the use of the Lyon & Healy disc record album a very handsome and novel cabinet is provided. The table can be shipped "knocked down," thus effecting a saving in transportation charges.

The Pyro Signs.

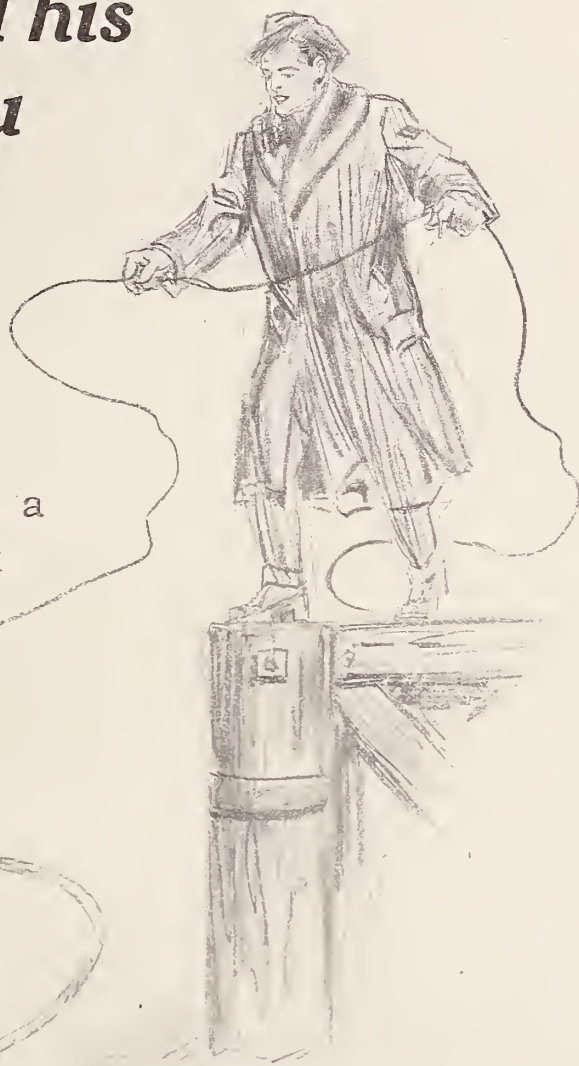
The live dealer will do everything in his power to brighten up his store and advertise his wares in the most effective way during the preholiday season. A Pyro one-light electric sign will attract attention to the store from afar, and can be installed at a very moderate cost, while the cost of

(Continued on page 48.)

Give us a Chance This Winter to Help You Out of a Hole—

When your orders are not being filled complete and you have difficulty in getting the goods, call upon us.

With additional storage facilities, a gradually accumulated Victrola stock and a complete record catalogue, our "*Exclusive Wholesale Service*" means more than ever to you.



When you want the goods call for Help!



The Talking Machine Company
137 N. Wabash Avenue : : Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS.
(Continued on page 46.)

maintenance is nominal. The Edward C. Plume Co., 417-21 S. Dearborn street, Chicago, are the manufacturers.

Make Fine Window Display.

The Geo. P. Bent Co., who added a Victor department a few months ago, are pushing this branch of their business vigorously. One of the large windows of the Bent warerooms is just now devoted exclusively to a Victrola display. A large room in the rear of the second floor has been fitted up as a Victrola salesroom. It is sufficiently large for recital purposes, and will no doubt be used for that purpose this winter.

Trade Opening Early.

A. V. Chandler, the Edison missionary, has been out among the Illinois dealers for the past three weeks. He declares that he has never seen the season opening up in a strong manner with the country trade so early, but qualifies his statement by saying that the dealers who are alive to the situation and are going after the business as though they wanted it are the ones who are getting it. The others have tales of woe to relate. Mr. Chandler reports a number of recent additions to dealers in his territory who have taken up the Edison wagon proposition, and all are highly pleased with results.

Scotti Hears His Own Records.

Antonio Scotti, who is to be heard in recital at Orchestra Hall to-morrow, was a caller at the talking machine shop in the Orchestra Hall building to-day. He had with him a friend who he wished to hear some of his records, and he was, of course, readily accommodated by Cecil Davidson. Scotti volunteered the information that he intended going to the Victor factory next week to make some new records. George Davidson, of the talking machine shops, leaves to-morrow with his father for South Dakota, with the expectation of registering for some of the new Government land which is being opened up for settlement.

Late Vacationers.

Roy J. Keith, sales manager for the Talking

Machine Co., returns to-morrow from a vacation at Bear Lake, Mich. He spent a fortnight at Echo Beach Inn, with his mother. He rowed, motor boated, and sailed, and is back full of fish fiction and fact, feeling fine. Dan Creed, the company's credit man, has hied himself to French Lick Springs, Indiana, for a ten days' stay.

Good U. S. Sales.

At the Chicago offices of the United States Phonograph Co., a large stock of goods and better facilities have been provided than prior to last month's fire. Business went on almost without interruption and customers suffered little inconvenience. Manager W. C. Patrick reports that all the dealers established in Chicago and contiguous territory during the summer are placing liberal re-orders and are enthusiastic regarding the merits of the line. There are now thirty-five United States dealers in Chicago alone.

Gideon Hicks, of the Hicks & Levick Piano Co., Victoria, B. C., was a visitor last week on his return from a trip to the East. The company became Victor Gramophone dealers a few months ago, and Mr. Hicks expressed his gratification at the volume of business they are already getting.

New Columbia Dealer.

A. P. Miller, who entered the talking machine game recently, as a member of the sales force of the local office of the Columbia Co., has resigned, and will conduct the talking machine department of Carr & Son, piano dealers, 848 East 63d street. Mr. Miller left the line with the firm, and became so impressed with the possibilities of the business that he speedily made arrangements to get into it on his own account.

Wedding Bells.

George P. Cheatle, who travels Indiana and Michigan for the Talking Machine Co., has taken unto himself a helpmeet in the person of an accomplished young Evanston woman. Congratulations are pouring in on the happy couple.

ord. The entire matter was transcribed on the typewriter and signed by the testator and the witnesses. The record and typewritten transcription were then sealed up and given to the man.

W. W. Parsons is a pioneer dictation machine salesman. He made his start in 1893 in Chicago,



W. W. PARSONS.

THE DICTAPHONE EXHIBITED

At the International Municipal Congress and Exposition Recently Held in the Coliseum, Chicago—W. W. Parsons in Charge—One Man Dictates Will to Machine—Exhibit Proves Big Success.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1911.

One of the most popular exhibits in the International Municipal Congress and Exposition which came to an end last week at the Coliseum was that of the Dictaphone department of the Columbia Phonograph Co.

It was made under the direction of W. W. Parsons, district manager for the Dictaphone, with headquarters in Chicago. It resulted in a goodly amount of business and a fine array of prospects. Each visitor to the booth was invited to talk into the Dictaphone, the consequent record being given him for a souvenir. One man who was invited to make a record of his own voice remarked that he guessed he had better make his will "before talking into that infernal machine." This suggested an idea to the young man who was demonstrating the dictaphone, and he said, "Why do you not make your will and have a record of it in your own voice?" The man thereupon dictated his will to the machine. Two witnesses dictated their names to the same rec-

and has been at it ever since. During practically all of that time, as at present, his brother, E. A. Parsons, has been associated with him. During that period they have conveyed many of the oldest and most conservative concerns to the dictation machine proposition, and have supplied them with the different Columbia models as they have made their appearance.

W. W. is a clever publicity man and has put over some notable stunts. Graphophones were used in transcribing the testimony during the United States inquiry into the coal car famine in the Northwest several years ago, and Parsons not



EXHIBIT MADE AT INTERNATIONAL MUNICIPAL CONGRESS.

only got big, scarehead stories in all of the Chicago dailies, but through the Associated Press it was featured in leading journals throughout the country.

A task is something to be done, not to be contemplated. The only work that counts is the work you have put behind you.

"TIZ-IT"
(Trade Name)



Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For Edison Triumph, Idelia and Alva Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Kreiling & Company
North 40th Avenue and LeMoyno Street
CHICAGO, U. S. A.

REDUCTION IN PRICE OF THE L. & H. TABLE

for Victor - Victrolas, Styles IV, VI, VIII, IX, X, XI.

The L. & H. Table is the only table equipped with record facilities



DESCRIPTION

The L. & H. Table is especially designed to match the Victrolas IV, VI, VIII, IX, X, and XI. Fitted with two mouldings, one for the Victrola No. X, and one for the Victrola No. XI. No moulding is necessary for the Victrola No. IV, VI, VIII, IX.

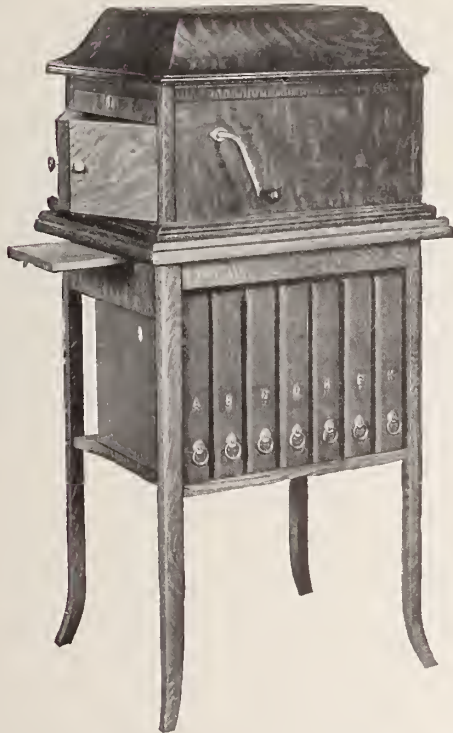
One of the L. & H. record albums is included with each table. Additional albums may be purchased as needed.

Top of table 20x24 inches. Height 32 inches

| | |
|--|--|
| Price, retail | \$10.00 |
| Former price to dealers | 7.00 |
| New price to dealer | { In quantities of one 5.75 { In quantities of three 5.50 |
| Each Table is Equipped with One L. & H. Album and Index Booklet. | |

Tables Shipped K. D., which means small transportation charges

Ornamental — Sanitary — Inexpensive



Five Salient Points about the

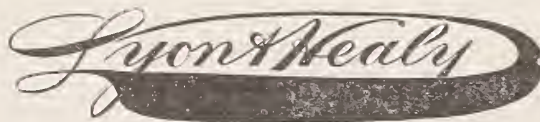
Lyon & Healy Disc Record Album

The most practical and convenient album on the market

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent stop keeps the record always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola Styles XVI, XIV, and L. & H. Table as well as regular record cabinets.
5. Price is reasonable. Retail, 10 or 12-inch size, \$1.50 with regular Victrola discounts to both distributors and dealers.

Lyon & Healy Wholesale Service

Filling Orders Accurately,
Filling Orders Completely,
Filling Orders Same Day As Received.



DISTRIBUTORS OF
Victor Talking Machines and Edison Phonographs
CHICAGO

NEW COLUMBIA MACHINE CATALOG.

Latest Volume Issued by the Company Treats of the Complete Line of Disc Graphophones and Grafonolas—The Various Types Illustrated and Described—Something of the Columbia Reproducer and Records—A Valuable Addition to Talking Machine Literature—Should Prove Most Successful as a Sales Factor and Aid for the Dealer.

The new catalog of Columbia disc graphophones and Grafonolas just issued by the Columbia Phonograph Co. is a most creditable achievement, both from literary and typographical viewpoints. Every detail has been carefully studied and developed with the object in view that a catalog must sell the goods it lists.

From cover to cover the catalog is a salesman—one that impresses and convinces. On the front cover, which is here reproduced, stands out white in bold relief on a gray ground the caption, "The Columbia Disc Graphophone and Grafonola." The accompanying decorative relief is most graceful. It is in the form of a scroll with the Columbia musical notes entwined and terminating in the trade-mark "Columbia Records" on the back cover. This trade-mark, by the way, is registered and has become one of the distinctive features of the Columbia publicity.

Following a reproduction of the group of Columbia artists, now depicted in Columbia magazine advertising, the opening pages of the volume are devoted to an interesting talk on the development of the Columbia graphophones and Grafonolas, to their present state of excellence—how they have come to appeal to the keenest and most conservative musical critics as strongly as to millions of very-day citizens who care for good music and clean amusement. The introduction closes as follows:

"If we were compelled to condense our entire message to you into three words we could do it well: 'Hearing is believing.' And in fact our one purpose in presenting this catalog is to persuade you that the time you spend in hearing a Columbia will be well spent—particularly if you have not heard one of the Columbia instruments which have been recently perfected and which are shown for the first time in the following pages."

We then come to the various models of Columbia graphophones and Grafonolas. Opposite the illustration and description of each model is a small "cut" of the same machine from another viewpoint.

The "Lyric" and "Ideal," which were recently referred to in *The World*, are first shown in the catalog, with the horn machine and Grafonolas in due sequence. The description of each machine is complete, presenting its construction in detail in real salesmanlike manner. It is forceful and vigorous writing, and in this connection it is well to point out that between the hornless graphophone and the Grafonola there is this principal difference: In all models of the Grafonola all the mechanism is fully cabined—the reproducer operating beneath a lid or within a drawer, and the sound waves being led through the tone-arm to a tone chamber, where they are greatly amplified and thence thrown out through the opening, subject at will to regulation in volume.

Four types of horn machines follow the "Lyric" and "Ideal," the "Bijou" at \$17.50, "Improved Champion" at \$25, "Improved Royal" at \$35, and "Premier" at \$50. Next come the Grafonolas, "Favorite" at \$50, "Mignonette" at \$100, "Nonpareil" at \$150, "Regent" at \$200, and "Regent Junior" at \$150. The illustrations of the various models reflect the highest art of the engraver, and printed as they are on heavy coated paper they form a most helpful aid to the dealer who has to use the catalog in his sales work.

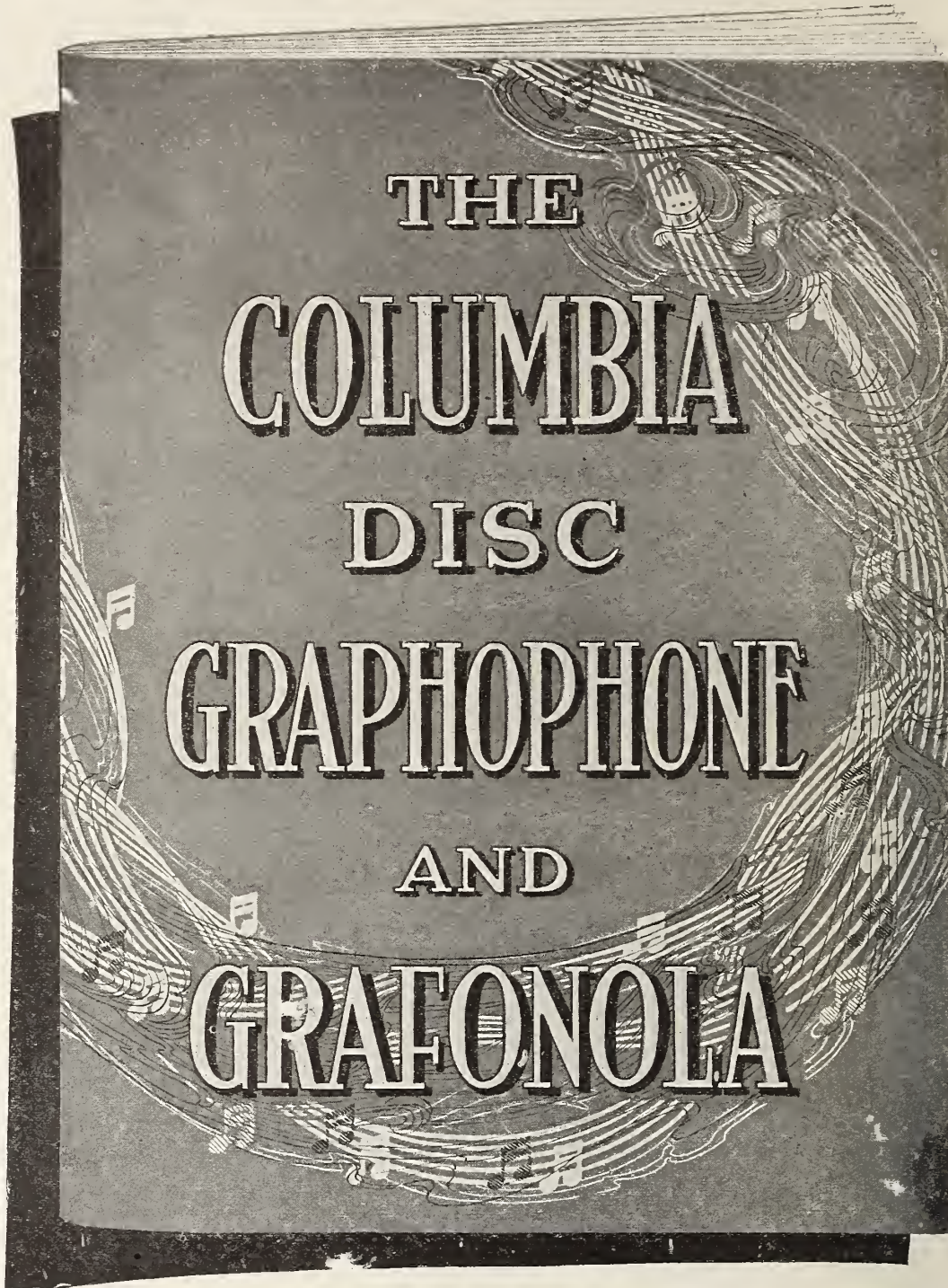
As an essential part of the various models, the Columbia "Concert Grand" reproducer receives due attention and is well illustrated and described.

Following the reproducer comes a short but important article on Columbia double-disc records intimating the progress in record making in the last few years and describing the care taken in selection of artists, suitable recording conditions

and the study of tone values. This cannot fail to leave the prospective customer with a feeling of confidence and interest. Mention of Columbia records would not be complete without a few words concerning Columbia artists. Nearly every customer who buys a machine inquires if some favorite or noted artist can be heard on the instru-

all music and the best of music is becoming fully understood."

The closing pages are given over to a view and description of the great factories of the Columbia Phonograph Co., General, at Bridgeport, Conn., and reference to record cabinets and the Columbia cylinder line of graphophones.



COVER OF THE NEW COLUMBIA CATALOG.

ment and the names of artists included cannot fail to be of interest.

In connection with the Columbia tandem notes trade-mark the following appears: "When you buy music look for the music mark. This tandem note trade-mark of Columbia records is becoming better known every day as its true significance of

The new Columbia catalog, viewed from any standpoint, is a most important addition to talking machine literature, and it will prove a valuable missionary for, and aid to the dealer. It is a masterly publication, and all concerned in its production have reason to feel proud of the result of their efforts.

U-S \$50 HORNLESS MACHINE

Will Be Ready for the Trade on November 1—
Fall Business Said to Be Satisfactory.

The new \$50 hornless machine of the U-S Phonograph Co., Cleveland, O., which was expected to be ready for shipment October 1, will not be placed in the hands of the trade before November 1. The goods are practically finished, but the company deemed it advisable to defer deliveries until the latter date, when the printed matter relative thereto will also be completed and ready to go out. E. E. Prairie, in charge of the New York offices, 5 and 7 Union Square, in furnishing the foregoing information, said business was very sat-

isfactory in his territory; in fact, his reports from headquarters were that elsewhere the same pleasing conditions existed. Later, when the new product was in the hands of the distributors, he intended enlarging his selling staff and inaugurating a vigorous campaign among the dealers. The November list of U-S Phonograph "Everlasting records" is just issued, and it contains an unusually fine number of selections.

K. D. Bishop, president of the company, was at the New York sales rooms recently, and L. A. Becker, vice-president, was here last week.

Much of the competition that harasses business men is a matter of wrong diagnosis, and belongs with the troubles that never happen.

Columbia Catalog, page twenty-four:

The "Regent Junior" at \$150—a modified "Regent", reaching an entirely separate group of purchasers.



Columbia Phonograph Co., Genl., Tribune Building, New York

HANDLING SECOND-HAND MACHINES.

St. Louis Talking Machine Dealers Discuss Various Features of the Problem—Some of the Opinions—Mistake to Make Too Large Allowance on Exchange—Some Recent Happenings in the St. Louis Trade—New Low-Priced Hornless Machines Make Good—Original Window Displays Too Successful—An Unique Record.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 10, 1911.

Rather an interesting discussion has been going on in St. Louis as to the legitimacy of second-hand trade in talking machines. As a rule the chief retail dealers do not like it and decline to handle them, through their own stores at least, unless they are in very excellent condition. Mark Silverstone, the Edison jobber and retailer, says that when he takes in a second-hand machine he junks it and uses the parts for repairs, of which work he does a great deal. Mr. Silverstone was once a watchmaker, and his expertness at doctoring defective talking machines has become pretty generally known. This gives him an outlet for a great many parts. "I believe it makes for the dignity of a large store," he said, "to tell your customers that you do not handle second-hand machines."

Manager Robinson, of the Thiebes Piano Co. talking machine department, does not believe in the second-hand sales. He says that where possible they dispose of their machines through the repair or junk route, but where an excellent conditioned machine is returned because of payments or taken in trade, they get a new license for the sale of it. Mr. Robinson does not believe the time has yet come when the second-hand talking machine business should be made a part of a high class business as is the "taken in" piano trade with reputable houses.

"The second-hand business is legitimate in legitimate hands," is the way Harry Levy, talking machine manager for the Aeolian Co., looks at it. He continued: "In my opinion the abuse of the second-hand business to-day is not in the selling of second-hand machines but in the amounts allowed for them by dealers who take them in. There is no easier method to bankruptcy than in allowing too much for old machines and then not having an output for them. Of course the outlet cannot command the price of a new machine for a used one if the business is legitimate, and there comes the abuse. Also the take in becomes a means of price cutting if the dealer wants to make it so. It certainly must be legitimate to resell a \$200 or \$100 machine that has been used but a few months and comes back for some reason. Also, few dealers can afford to lose the amount they must allow for a \$60 horn machine in good condition when they sell a higher priced Victrola. But the business must be kept in good lines. It cannot be allowed to go to Tom, Dick and Harry and then be blamed for a lack of standing. As for the second-hand record business, I hope no legitimate dealer ever gives it a look in."

At the Columbia store the second-hand trade

is looked upon as good business. "Sure we sell them," said Assistant Manager Byers. "Each machine is considered a separate proposition, its condition determining what shall be done with it and the price. We junk a great many for repairs, but those that are in excellent condition and come to us in trades, we rebuild, put in the best possible shape and sell them for what they are worth. It is an excellent means of getting entry to customers who hesitate to put a large amount of money into a machine, and most of the second-hand ones soon come back again in trade for a bigger and better machine." The Columbia Co. maintain a large and expert shop force and are prepared to handle all propositions as to repairs and rebuilding.

Mr. Currens, of the Piano Exchange, naturally has definite ideas about the second-hand business, for he handles all makes if they are not new. "I find good sale for all sorts of machines," he said, as he pointed to one of the tiny early day Victors. "That one, however, I am keeping in the window chiefly to show the progress of the machines, and I find good sale for these large ones." Mr. Currens has not yet started the sale of second-hand records, although he has sold a good many used player rolls.

Knight's store the agency for the Zonophone, does a thriving second-hand business in all makes of machines, the source of which is not disclosed. Knight's also sells and rents second-hand typewriters, and the mechanics are there to rebuild anything in the shape of small machinery and the machines put out are guaranteed in excellent condition and find pretty good sale. Mr. Knight also advertises second-hand records of all makes and sells some of them.

The small dealers in the edge of town invariably offer for sale the machines taken in on trades or otherwise and often without rebuilding or repairs, simply at a price discount because of condition, and they say this disclaimer offsets any faults that are found with them, and that this cheap opening is one of their best prospect builders. This was repeated to a downtown dealer, and he admitted the worth of the argument, but added: "The small or neighborhood store can do that because they know their customers and are known to them and there is no comeback. If a large store would do that, a large enough proportion of the customers would come back and carry a complaint to the head of the firm that the machine was represented to them as being in the 'best of condition,' and it would be an endless argument and adjustment."

Thomas Cummins, nephew of L. A. Cummins, Victor traveler in this district, has accepted a position with the Koerber-Brenner Co., Victor jobbers and general musical merchandise dealers, and will have charge of the shipping department.

L. A. Cummins, traveler for the Victor Co., is becoming more enthusiastic about the new low priced machines daily as he sees business results. One reason for this enthusiasm is that the last week in September he sold three new accounts and immediately following this he closed a \$600 deal with the Hurd Music Co., of Fulton, Mo., which company also represents this line at Troy, Mo. On the last day of the month Mr. Cummins

booked an order for 100 of the \$15 Victrolas from the Grand Leader department store, 40 of which were delivered at once through the Aeolian Co. jobbing department. This order, according to advices from the Victor Co. is one of the large retailer orders placed.

Harry Levy, of the Aeolian Co. talking machine department, declares the only trouble with the new low priced talking machines is the trouble in delivery. So far he has been scaling immediate shipment orders one-third, and is having much difficulty keeping up on that score. "They are going like wild fire," he said, "and they are doing all that was expected. In our retail department the other day we sold a \$70 record order with a \$15 Victrola. That shows the class they appeal to. Very likely that sale will lead to a higher priced machine sale later, but even if it does not we have a good customer on the books, and if he is pleased with the machine we ought to be."

Mark Silverstone, of the Silverstone Talking Machine Co., Edison jobber, has sworn off on original window display devices for a time at least, he says. Mrs. Silverstone is the cause of this resolution, for in making his last one Mr. Silverstone spent so many evenings at work in the shop that Mrs. Silverstone objected. Also this device caused some little trouble on Olive street, and it took two policemen to keep the sidewalk clear for the first two days that it was on exhibition, and after it had been running two weeks the crowds were still dense and fights occurred almost daily in front of the window. The exhibit is a quart ink bottle suspended at an angle, neck down, of 40 degrees above a wash boiler. A constant stream of ink flows from the bottle into the boiler, and the only connection visible is a lamp wick which extends from the bottle to the ink in the boiler. The "ever flowing bottle" is an original design with Mr. Silverstone, and he declines to explain unless you buy an Amberola talking machine. Lots of persons think the secret is worth the \$200 asked for the machine, and the only reason the secret has not become public is a lack of money on the part of those who value the knowledge of the secret agent so highly. This device replaced the knife and fork device mentioned in The World last month as being the attraction in the Silverstone window, and Mr. Silverstone says that no one solved the previous secret and he is certain they will not master this one.

L. A. Cummins recently sent to the Victor Co. a musical novelty that is to be made into a record. An advertisement of the Allen Music Co. of a Blind Boone composition attracted his attention. The advertising slip tells the story that a friend of Blind Boone asserted that given any three notes Boone could make from it a beautiful composition. The challenge, so the story goes, was accepted and the notes given were F, A flat and A natural. Boone took them and immediately turned out the "Last Dream Waltz," which the Allen Company were offering as a novelty. The air so struck Mr. Cummins that he sent it to the Victor Co. and received assurance that it would be made

(Continued on page 52.)

HANDLING SECOND-HAND MACHINES.

(Continued from page 51.)

into a record and the story would be sold with it. Mr. Cummins is quite proud of an acquaintance with Blind Boone.

St. Louis retailers express themselves as exceedingly pleased with the present trade conditions. Of course, the new cheap machines are selling "like hot cakes."

Mark Silverstone, of the Silverstone Talking Machine Co., spoke of the recent sales of several Amberolas, \$200 each. At Bollman Brothers and the Thiebes Piano Co. Victor XVI sales are the best word and the Aeolian Co. reports sales of several high priced machines. The Columbia trade is in such shape that Manager E. B. Walthal is especially enthusiastic over the Grafonola Nonpareil, one of which he has received, and which he declares should be the best selling instrument ever put out by that company.

Recent Columbia headquarters visitors were: F. M. Bourrell, of Olney, Ill.; F. Denizet, of Perryville, Mo.; A. E. Zukschwent, of Tipton, Mo.; C. H. Hawk, of Pocohantas, Ill.; G. R. Long, of Belleville, Ill.

B. F. Phillips, of the Columbia Phonograph Co. sales force, was married October 4 to Miss Ruth Feldman, and the bride and bridegroom were given a handsome present by the Columbia employes.

J. W. Westervelt, assistant to the manager of the dictaphone department of the Columbia Phonograph Co., was a St. Louis' visitor recently.

F. L. Scott, manager of the dictaphone department of the Columbia store here, reports the placing of his equipment in the offices of the Rice, Stix Dry Goods Co., one of the largest wholesale dry goods stores in the United States. This order is hailed as the opening wedge to the dry goods business of the city and will mean an immense business.

The Columbia Phonograph Co. has sold a stock order to the National Graphophone Co., 1519 Franklin avenue, this city. This company will make a strong bid for retail business, and their location should be a good retail business point.

Will Brenner, until recently a salesman for the Koerber-Brenner Music Co. in this city, and formerly secretary of the company, has become traveling representative of the Fred Gretsch Music Co. of Brooklyn, in this territory.

Mr. Gill, of Montgomery City, Mo., was a recent caller at the Koerber-Brenner Music Co. here.

E. C. Rauth, secretary of the Koerber-Brenner

Music Co., who has the local trade as his especial field, reports that every dealer in the city has ordered the small Victrola and a goodly number of orders have been placed for the two new higher priced models. The Koerber-Brenner trade is also running heavily to Victrola XVI, and Mr. Rauth reports the sale of 120 of this style machines to local dealers, and that a splendid trade is developing in the smaller cities, where the higher priced machines are just getting a good foothold. Mr. Rauth says that one machine placed in a small town invariably means a repeat order.

CONDITIONS IN BALTIMORE.

Improvement Which Started Late in September Continues—Talking Machine Men Pleased With Prospects—Victor Demand is Enormous—Same Conditions Prevail at the Columbia Store—Thos. A. Laurie Succeeded by F. Denison as Columbia Manager.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 7, 1911.

There was a decided improvement in the talking machine trade during September. This applies to the retail business in and near the city, and the wholesale trade which the Baltimore branches of various firms cover as far south as North Carolina, as well as Baltimore and the State of Maryland. This improved condition during September is looked upon as a forerunner for an exceptionally busy fall trade. In fact, reports for the first week of the present month as to business conditions in the city and the sections covered by the local branches of the various firms are quite roseate and a source of genuine encouragement to the dealers.

The various new styles of machines which have reached the local stores have proved exceedingly popular with Baltimoreans. This is true of both the small and large machines.

At the store of E. F. Droop & Sons Co., Manager Roberts stated that the way in which the new \$15 Victors have taken hold has been little short of phenomenal, while the large Victrolas are as popular as ever. The demand at this store for both sizes of Victrolas has shown a big increase for September, while the other styles of Victors have also had a good run. Mr. Roberts says the prospects for this fall are excellent. The store has also received a supply of the latest Edison styles which have sold well. The record business is also in fine shape.

This is the last week for Thomas A. Laurie

as manager of the local branch of the Columbia Phonograph Co. He is to take a position in the executive office of the company in New York city. F. Denison, manager of the Buffalo office, has been transferred to the management of the Baltimore store and will assume charge Monday. Mr. Laurie by his genial manner has made a host of friends in this city, and while they regret that he is to leave the city they all express the hope that his career will continue as a most successful one. Mr. Laurie stated that the wholesale and retail trade for September showed a fine improvement over previous months, and that reports from all sections for the fall are very encouraging. Advices from the company's representatives as far south as North Carolina are to the effect that the business is in excellent shape.

The Nonpareil Grafonola, the latest Columbia production, has arrived at the local store, and has been attracting considerable attention. The record demands have shown quite an increase since many Baltimoreans have returned to the city after spending the summer in the mountains or by the sea.

Manager Albert Bowden, of the talking machine department of Sanders & Stayman, stated that both the Columbia and Victor machines have had a good sale during September, while the indications are for a great fall trade. In the record line at this time the demands have been heaviest for selections from the "Pink Lady," "Alexander's Rag-Time Band," "Billy," and the like. This company has also had many demands for the \$15 Victors.

At Cohen & Hughes, Manager M. Silverstein stated that prospects in at present show up well for the fall business, while September, as a whole, was a good month for the Victors. Records of the various popular selections are in continual demand.

FORMALLY OPEN NEW HOME.

Handsome Building of Mason & Risch, Ltd., Toronto, Thrown Open to the Public—Fine Talking Machine Department.

(Special to The Talking Machine World.)

Toronto, Ont., Oct. 7, 1911.

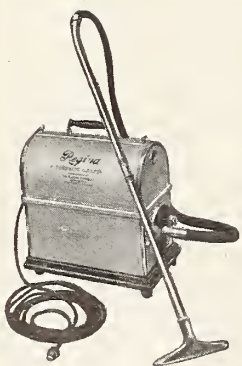
The palatial new home of Mason & Risch, Ltd., at 230 Yonge street, this city, was formally thrown open to the public last month, and was crowded with visitors daily, special arrangements being made for their entertainment and comfort.

The large seven story building is arranged with special regard for the needs of the business. It is built throughout of reinforced concrete, even to the stairways. The entire front of the large basement is given over to the Victor talking machine department, with several handsomely decorated rooms for demonstrating purposes and long record racks containing every record in the Victor catalog.

The store front is solid bronze, with verd antique finish, and a wide expanse of glass makes a show window of roomy proportions, whose two sides are covered with large mirrors and the rear with circassian walnut. Electric bulbs concealed give a soft light at night.

BACHELOR DINNER TO E. F. SAUSE.

A bachelor dinner—the usual happy function before the blessed domain of married life is entered upon—was tendered Edmond F. Sause, assistant manager of the Columbia Co.'s export department recently at Keen's chop house, a celebrated rendezvous for Bohemians and others in the music line who "have the price." The spread—a special unique menu—was originated by the "Muy Buen Especial Club," the hosts, composed of attaches of the export department, with the exception of E. B. Cotton, who is first assistant to George P. Metzger, the able chief of the advertising bureau. Besides the guest of honor, the club was present to a man and included F. H. Ames, P. M. Brown, M. D. Easton, A. E. Garmaize, W. Hernandez, L. Rocha and L. Villafranca. It was some dinner, believe The Talking Machine World. Mr. Sause gets married October 25.



We want you—if you are Mr. Live Dealer—to represent us in selling

Regina Electric Cleaners

in your town. We will assign territory to you and make it easy for you to get started and to do a profitable business.

Write us for our new proposition and learn how we co-operate with dealers and assist them in the sale of the best vacuum cleaners ever put on the market—the ones that give everlasting satisfaction.

THE **REGINA** CO.

211 Marbridge Building, Broadway and 34th Street - NEW YORK
218 South Wabash Avenue - CHICAGO

BUSY TIMES IN MILWAUKEE.

General Improvement Noted by Jobbing Trade
—Good Crops Selling at High Prices Help
Business—Waiting for New Edison Disc
Machine—Appearance of Opera Company
Helps Record Sales—Interesting Personal
Items—Incorporate to Market New Dia-
phragm—Grand Opera Concerts at Gimbel's
—Strong Demand for New Idea Cabinets—
Talking Machines for Schools—Other News.

(Special to The Review.)

Milwaukee, Wis., Oct. 10, 1911.

One of the brightest features of the Wisconsin situation is the improvement that has taken place in the jobbing trade. Every Milwaukee jobber reports that demand is unusually brisk from dealers all over the State, while the outlook is bright from now until Christmas at least. Crops have been good all over the state, and farmers are receiving higher prices for their stuff, all reasons why there is plenty of prosperity in evidence. Dealers are confident of future conditions, and are placing good orders for records, attachments and machines.

The Milwaukee retail trade is showing decided improvement considerably earlier this fall, evidence of the fact that conditions locally have improved. Dealers have been advertising more extensively this fall and this is, of course, a factor which has caused trade improvement.

The Wisconsin Talking Machine Co. is meeting a strong business for the entire Victor line.

A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, is enthusiastic over the Columbia outlook, and reports a big demand for the Lyric and Ideal, the new hornless Columbias, just placed on the market, have been creating an exceptionally brisk demand.

"Edison dealers all over Wisconsin are anxiously awaiting the appearance of the new Edison disc machine," said Lawrence McGreal, Edison jobber, and president of the National Association of Talking Machine Jobbers. "I am afraid that the only trouble will be that we will not be able to secure machines enough to satisfy the trade. Business is opening up very satisfactorily, and the outlook was never better." Mr. McGreal has just returned from a trip in eastern and central Wisconsin, where he called upon the dealers in the district. He says that stocks in the hands of dealers are not large, and that dealers are showing an inclination to place larger orders than at this time a year ago.

The Aborn Grand Opera Co. will make its appearance in Milwaukee during the early part of November, and local talking machine dealers are now making preparations to feature grand opera records in all lines. J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co., has placed various signs in the company's windows, calling attention to grand opera records and inviting the public to hear them played on the Victrola. During the last grand opera season in Milwaukee, Mr. Becker gave daily afternoon and evening concerts of grand opera selections, and the result was a wonderful increase in business.

Roy J. Keith, of the Talking Machine Co., of Chicago, and W. Gibbs, also of Chicago, representative of the Wurlitzer Co., recently called upon the Milwaukee trade. The Talking Machine Co.'s Tamaco cabinets and record albums seem to be meeting with a brisk demand here.

J. H. Becker, Jr., manager of the Hoeffler Manufacturing Co.'s talking machine department, reports that the U-S line of machines and records is taking well with the trade and predicts a big business from now in the line.

The Real Tone Diaphragm Co., of Milwaukee, has been incorporated with a capital stock of \$5,000, by J. H. Ellis, A. J. Hoffman and Fred Linley. The manufacture of a new diaphragm invented and patented by J. H. Ellis, will be carried on. The diaphragm is said to embrace new and novel features and to be capable of greatly improving the tone qualities of a talking machine. The Diaphragm Co. will handle the Columbia line as retailers.

Look for This



REGISTERED

MUSIC MASTER

Trade Mark



Solid Wood Not Veneered

Mr. Dealer:

The Trade Mark of the

Music Master Solid Wood Horn

stands for all that is best in music, and the horn has no equal in workmanship, or delivery of sound waves.

The *Music Master* embodies the spirit of Perfect Mechanical Construction, Simplicity, and in its exclusive feature of absolute strength, rigidity, durability and *Tone* it has no *Equal*.

What makes the *Music Master Horn* send out such sweet, clear and natural tones and splendid volume! To use the musical expression, the Timbre tone has not been deadened with glue and the *MUSIC MASTER* is of *SOLID WOOD* not *VENEERED*. This is expert opinion. Put the *Music Master Wood Horn* on your machine and convince your customers, and *SAVE REGRET*.

Should your jobber be unable to supply you write us, and we will send you a sample line of *Music Masters* for Disc or Cylinder machines on approval.

EVERY HORN GUARANTEED.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

L. C. Parker, manager of Gimbel Brothers' talking machine department, is holding a series of grand opera concerts at the new Gimbel recital hall on second floor. Mr. Parker believes that there is no better way of creating interest in the coming grand opera season as well as in creating business. This week special attention is being given to Leoncavallo's "Pagliacci," the Victrola being used throughout at the daily afternoon concerts. Seats are free, and every person attending receives a cleverly printed translation, showing the English version of this popular opera. Mr. Parker is carrying on his campaign with the city schools, and the opening of the fall term has resulted in a decided increase of Victor machines for use in the various public schools of the city.

William P. Hope, traveling representative of the Thomas A. Edison Co., Inc., in Wisconsin and upper Michigan, was in Milwaukee this week, accompanied by Mrs. Hope. Mr. Hope reports that business is showing much improvement.

Miss Mary D. Booth, stenographer for Lawrence

McGreal, was married on October 3, to Bayard Dally, a well-known young man connected with the Milwaukee branch of Bradstreet's, and congratulations have been abundant.

George H. Eichholz, president of the Milwaukee Retail Talking Machine Dealers' Association, announces that there will be a meeting of the organization on the evening of October 10. Several matters of interest are expected to come up for discussion.

Business is so good with the New Idea Cabinet Co., that the concern has been forced to install considerable new equipment in their recently acquired factory on the north side, including a new planing machine and a thirty horsepower motor. The company formerly had its planing work done by an outside concern, but this will now be done right in the plant. Lawrence McGreal, one of the officials of the company, says that new cabinets intended for the Victor IV, VI and VIII, are now in the process of manufacture, and will be out by November 1. Mr. McGreal reports that he

(Continued on page 54.)

Columbia catalog—From cover to cover a *salesman*. A line of musical instruments in three divisions—Graphophones, Hornless Graphophones and Grafonolas, \$17.50 to \$200. Each instrument separately illustrated and minutely described, and every one just as sure a money-maker as the Mint.



8

Columbia Phonograph Co., Genl., Tribune Building, New York

BUSY TIMES IN MILWAUKEE.

(Continued from page 53.)

is securing some brisk orders for cabinets for the Victor IX, X and XI.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., distributors for the Victor line, and proprietress of the McGreal retail store, has inaugurated a most interesting educational and advertising scheme. Co-operating with the Milwaukee Journal, Miss Gannon has started a series of lectures and demonstrations which are being given at all the leading Milwaukee churches. A representative of the Journal is in charge with a moving picture outfit, while Miss Gannon furnishes a fine selection of slides and a Victrola and Edison Amberola. The scientific and mechanical features of each machine are explained by the lecturer, aided by the slides, and demonstrations by the machine. The lectures are largely attended and are doing much to educate the public in the make-up and care of a machine, as well as in the selection and appreciation of music.

F. A. Watson, a business man of Chicago, interested in the Wisconsin Talking Machine Co., and William J. Vose, of Appleton, Wis., and H. W. Schoofs, of West Bend, Wis., Edison and Victor dealers, were in Milwaukee recently.

Oliver C. Irwin is now district manager of the Edison Business Phonograph Co., with offices at 544 Wells building. Mr. Irwin reports that business is good and that prospects are excellent. The line was formerly carried in Milwaukee by the Hoeffler Manufacturing Co.

E. H. DROOP VISITS VICTOR PLANT.

Popular Piano Man of Washington, D. C., Tells of Securing Valuable "Pointers" from L. F. Geissler and G. D. Ornstein on Talking Machine Matters.

When E. H. Droop, of the E. F. Droop & Sons Co., the music dealers of Washington, D. C., was on his way to New York recently, he stopped off at Philadelphia to make his first visit to the plant of the Victor Talking Machine Co., Camden, N. J. The talking machine department of his company is not under Mr. Droop's management, but he is very much interested in the development of that branch of their business, for he considers it an important and profitable adjunct. They were the original distributors appointed in the District of Columbia.

In speaking of his call at the factory Mr. Droop said: "Having great faith in the Victor end of our business, and being not any too familiar with the products of the Victor Co., or the conduct of our department, I deemed it a part of my duty to make a personal investigation. This I did in my trip to Camden. We sell the Victor line as distributors to dealers throughout the District, Maryland and Virginia and have a nice trade, which I intend now to enlarge materially.

"I had not only pleasant interviews with Louis F. Geissler, general manager, and Geo. D. Ornstein, manager of the traveling staff, but instruc-

tive and informing as well. Both are very capable gentlemen, who understand their business thoroughly, and also possess the happy faculty of conveying their enthusiasm to others. At least, they did it with me, and I learned more about how to handle to the best advantage and sell Victor goods from them than in any other possible way. The plant is magnificent, and the care and attention which is given every process of manufacturing records and machines and the details of their great cabinet-making department have no equal in my estimation.

"To be sure there are some annoyances in connection with the business, such as when you have worked up a new party to enter the field—one of responsibility and who will give the line suitable representation—and to find that in placing the initial order it has been 'split' with other distributors, you are inclined to say things not fit for publication. Then again the loose, harum-scarum credit terms offered by certain distributors have a tendency to make you feel tired. This complaint has been now remedied by the Victor Co., so that distributors are on a fairer footing. However, no business is without its drawbacks, and I suppose they must be allowed for and made the most of in the long run. We propose to push our Victor goods for all they are worth this fall."

TRADE IN SOUTHERN CALIFORNIA.

Excellent Results Reported for September—New Victrolas Arouse Interest—George J. Birkel & Co. Resume Victor Concerts—Open New Branch Store in Pasadena—Recent Visitors of Record—Personal Brieflets—S. Raney Buys Out Two Concerns—E. J. Ryan Purchases Interest of Partner.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 8, 1911.

Trade in general has been most excellent for the month of September with all the dealers—in fact, better than previous years for the same corresponding month. All talking machine dealers are preparing for fall trade, which is expected to be a record-breaker. The new Victrola IV has created much interest among the people.

Geo. J. Birkel & Co. have commenced giving their regular concerts on the Victrola in their beautiful new hall, which are attended by enormous crowds. A magnificent Estey pipe organ has been installed at their San Diego branch, to be formally opened Oct. 10; also a branch store has been opened at Pasadena, the Crown City.

C. S. Ruggles, local manager of Sherman Clay & Co., spent several days at the Catalina Islands in recreation, also visiting San Diego for a few days. Mr. Ruggles states that the southern city is doing most excellent in the talking machine line and predicts a good fall trade all through the southern section.

B. H. Burke, formerly of Sherman Clay & Co., San Francisco, has joined the sales force of Southern California Music Co.

Recent visitors were C. H. Green, Reedley, Cal., who was here with his family for a few days. He has recently bought out Shertley Bros. and will

continue handling phonographs and will push the line vigorously. F. W. Jones, Fellows, Cal., also called and placed a large order of machines and records for the fall trade.

W. H. Johnson, who has been connected with the Geo. J. Birkel Co. many years, has returned from a four months' trip through the East, visiting his former home in Scranton, Pa., also the Victor factory at Camden, N. J. Mr. Johnson is one of the most successful talking machine men of the city and is now ready to do his share of the business.

George Woods, Edison dealer, of Burbank, Cal., was in the city buying stock for the coming season.

Geo. L. Robbins, Porterville, Cal., has engaged a man from Chicago who thoroughly understands the talking machine business, and is using a wagon in connection with the free trial proposition, which has been most successful.

O. G. Tullis, Santa Monica, Cal., reports business very good in the beach city, where he is known as a live dealer.

Key's Pharmacy, Taft, Cal., has opened a new drug store and has placed the second large order for a complete line of Edison machines and records.

E. J. Ryan has bought out Mr. Dame's interest in the Ryan & Dame Co., Tulare, Cal., and will continue the talking machine line with more vim than ever. Mr. Ryan has sold three Amberolas within one week, which is a local record-breaker.

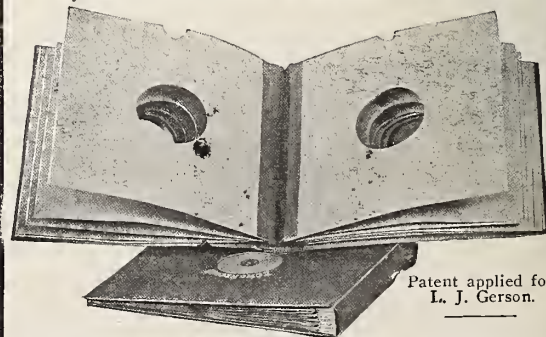
S. Raney, exclusive Edison dealer of Hanford, Cal., has bought out the complete stock of the Hoag Cyclery, also the bankrupt stock of the Light Music Co. This increases Mr. Raney's stock to 5,000 records and over 40 machines, which makes him one of the largest dealers in the San Joaquin Valley. He has also placed two wagons in the field and will canvass the territory within fifty miles of Hanford.

F. W. Mixer, Exeter, Cal., has had a great success with the Edison line during the summer.

Echo Record Albums

ARE THE BEST AND THE CHEAPEST

Every one sold sells two more. EVERYBODY BUYS THEM.



Send for 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records. Pages indexed 1 to 16 with index in front. Echo Albums fit all record cabinets after slats are removed. Also, can be substituted for old-style filing cases in Victrolas. If your jobber does not carry Echo Albums, send your order direct to us. Regular discounts to dealers.

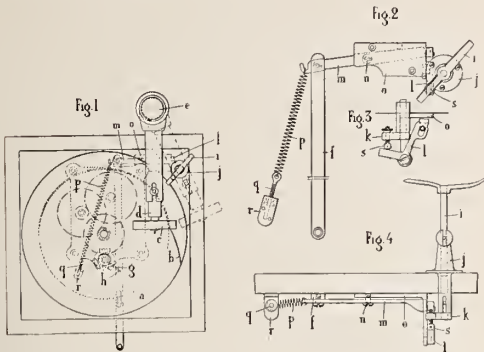
ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

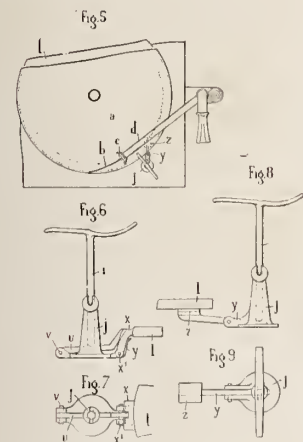
(Specially Prepared for The Talking Machine World.)
Washington, D. C., Oct. 10, 1911.

DEVICE FOR AUTOMATICALLY STOPPING THE DISCS OF TALKING MACHINES. Jules Louvet, Montrouge, France. Patent No. 1,001,418.

This invention relates to the automatic stopping of the discs of talking machines provided with a needle or a sapphire when the performance is finished, this stopping arrangement being applicable in cases where the discs employed bear a record



beginning near the center and finishing near the circumference. With this object, the record is extended by a curved or straight groove or embossment which causes the needle or the sapphire to move outside of the disc; the sound arm then falls on to a rod and its weight actuates a brake which stops the disc.



Figs. 1 to 9 illustrate two different forms of the device employed. Fig. 1 is a plan of a talking machine provided with the automatic stopping device. Fig. 2 is a plan of the stopping apparatus. Fig. 3 a side view of the same. Fig. 4 an end elevation. Figs. 5 to 9 illustrate a modified form of the device. Fig. 5 is a plan of a machine provided with a stopped device; Fig. 6 is a side view of the brake mechanism; Fig. 7 a plan of the same; Figs. 8 and 9 being respectively an elevation and a plan of a different form of the brake.

ATTACHMENT FOR TALKING MACHINES. Frederick W. Schmidt, Philadelphia, Pa. Patent No. 1,001,171.

This invention consists of an improved attachment for sound-reproducing machines, whereby the machine is stopped when the stylus arrives at the end of the groove in the record.

It further consists of such apparatus which may be attached to a talking machine without requiring records of special construction.

For the purpose of illustrating this invention, there is shown in the accompanying drawings one form thereof which is at present greatly preferred, since the same has been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which this invention consists can be variously arranged and organized and that this invention is not limited to the precise arrangement and organization of these instrumentalities as herein shown and described.

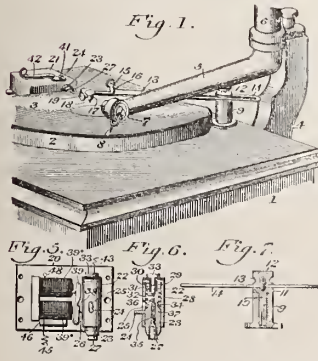


Fig. 1 represents a perspective view of as much of a talking machine as will illustrate the application of the invention to the same. Fig. 2 represents a diagrammatic plan view of the tone-tube, sound-box, turntable and record of a talking machine, illustrating the improvement in place and diagrammatically illustrating the electrical connections. Fig. 3 represents a perspective view of the slotted finder bar of the attachment. Fig. 4 represents a perspective view of the brake box. Fig. 5 represents a plan view of the brake-mechanism. Fig. 6 represents an axial section of the brake-cylinder, brake-block and contacts. Fig. 7 represents a vertical section of the post upon which the slotted bar is adjustably secured.

GRAMOPHONE STOP. Ralph E. Williams, St. Louis, Mo. Patent No. 1,001,493.

This invention relates to gramophone stops, and has for its primary object to provide an improved construction, combination and arrangement of parts in devices of this character whereby it may be adapted for use with different sized records, made very delicate in operation, and by means of which it may be readily adjusted to effect the braking action when the sound-box has reached a certain point more or less distant from the center of the disc

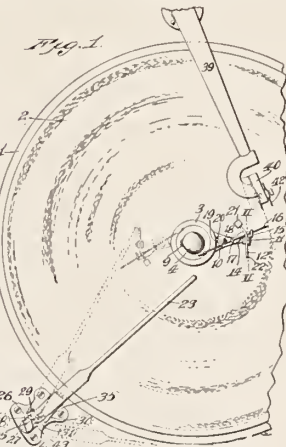
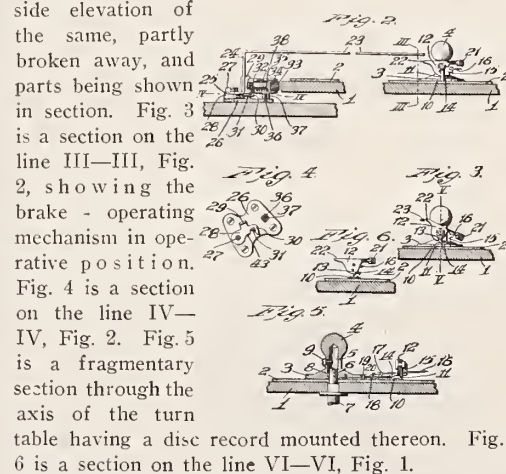


Fig. 1 is a plan view of a gramophone provided with improved braking device. Fig. 2 is partial side elevation of the same, partly broken away, and parts being shown in section. Fig. 3 is a section on the line III-III, Fig. 2, showing the brake - operating mechanism in operative position. Fig. 4 is a section on the line IV-IV, Fig. 2. Fig. 5 is a fragmentary section through the axis of the turntable having a disc record mounted thereon. Fig. 6 is a section on the line VI-VI, Fig. 1.



PHONOGRAPH. Walter H. Miller, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,074.

This invention relates to phonographs, and particularly to phonograph horns and means for supporting the same.

In application Serial No. 430,259, filed May 1, 1908, a structure is disclosed in which the horn is provided with a straight section arranged parallel to the path of the traveling carriage of the phonograph as the latter traverses the record in reproducing the same. A tapered tube member connected to the reproducer neck is arranged, in the above described application, to slide back and forth in the fixed tube above referred to with the movement of the traveling carriage, whereby bending and twisting stresses upon the telescoping parts are entirely avoided.

This application is an improvement on the above construction, which consists chiefly in the provision of a member slidably engaged within the rigid tube member, and fitting snugly therein, in which member the end of the tube section, which is attached to the reproducer neck, has a universal joint.

By this means an improved joint is provided between the telescoping parts whereby loss of air is prevented, while at the same time, the advantages accruing from the elimination of stresses are retained.

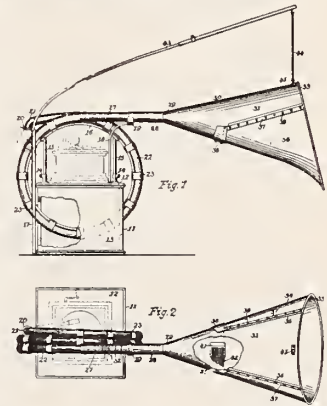
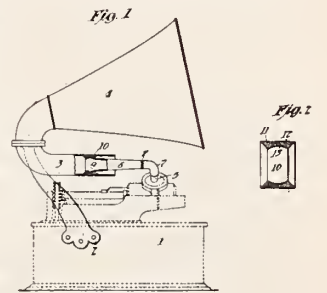
Fig. 1 represents the improved horn and connections applied to a phonograph, which latter is shown in dotted lines, and Fig. 2 is a detail sectional view of the bearing member in the rigid tube enlarged to show the method of connecting together the parts of the same.

PHONOGRAPH HORNS. Miles G. Graham, Albany, N. Y.; Mary A. Graham, administratrix of Miles G. Graham, deceased. Patent No. 1,002,205.

This invention relates to phonograph horns, or, more broadly, to sound amplifying and resonating devices such as are used on phonographs or other sound-reproducing machines.

It is intended to produce a device which shall greatly amplify, purify and resonate the sounds emitted from such machines; which shall particularly adapt such machines to reproduce music originally rendered by an orchestra, whether brass, string or full, as well as the human voice either speaking or singing; and which shall be adjustable as to some of its parts, so as to adapt it more exactly to different uses.

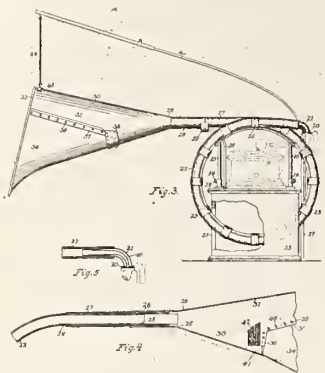
To this end, it consists of many novel features, which may be combined as shown; or they may be, in some cases, employed singly in connection with other well known horns; or they may be



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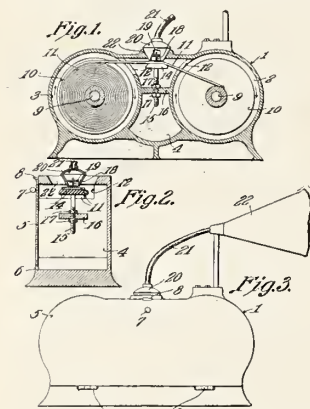


uniting in smaller combinations, *i. e.*, certain parts may be advantageously used without others.

In the example of this invention which is selected for illustration, Figs. 1, 2 and 3 are respectively, a left side elevation, a top plan view and a right side elevation of the device, all partly broken away, and all showing in dotted lines the phonograph or like machine, which forms no part of the invention; Figs. 4 and 5 are partial longitudinal vertical sections of the two end portions of the device.

SOUND RECORDING AND REPRODUCING INSTRUMENT. Rolland Forrest, Philadelphia, Pa. Patent No. 1,001,748.

This invention relates to sound recording and reproducing instruments. The objects are to improve and simplify the construction of such devices as well as to increase their efficiency in operation and to reduce the expense attending their manufacture and use.



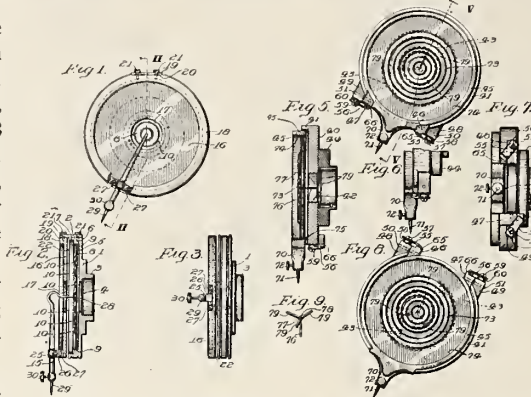
In the accompanying drawing forming part of this specification, Figure 1 is a vertical section through an apparatus constructed in accordance with the invention. Fig. 2 is a vertical section taken at a right angle to Fig. 1, on a line through the intermediate chamber. Fig. 3 is a side elevation showing the door by means of which the ribbon reels are introduced into and removed from the reel chamber.

SOUND-BOX John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,001,746.

This invention relates to certain new and useful improvements in sound boxes for talking machines.

In the accompanying drawings, Figure 1 is a front elevation of a sound box constructed in ac-

cordance with this invention; Fig. 2 a section of the same on line II-II of Fig. 1 looking in the directions of the arrows; Fig. 3 a bottom plan view of the same. Fig. 4 is a front elevation of a modified form of sound box constructed in accord-



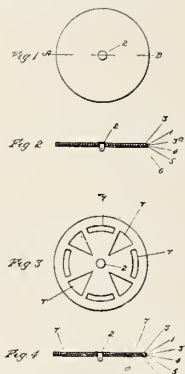
ance with this invention; Fig. 5 a section on line V-V of Fig. 4, looking in the directions of the arrows; Fig. 6 a fragmentary side elevation of a portion of this modified form; Fig. 7 a bottom plan view of the same; Fig. 8 a front elevation of a modified form of this invention; and Fig. 9 a perspective of a detail of the same.

ACOUSTIC DIAPHRAGM. John H. Massey, Providence, R. I. Patent No. 1,001,968.

The invention has relation to acoustic diaphragms such as are employed in talking machines and the like.

It consists in a diaphragm of improved construction and character, the features of which are explained with reference to the illustrated embodiments of the invention.

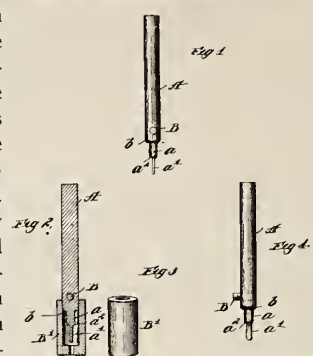
In the drawings.—Figure 1 shows in plan a diaphragm embodying the invention, and Fig. 2 is a view thereof in cross section in the plane of the line A-B of Fig. 1. Figs. 3 and 4 are views similar to Figs. 1 and 2, showing another embodiment of the invention.



GRAPHOPHONE ATTACHMENT. Joseph A. Soler, Chicago, Ill. Patent No. 1,001,780.

This invention has for its object the production of a needle designed to be used in graphophones to reproduce the sound from the record. Here-

fore it has been customary to use a needle so constructed that one or two operations thereof dulls the point and it has to be replaced by a new one very frequently, and which, by the frictional contact with the disc over which the needle is moving, wears out the disc in a comparatively short time. This necessitates constantly replenishing the needles and buying new records. By the improved needle these objections are overcome by the use of a needle having a point made of tempered steel, or a jewel and with care can be used on fifty or more records. By tempering the steel and shaping the shank of the needle as shown, it is operated on a record with less friction, thereby greatly prolonging the life of the record, at the same time eliminating the grating and scratching occasioned by the use of the ordinary needle and reproducing the voice or music from the record with a much smoother and sweeter tone than is now possible, with the old style needles.



In the drawings in which all of the figures are greatly magnified, Figure 1 is a front elevation of the invention showing the position of the needle in the record; Fig. 2 is a sectional view of the needle with the cap secured thereon; Fig. 3 is a side elevation of the cap; and Fig. 4 is an enlarged side elevation of the needle.

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Delayed in Delivery of New Mignonettes—Immense Fall Orders for Various Types of Columbia Machines—Special Offer to Dealers.

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The salesman's ability to accomplish the overloading of a customer with merchandise greatly in excess of his requirements may be attributed in nearly every case to one of three primary causes, namely, inexperience or credulity on the part of the customer; the persuasive eloquence of the salesman; the optimism of the buyer concerning the outlook for future business. In nearly every case in which the retailer has been led to overbuy the cause may be rightly ascribed to the composite of these three reasons. From the standpoint of the customer the evil of overbuying is patent to all. There perhaps is no other one thing to which so many business failures may be directly traced.

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We are a sort of Johnny-on-the-Spot.

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RECORD BULLETINS FOR NOVEMBER, 1911

VICTOR TALKING MACHINE CO.

| No. | Victor Opera Company. | Size. |
|-----------------------|--|-------|
| 31843 | Gems from "Carmen".....Bizet | 12 |
| 5862 | Annie Laurie.....Chas. Scheutze, Harpist. | 10 |
| 31844 | Mazurka—Op. 64, No. 2.....Godard | 12 |
| PURPLE LABEL RECORDS. | | |
| 60056 | Venetian Lovc Song (Canzane Amorosa from "Suite Romantique").....Nevin | 10 |
| 70053 | Badinage.....Herbert | 12 |
| 70052 | Spinning Wheel Quartet from "Martha".....Flotow | 12 |
| 60055 | With Verdure Clad from "The Creation".....Haydn | 10 |
| 60049 | Hey There! May There!.....Cohan | 10 |
| DOUBLE-FACED RECORDS. | | |
| 16966 | Holy Ghost, with Light Divine (music of Gottschalk's "Last Hope") (Reed-Gottschalk).....Trinity Choir | 10 |
| 16963 | Holy! Holy! Holy! (Heber-Dykes) Trinity Choir | 10 |
| 16968 | Haviland's Happy Hits (Arranged by Halle).....Victor Orchestra | 10 |
| 16902 | Good Night, Good Night, Beloved (Pinsuti).....Lyccum Mixed Quartet | 10 |
| 16971 | More and More (Seifert). Orpheus Male Quartet | 10 |
| 16975 | The Washington Waddle (Mahoney-Morse).....American Quartet | 10 |
| 16975 | He's Coming Back (Kalmer-Snyder).....Ada Jones | 10 |
| 16975 | The Mississippi Stoker (Earle C. Jones). A. Collins | 10 |
| 16970 | Love's Sentence (Goodwin-Meyer).....Jones and Murray | 10 |
| 16967 | The Herd Girl's Dream (Lahitzky) (Violin, flute, harp).....Neapolitan Trio | 10 |
| 16974 | Happy Days (Strzelcki).....Neapolitan Trio | 10 |
| 16974 | Nut Cracker Ballet—Characteristic Dance (Tschalkowsky).....Pryor's Band | 10 |
| 16970 | Humoresque (Dvorak).....Pryor's Band | 10 |
| 16970 | Her Bright Smile Haunts Me Still (Wrighton).....Van Brunt and Bieling | 10 |
| 16961 | The Maid of the Mill (Aide-Adams).....Reed Miller | 10 |
| 16961 | Jock O' Hazeldean (Poem by Sir Water Scott).....John Young | 10 |
| 16968 | Scots, Wha hae Wi' Wallace Bled!.....Reinald Werzarah | 10 |
| 16968 | Emmett's Favorite Yodel (J. K. Emmett).....George P. Watson | 10 |
| 16969 | Alpine Specialty—Popular Yodels.....George P. Watson | 10 |
| 16969 | The Mocking Bird—Fantasia (Stobbe) Xylophone.....Wm. H. Reitz | 10 |
| 16964 | Pearl of the Harem (Guy) Banjo (Piano acc.).....Fred van Eps | 10 |
| 16964 | Keep in de Middle ob de Road (Will S. Hays).....Billy Murray and Chorus | 10 |
| 35201 | Rosa Lee or "Don't be Foolish, Joe".....American Quartet | 10 |
| 35201 | Bad'ner Mad'In (Girls of Baden) Waltz (Kornzak) (Arr. by F. Mahl).....Victor Dance Orch | 12 |
| 35200 | The Life Preserver Two-Step (Claude d'Albret).....Victor Dance Orchestra | 12 |
| 35200 | Roses and Memories (Snyder).....Victor Orchestra | 12 |
| 35202 | Spring, Beautiful Spring Waltz (Lincke).....Victor Orchestra | 12 |
| 35202 | Whistling Pete. Minstrel Specialty.....Golden and Hughes | 12 |
| 16965 | Carolina Minstrels, No. 20.....Victor Minstrel Co. | 12 |
| THE OCTOBER SPECIAL. | | |
| 16965 | Billy (She Always Dreams of Bill) (Goodwin-Kendis-Paley).....American Quartet | 10 |
| 16962 | The Red Rose Rag (Madden-Wenrich).....Billy Murray | 10 |
| 16962 | Let's Make Love Among the Roses (Jerome-Schwartz).....Walter Van Brunt and Chorus | 10 |
| 16962 | I Want a Girl Just Like the Girl that Married Dear Old Dad (Dillon-H. Von Tilzer).....American Quartet | 10 |
| NEW RED SEAL RECORDS. | | |
| 88322 | Ignace Jan Paderewski, Pianist. | 12 |
| 88321 | Valse Brillante (Op. 34, No. 1).....Chopin | 12 |
| 64211 | Minuet in G (Op. 14, No. 1).....Paderewski | 12 |
| 64211 | Maud Powell, Violinist. | 10 |
| 64210 | Arkansas Traveler, from "Bouquet Americain," Op. 33).....Vicentemps | 10 |
| 64210 | Evans Williams, Tenor. | 10 |
| 64210 | In English. | 10 |
| 64210 | Loch Lomond (Old Scotch)..... | 10 |

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| 74252 | Alma Gluck, Soprano. In French. Louise—Depuis le jour (Ever Since the Day).....Charpentier | 12 |
| 74242 | John McCormack, Tenor. In English. She Is Far From the Land.....Moore | 12 |
| 74250 | George Hamlin, Tenor. In English. In Native Worth, from "The Creation".....Haydn | 12 |
| 88320 | G. Mario Sammarco, Baritone. In Italian. Rigoletto—Monologo—Paro siamo (We are Equal).....Verdi | 12 |
| 64200 | Janet Spencer, Contralto. In English. The Moon Drops Low, from "American Indian Songs".....Eherhart-Cadman | 10 |
| 87084 | Antonio Scotti, Baritone. (Neapolitan.) Scetate—Serenade.....Costa | 10 |
| 88281 | Jeanne Gerville-Reache, Contralto. In French. L'Enfant Prodiges—Aid de Lia (Song of the Mother).....De Cussy | 12 |
| ELLEN TERRY MAKES FIVE RECORDS. | | |
| 64191 | Much Ado About Nothing (Act II, Scene D) ("I Have Brought Claudio).....Shakespeare | 10 |
| 64193 | A Winter's Tale (Act II, Scene D) (Mamillius, Hermione and Ladies).....Shakespeare | 10 |
| 64194 | Merchant of Venice—Mercy Speech (Act IV).....Shakespeare | 10 |
| 74239 | Hamlet—Ophelia's Mad Scene (Part II).....Shakespeare | 12 |
| 74240 | Romeo and Juliet—Potion Scene (Act IV, Scene III).....Shakespeare | 12 |
| POLSKIE REKORDY (Polish Records). | | |
| 63425 | (1) Telegraf bez drutu (Via Wireless).....Karol Wachtel | 10 |
| 63425 | (2) Stoworzenie Ewy (The Creation of Eve).....Karol Wachtel | 10 |
| 63426 | Krakowskie Wesele (Polish Peasant Wedding) (Wachtla-Wachtel) (Folk Song).....Karol Wachtel | 10 |
| 63426 | Czaty (The Jealous Husband's Adventure. (Travesty by A. Kitchman—founded on the Romance by A. Mickiewicz) Comic Recitation).....Karol Wachtel | 10 |
| 63427 | Gonitwa za Szczesciem (The Fortune Seeker) (oryginalna piosnka o Kolshoe) (An Original Candle Song).....Karol Wachtel | 10 |
| 63427 | (1) Ahm! (Ahem).....Karol Wachtel | 10 |
| 63427 | (2) Rumianek (Comic Recitation).....Karol Wachtel | 10 |
| 63427 | Pan Edelstein (Baron Edelstein) Comic Song.....Karol Wachtel | 10 |
| PAA SVENSK (Swedish Records). | | |
| 63423 | Den utstang de aka Mannen (Schlstedt-Scholander) Tenor. Lute accompaniment.....Torkel F. Scholander | 10 |
| 63429 | Varmogor vid hafvet (Schlstedt-Scholander) Tenor. Lute accompaniment.....Torkel F. Scholander | 10 |
| 63429 | Visan om drangen som spelte pa klaver (Swedish Folk Song). Tenor. Lute accompaniment.....Torkel F. Scholander | 10 |
| 63430 | Fredman's Epistel No. 16, Till the Birflare pa then Konungstiga Djurgarden Klinger val uppa oboe (Bellman) Tenor Lute accomp.....Torkel F. Scholander | 10 |
| 63430 | Visa pa forstugukuisten (Schlstedt-Scholander) Tenor. Lute accomp.....Torkel F. Scholander | 10 |
| 63430 | Fredman's Sang, No. 35—"Om Gubben Noak" (Bellman) Tenor. Lute accompaniment.....Torkel F. Scholander | 10 |
| DEUTESHE PLATTEN (German Records). | | |
| 63431 | Schaefer's Sontagslied (Das ist der Tag des Herin) (Conradin Kruetzen) Male Quartet.....Manhattan Quartet | 10 |
| 63433 | Der Studentent Nachtgesang (Fischer) Male Quartet.....Manhattan Quartet | 10 |
| 63433 | CEKSE PLATNE (Bohemian Selections). | 10 |
| 63433 | Vej veterku (Knahl) Baritone with Quartet.....V. Reindl and Kalasovo Pevecké Kvarteto | 10 |
| 63434 | Listecku duhory (Tichy) Band with Singing.....Cesko Americka Kapela se zpevem | 10 |
| 63434 | Zofinsky Valcik (Vogel) Male Quartet. (F. Mayer, 1st tenor; J. Kalas, 2d tenor; V. Reindl, 1st C.; V. Jelinek, 2d C.).....Kalasovo Pevecké Kvarteto | 10 |
| 63435 | Bahrle—Polka (Paukner) Band with Singing.....Cesko Americka Kapela se zpevem | 10 |
| 63435 | Smes Zertovnych pismi (Kalas) Male Quartet. (F. Mayer, 1st tenor; J. Kalas, 2d tenor; V. Reindl, 1st C.; V. Jelinek, 2d C.).....Kalasovo Pevecké Kvarteto | 10 |
| 63435 | Zakolnicek—Pochod s textem (Kmoeh) Band with Singing.....Cesko Americka Kapela se zpevem | 10 |

COLUMBIA PHONOGRAPH COMPANY.

| | | |
|---|--|--|
| 12-INCH SYMPHONY DOUBLE DISC RECORDS. | | |
| A5320 | A Banjo Song—Homer. Baritone Solo, orch. accomp.David Bispham | |
| | All Through the Night—Old Welsh Air. Baritone Solo, orch. accomp.David Bispham | |
| 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS. | | |
| A1053 | Princeton Cannon Song—Hewitt and Osborn. Vocal Quartet, Male Voices, unaccomp.Nassau Quartet of Princeton | |
| | Princeton Steps Song—Carter, '88. Vocal Quartet, Male Voices, unaccomp.Nassau Quartet of Princeton | |
| A1055 | Melody in F—Rubinstein. Harp Solo.C. Schuetze | |
| A1060 | Annie Laurie—Theme and Variations. Harp Solo.Charles Schuetze | |
| A1060 | Passage Birds' Farewell—Hildach. Tenor and Bass Duet, orch. accomp.Reed Miller and Frank Croxton | |
| | How Can I Leave Thee? Vocal Quartet, Mixed Voices, unaccomp.Columbia Mixed Quartet | |
| 12-INCH DOUBLE DISC BLUE LABEL RECORDS. RUSSIAN SYMPHONY ORCHESTRA. | | |
| Modest Alstchuler, Conductor. | | |
| A5321 | Russkaja I Trepak—Ruhinstein.....Russian Symphony Orchestra | |
| | Bargemen's Song (Ay Ouchniem)—Russian Folk Song.....Russian Symphony Orchestra | |
| A5323 | Crucifix—Faure. Tenor and Bass Duet, orch. accomp.Reed Miller and Frank Croxton | |
| | Elijah—If With All Your Hearts—Mendelssohn. Tenor solo, orch. accomp.Chas. W. Harrison | |
| 10-INCH DOUBLE-DISC RECORDS. | | |
| A1047 | Down by the Old Mill Stream—Taylor, Vocal Quartet, Male Voices, orch. accomp.Brunswick Quartet | |
| | Sally—George Turner. Vocal Quartet, Male Voices, orch. accomp.Brunswick Quartet | |
| A1050 | Rifle Team—March—William Martin. Prince's Band (On Furlough—March—F. Kmoeh.Prince's Band | |
| A1051 | "In the Land of Harmony" and "Stop, Stop, Stop"—Ted Snyder, Accordion Solo.Guido Deiro | |
| | Dill Pickles—Rag—Johnson, Accordion Solo.Guido Deiro | |
| A1052 | Chiming Bells of Long Ago—Shattuck. Counter-Tenor Solo, orch. accomp.Frank Coombs | |
| | Hard Times Come Again No More—Foster. Counter-Tenor Solo and Chorus, 'Cello and Piano accomp.Frank Coombs and Brunswick Quartet | |
| A1054 | Let's Make Love Among the Roses—Jean Schwartz. Tenor Solo, orch. accomp.Frederick V. Bowers | |
| | Love Me—Albert Gumble. Tenor Solo, orch. accomp.Frederick V. Bowers | |
| A1056 | They Always Pick on Me—H. Von Tilzer. Soprano Solo, orch. accomp.Ada Jones | |
| | Can't You Take it Back and Change it for a Boy?—Chattaway. Tenor Solo, orch. accomp.Byron G. Harlan | |
| A1057 | Let Me Call You Sweetheart—Friedman. Vocal Quartet, Male Voices, orch. accomp.Columbia Quartet | |
| | A Country Girl—Duet, Boy and Girl—Lonekton Contralto and Tenor Duet, orch. accomp.M. Mayew and Henry Burr | |
| A1058 | That Peculiar Rag—Fagan. Baritone Solo, orch. accomp.Ed. Morton | |
| | Knock Wood—H. Von Tilzer. Soprano and Tenor Duet, orch. accomp.Ada Jones and Walter Van Brunt | |
| A1059 | Railroad Rag—Bimberg. Baritone Solo, orch. accomp.Arthur Collins | |
| | Waiting Down by the Mississippi Shore—Reed. Tenor Duet, orch. accomp.Henry Burr and Albert Campbell | |
| 12-INCH DOUBLE-DISC RECORDS. | | |
| A5322 | The Count of Luxemburg—Waltzes—Lehar.Prince's Orchestra | |
| | In the Shadows—Waltz—Finck. Prince's Orchestra | |
| A5319 | Dreams—Strzelcki. Tenor Solo, orch. accomp.Paul Dufault | |
| | Without Thee (Sans Toi)—D'Hardelot. Tenor Solo, orch. accomp.Paul Dufault | |
| THOS. A. EDISON, INC. | | |
| EDISON AMBEROL RECORDS. | | |
| 815 | Don Juan Overture.....Edison Concert Band | |
| 816 | Good-Bye.....Reed Miller | |
| 817 | Alexander's Ragtime Band.....Billy Murray | |
| 818 | Madame Butterfly—Fantasie.....Victor Sorlin | |
| 819 | Only to See Her Face Again.....W. Oakland and Chorus | |
| 820 | Pinafore Airs—No. 2.....Edison Light Opera Co. | |
| 821 | I Will Love You When the Silver Threads are Shining Among the Gold.....Manuel Romain | |
| 822 | At the Mill March.....Bohkmir Kryl and His Band | |
| 823 | Dream Faces.....Elizabeth Spencer and Chorus | |
| 824 | The Harbor of Love.....Irving Gillette | |
| 825 | The Old Town Is Looking Mighty Good To-night Walter Van Brunt and Chorus | |
| 826 | The Pink Lady—Selection.....American Standard Orchestra | |
| 827 | The Washington Waddle.....Premier Quartet | |
| 828 | The Bloom is on the Rye.....Anthony and Harrison | |
| 829 | L'Elegante Polka.....Charles Daab | |
| 830 | I Laughed at the Wrong Time.....Cal Stewart | |
| 831 | The Owl in the Old Oak Tree....."That Girl" Quartet | |
| 832 | I Want a Girl.....Walter Van Brunt and Chorus | |
| 833 | Billy (I Always Dream of Bill).....Anna Chandler | |
| 834 | Anvil Chorus—Il Trovatore.....Edison Light Opera Co. | |
| 835 | The Lord is My Shepherd.....Reed Miller and Frank Croxton | |
| 836 | Valse Julian.....American Standard Orchestra | |
| 837 | Woodman, Woodman, Spare That Tree!.....Boh Roberts | |
| 838 | The Lighthouse by the Sea.....Knickerbocker Quartet | |
| 839 | The Dwellers in the Western World—No. 3 ("The Black Man").....Souza's Band | |
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| 10523 | When I'm Alone I'm Lonesome.....Anna Chandler | |
| 10524 | In the Land of Harmony.....Premier Quartet | |
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| | B—Bohemia Life—Two-Step March.....A. Roncovieri | |
| Zon-o-Phone Orchestra. | | |
| 5801 | A—The Siren—Waltz motives from the operetta "The Siren".....Leo Fall | |
| | B—Mississippi Rose—Characteristic Two-Step.....Geo. D. Barnard | |
| 5802 | A—College Glide—Two-Step March.....Theo. Morse | |
| | B—Valse D'Amour.....Octave Cremieux | |



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(Continued on page 58.)

RECORD BULLETINS FOR NOVEMBER.

(Continued from page 57.)

- MISCELLANEOUS VOCAL SELECTIONS.
With Orchestra Accompaniment
- 5803 A—Mary O'Hoolihan (Amy Butler). . . Irving Berlin
 - B—Snyder, Does Your Mother Know You're Out? (Geo. P. Watson)
 - 5804 A—In All My Dreams I Dream of You (Frank Coombs and Wm. H. Thompson). Al Piantadosi
 - B—Peek-a-Boo, Little Girl, Peek-a-Boo (Helen Clark) Justin Ring
 - 5805 A—Who Are You with To-Night? (Billy Murray) Egbert Van Alstyne
 - B—I Love You Just Because I Do. (Sidnie Gill)
 - 5806 A—Dat's Harmony (Arthur Collins) . . . Bert Williams
 - B—The Sunshine of Paradise Alley (Ada Jones) John W. Bratton
 - 5807 A—After the Honeymoon (Harriette Keyes) Berlin and Snyder
 - B—Cato's Advice (J. F. Harrison) . . . Bruno Huhn
 - 5808 A—Now She's Anybody's Girlie (Byron G. Harlan) Egbert Van Alstyne
 - B—I'll Have to Say Farwell to You (Walter Van Brunt) Chifton Crawford
 - 5809 A—Oh, You Tease (Ada Jones) M. W. Lund
 - B—The Little Church Where You and I Were Wed (Henry Burr) Walter Rolfe
 - 5810 A—I Want a Girl (Just Like the Girl that Married Dear Old Dad) (Walte Van Brunt) . . . Harry Von Tilzer
 - B—Little Boy Blue. (F. Ethel Smith) . . . E. Nevin
 - 5811 A—Smile Awhile (Ada Jones and Billy Murray) Harry De Costa
 - B—I Hear You Calling Me (Geo. W. Ballard) . . Charles Marshall
 - 5812 A—In Ragtime Land (Al Campbell and Arthur Collins) Terry Sherman
 - B—Mary (Harry Anthony) T. Richardson
 - 5813 A—Come Unto Him (Master Gustave Stahl) . . . G. F. Handel
 - B—Sunshine in the Soul (Peerless Quartet) . . . John R. Sweney

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FOUR-MINUTE SELECTIONS.

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 - 1361 Billy (I Always Dream of Bill) Ada Jones
 - 1356 Pop Goes the Weasel Medley and Old-Time Favorites Chas. D'Almaine
 - 1357 Love Me, from "Alma, Where Do You Live?" John McCloskey
 - 1313 I Hear You Calling Me George W. Ballard
 - 1136 Joining the Church Golden and Hughes
 - 1293 The Canary and the Cuckoo (Descriptive Polka) U. S. Symphony Orchestra
 - 1310 Down by the Old Mill Stream Frank Coombs
 - 1283 Wanted, A Harp Like the Angels Play Will Oakland
 - 1312 Sweetheart, Sweetheart Harriette Keyes
 - 1299 The Lost Chord Allen Hinckley
 - 1314 I'll Be with You Honey, in Honey-Suckle Time. Harvey W. Hindermeycr
 - 1360 I'm on My Way to Reno Walter Van Brunt
 - 1303 Carnaval de Venice, with Variations. Bohumir Kryl
 - 1343 Sleep, Baby, Sleep, and Snyder, Does Your Mother Know You're Out? Geo. P. Watson
 - 1309 The Crucifix Hinckley and McClockey
 - 1358 Where is My Wandering Boy To-Night? John Young and Chorus
 - 1324 Gunga Din (Recitation) Joe Brown
 - 1346 Uncle Josh and Aunt Nancy's Courtship Mr. and Mrs. Cal Stewart
 - 1375 Stick to Your Mother, Tom W. H. Thomson and Chorus, Orch. Accomp.
 - 1335 Dixie U. S. Military Band
- TWO-MINUTE SELECTIONS.
- 430 Swedish Guard March U. S. Military Band
 - 409 Independentia and Bill Board Medley March Five Brown Brothers
 - 410 In the Twi-Twi-Twilight Alva York
 - 412 The Hunting Song from "King Arthur" Anthony and Harrison
 - 416 There's a Dixie Girl Who's Lonely for a Yankee-Doodle Boy. Wm. H. Thompson
 - 424 Eldorey, Ballet Intermezzo U. S. Symphony Orch.
- FOUR-MINUTE GRAND OPERA SELECTIONS.
In Italian.
- 33016 Gioconda, Cielo E Mar, Romanza (Heaven and Ocean) Cav. Carlo Cartica, Tenor. Ponchielli
 - 33017 William Tell—Trio.—Cav. Carlo Cartica, tenor; C. Alessandroni, baritone; Fernando Autori, bass Rossini
 - 33022 Miserere—Il Trovatore Me. Wright-Heims and M. Jose Erard
 - 33023 Chi Mi Frena—Lucia—Sextette; Cesare Alessan-

droni, baritone; Mlle. M. Borschneck, contralto; Mme. Wright-Heims, soprano; Jose Erard and G. Peratori, tenors; G. Rossano, bass.

33024 Bella Figlia Dell'Amore—Cecaro Alessandroni, baritone; Mlle. M. Borschneck, contralto; Mme. Wright-Heims, soprano; Jose Erard, tenor.

GERMAN RECORDS.

34015 O Isis Und Orisis, from "Die Zauberflote. Allen Hinckley

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., Oct. 8, 1911.

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:

September 16.

Adelaide, 292 pkgs., \$7,141; Aussig, 12 pkgs., \$965; Bremen, 1 pkg., \$100; Cartagena, 4 pkgs., \$265; Colon, 2 pkgs., \$129; Jurenie, 3 pkgs., \$109; Liverpool, 1 pkg., \$171; London, 439 pkgs., \$9,847; Milan, 13 pkgs., \$788; Rigo, 10 pkgs., \$1,550.

September 23.

Barranguilla, 13 pkgs., \$406; Callao, 6 pkgs., \$173; Cape Town, 32 pkgs., \$735; Colon, 10 pkgs., \$268; Copenhagen, 28 pkgs., \$836; Gothenberg, 1 pkg., \$316; Guayaquil, 7 pkgs., \$380; Havana, 25 pkgs., \$1,225; 106 pkgs., \$1,778; Kingston, 2 pkgs., \$105; Las Palmas, 6 pkgs., \$384; London, 64 pkgs., \$3,908; 270 pkgs., \$20,000; Maracaibo, 12 pkgs., \$518; Milan, 5 pkgs., \$120; Rio de Janeiro, 12 pkgs., \$190; Soerabaya, 4 pkgs., \$208; Southampton, 7 pkgs., \$269; Trinidad, 4 pkgs. \$128; Valparaiso 5 pkgs., \$458.

September 30.

Autofagasta, 11 pkgs., \$506; Berlin, 2 pkgs., \$205; Chemulpo, 4 pkgs., \$207; Havana, 12 pkgs., \$353; 2 pkgs., \$226; Iquitos, 6 pkgs., \$170; London, 3 pkgs., \$310; 149 pkgs., \$12,140; Manila, 76 pkgs., \$3,662; Melbourne, 5 pkgs., \$142; Milan, 9 pkgs., \$900; Para, 43 pkgs., \$4,239; Pernambuco, 15 pkgs., \$2,304; Santiago, 8 pkgs., \$262; Soerbaya, 15 pkgs., \$319; Tampico, 4 pkgs., \$138; Valparaiso, 5 pkgs., \$227; Vera Cruz, 150 pkgs., \$4,948.

October 8.

Berlin, 49 pkgs., \$1,100; Bremen, 12 pkgs., \$608; Buenos Ayres, 330 pkgs., \$9,309; Colon, 8 pkgs., \$244; Dominica, 7 pkgs., \$145; Guayaquil, 2 pkgs., \$99; Hamburg, 2 pkgs., \$135; Havana, 8 pkgs., \$298; Havre, 8 pkgs., \$173; London, 531 pkgs., \$39,149; 10 pkgs., \$522; Macoris, 8 pkgs., \$198; Montevideo, 26 pkgs., \$1,950; Para, 10 pkgs., \$451; Port Limon, 4 pkgs., \$310; Rio de Janeiro, 26 pkgs., \$1,740; Santander, 3 pkgs., \$500; Sebastopol, 36 pkgs., \$1,055; Southampton, 59 pkgs., \$2,604; Vera Cruz, 49 pkgs., \$1,639.

What we call initiative in a business man is called skill in a great surgeon. It is knowing the next move and making it at the right moment.

MAKING THE STORE ATTRACTIVE.

Should Be so Distinctive as to Linger in the Memory of the Visitor as a Pleasant Place to do Business.

To give the salesroom a new personality, to make it appeal to every visitor to such an extent that it will linger in the visitor's memory is the goal of progressive city stores, whether the city be large or small. This vogue needs to be generally and generously extended. It needs to include you, if you have not already joined the ranks of the progressives in the retail merchandising.

The psychological reason, which is a polite way of defining plain horse sense, is that if you please people you place them in a more approachable mental condition.

When they step inside your store, and the first impression charms, the gain is distinctly yours. The interest is immediately aroused and there is created a disposition to place a better value on your goods than if the appearance of the salesroom could only be graded as ordinary.

It may sound unreasonable to say that the difference between a full-grown success and a mediocre living is due a good many times to the appearance of the salesroom. One of the most successful concerns I know counts as one of its chief assets the always attractive appearance of the store. To insure this result the management of this store spends thousands of dollars every year. It may be charged as an expense, the paying out of this money, but it is one of the longest-headed investments and one of the most profitable features of a very large and likewise very successful store.

Imagine what it would mean to your business to have it known that your store was the handsomest in your city, to have it shown as one of the show places in the business district. Such a reputation would go far toward influencing business.

GOGORZA AND EAMES

Make Some Magnificent Records for the Victor Talking Machine Co.

Recent visitors to the Victor factory at Camden, N. J., were Emilio de Gogorza, the celebrated baritone, and his wife, Mme. Emma Eames De Gogorza. During their visit to the Victor laboratory the famous artists made a number of new records which are bound to have a tremendous vogue this fall and winter. De Gogorza and Mme. Eames were never in better voice, and this is reflected in the magnificent "masters" which they have turned out for the Victor Co.

Don't say it all right off the first thing. If you do, when the customer begins to hesitate there is nothing more that you can do.

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NEWS
MACHINE
WORLD

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1911



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The Talking Machine World

Vol. 7. No. 11.

New York, November 15, 1911.

Price Ten Cents

USED IN POLITICAL CAMPAIGN.

Republican State Campaign Committee in Kentucky Use Records of Prominent Men to Educate Voters—Employing the Graphophone to Good Purpose in This Connection.

(Special to The Talking Machine World.)

Louisville, Ky., Nov. 2, 1911.

The Republican State Campaign Committee, with headquarters in this city, realized the practical impossibility of covering the remote mountain districts by the personal presence of the more important figures in the campaign now in progress, consulted the Louisville store of the Columbia Phonograph Co. as to the feasibility of sending records of speeches by these men, made in their own voices, out to these districts, in connection with the moving picture outfits that they were sending out as a means of attracting interest to the meetings they desired to hold.

Means were devised at the Louisville store for making records desired, and under the direction of a representative of this store of the Columbia Phonograph Co. records were made by Judge Ed. C. O'Rear, of the State Court of Appeals, present Republican candidate for Governor; United States Senator W. O. Bradley, ex-Governor of Kentucky; Congressman John W. Langley, chairman State Campaign Committee; the Hon. Thurman B. Dixon, and ex-Congressman N. T. Hopkins.

Lack of time prevented the possibility of making gold moulded records, so original masters had to be used in every case. These were made upon the regular commercial blanks shaved down in size sufficient to be used upon the Columbia Twentieth Century graphophone. A sufficient number of records was made in each case to supply five outfits, covering as many different itineraries in the mountain districts of the State.

While the labor involved to all concerned was necessarily great, the results have more than justified it. In addition to the expected advantage of having good music as rendered by the Twentieth Century graphophones in connection with the moving pictures, enormous interest was excited everywhere by the fact that the prominent public men making these records, while unable to be on the spot in person, nevertheless were able to, and took the trouble to, send their sentiments on various questions involved in the campaign out to the people in their own living voices. The speeches as recorded in this manner have worn quite well, and have been reproduced with remarkable effectiveness on the Twentieth Century graphophone.

The reproductions of the various speeches were brought to the attention of the people by posters, and the entire scheme was so unique in Kentucky that it proved a most important factor in clinching votes for the various parties interested.

TO INCREASE CAPITAL TO \$50,000.

Condon-Autostop Co. Also Arrange to Increase Directorate—Many Prominent Men Interested—Well Equipped Plant Being Established—Exhibits at Prominent Shows.

The Condon-Autostop Co., 25 Broad street, New York, have applied for permission to increase their capital stock from \$50,000 to \$75,000, and they are now perfecting plans to establish a well-equipped plant for the manufacture of Condon-Autostops and other specialties at an early date. The directorate will also be increased from four to seven members, and the following gentlemen have become financially interested in the company. In addition to John F. Talmage, who is a director of the D. L. & W. R. Co., and Thomas M. Debevoise, of Rounds, Hatch, Dillingham & Debevoise, 62 Cedar street, Percy A. Rockefeller, 26 Broadway; P. J. McIntosh, director of the Chicago, Milwaukee & St. Paul Railroad Co., and other corporations identified with Rockefeller interests; Henry R. Taylor, Ogden H. Hammond, brother of John H. Ham-

mond; Oliver Gould Jennings, of the Signature Co.; E. T. H. Talmage and H. O. Havemeyer.

Plans have been formulated to overcome any delays in manufacturing and to perfect a complete organization in every detail.

Much interest was stimulated in the Condon-Autostop by exhibits made by the manufacturers at the recent Electric Show at the New Grand Central Palace, and at the Land and Irrigation Exposition, from November 3 to 12, at Madison Square Garden.

TO HANDLE VICTORS EXCLUSIVELY.

Standard Talking Machine Co. Sell Out Edison Business to Louis Buehn & Bro.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Nov. 6, 1911.

The Standard Talking Machine Co. announce that they have sold out their entire Edison phonograph business to Louis Buehn & Bro., of this city and will in future handle the Victor line exclusively. In announcing the deal the Standard Talking Machine Co. state that their Victor business has grown to such proportions that justice can only be done to the line where it was handled exclusively. The increase in the business in both lines has taxed the facilities of the company for some time past and they considered the arrangement just made as the best solution of the problem.

TALKING MACHINE EXPORTS.

Figures for September Presented—Reports Show Increase as Compared With Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of September (the last 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 September, 1911, amounted to \$252,293 as compared with \$210,245 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,159,544.

EFFICIENT COLLECTING PLAN.

The System Adopted by a New York Merchant for Getting Money.

The best results on collections come from working on a systematic plan, which begins with a request for payment when an account becomes due and ends only when the money is collected, hammering away at regular intervals with form letters, when they can be used effectively, but discriminating carefully in their use, and changing the forms frequently. Work on collections begins with the monthly statements. All statements should be out not later than the fifth of each month, and it is possible to have them out on the third. When you get statements from the bookkeeper, divide them into three classes:

First—Those having items dated only during the previous month.

Second—Those having items dated in the second previous month.

Third—Those having items in the third previous month or prior.

The first class may go without comment, as they are not due and will not be due this month. The second class should be copied, name, address and amount, then sent out marked 'Please remit.' The copy will be kept until the twentieth, when you will write a form letter to those who have not paid. The third class you will associate with correspondence, either writing a letter to be sent

with the statement or noting the amount on correspondence and sending statement out without comment. During the last few days in the month it is a good plan to write on nearly all of your overdue accounts, then when the statement comes through you can rush it out without a letter and it will act on the customer as a reminder of the letter received a few days before.

The second letter is so worded as to express great disappointment or surprise at not having received the remittance asked for in the previous letter, and taking at all times the stand in a firm, courteous manner, that, as the amount is due, you are entitled to a remittance or an explanation. The third letter might call attention to the previous two, and notify that draft is being made through the bank with whom the customer does business. To provide this information, names of banks used by customers should be taken from incoming remittances and noted on the ledger.

NEW HOUSE IN JACKSONVILLE, FLA.

Opened by the Ransom Talking Machine Co.—Will Handle the Victor Line Exclusively.

(Special to The Talking Machine World.)

Jacksonville, Fla., Nov. 6, 1911.

Willis H. Ransom, who was formerly manager of the wholesale and retail talking machine business of the Carter & Logan Co., of this city, has severed his connections with this firm, to start out on his own hook, and has formed a solid company, to be known as the Ransom Talking Machine Co., with quarters at 23 West Forsyth street, which have been elaborately fitted up.

The new company will handle exclusively the Victor Talking Machine Co.'s products, including their high-grade Victrolas. This will be the only exclusive retail agency in this city, and the company will be prepared also to take care of all repair work and furnish all parts.

Mr. Ransom, although quite a young man in years, is old in experience in this line, having followed it the most of his life. It is safe to predict a bright future for the new company with such a valuable man as Mr. Ransom affiliated with it, and being a hustler, always wide awake and on the spot, he assures success for the new firm.

TO OCCUPY LARGER QUARTERS.

The Santa Fe Watch Co. to Have Handsome Talking Machine Department in Their New Building Which They Will Occupy on Jan. 1.

(Special to The Talking Machine World.)

Topeka, Kan., Nov. 8, 1911.

The Santa Fe Watch Co., who in addition to their immense business as jewelers and opticians are Western distributing agents for the Victor, Edison and Columbia talking machines, will occupy larger quarters in this city after January 1, having secured a lease of the building at 82I Kansas avenue. Improvements are now under way which will cost \$6,000, and which include a modern front, something different from anything yet seen in Topeka. It will be of Italian marble and plate glass. In other words, the entire store equipment will be most artistic. A. S. Thomas, the proprietor, in speaking of his latest move, said:

"I have just returned from Grand Rapids, where the Wilmarth Show Case Co. are making the fixtures for our new store, which will cost \$6,000. The entire room will be fitted by this firm.

"We will have the most modern talking machine parlors in the country. There will be a number of soundproof booths, and also a concert hall, which will be entirely devoted to talking machine concerts. The fixtures will be of mahogany. This will be one of the largest jewelry stores in this part of the country, and we expect to carry a stock which will probably be larger than any stock carried in Kansas."

TRADE IN SAN FRANCISCO.

Enormous Orders for Victrolas of All Styles and Prices—Dictaphones in Great Demand Among Railroad Authorities and Business Houses—Sherman, Clay & Co. Enlarge Talking Machine Department—Report Tremendous Demand for Victrolas—Edison Business Phonographs Used by Prominent People.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 30, 1911.

Andrew G. McCarthy, secretary of Sherman, Clay & Co., who is chief of the talking machine and small goods department, reports that his company is overwhelmed with orders for the new Victrolas. The factory is far behind in shipments, and many orders remain unfilled here on account of no goods to fill them. The trade in the city, as well as outside is good, both in the wholesale and retail departments. The record business continues to grow. The demand for high class records received a stimulus by the recent visit of Madame Eames and De Gorgorza.

Eugene W. Scott, local manager of the Columbia Phonograph Co., states that business has improved decidedly this month, and that the improvement is not confined to any special locality on the Coast, but is widely distributed. The Dictaphone business, he says, continues to grow, and the month has resulted in sales to a large number of people. The Dictaphone is extensively used by the largest concerns on the Coast, among them the Southern Pacific Railroad, which has over 200 machines; the Pacific Hardware & Steel Co., who have fifty; the California Fruit Canneries, Baker & Hamilton and many others. General satisfaction with the machines is attested by the frequency of additional orders sent in by firms having them in use. The use of these machines is no longer confined to business houses, but has reached the law courts. A Dictaphone is in use at the Superior Court, and several court reporters have adopted it also.

W. S. Gray, Pacific Coast manager of the Columbia Co., is at present visiting the Northwest.

Babson Bros. are receiving satisfactory returns from their advertising campaign. Edison goods continue in steady demand, and the outlook for a fine holiday trade is bright.

F. K. Dolbeer, sales manager of the Edison Co., was a recent visitor to the city.

The Hauschildt Music Co. are doing a splendid business in its talking machine department. Mr. Simon, who was formerly the manager of this department, is no longer with the company. He is superseded by Miss Marie I. Smith, who was connected with the talking machine and small goods department of Benjamin Curtaz & Son, on Kear-

ney street. The department has been rearranged and decorated in splendid taste. Miss Smith says the business on the new Victrolas and the Columbia Favorite is most satisfactory. Record sales, also, are picking up. Miss Smith is the only woman at the head of a talking machine department in this city, and as a consequence, is receiving some good-natured joshing from the trade, but she delivers the goods, and doesn't try to rival the machines in vocal stunts either.

Mr. Wortley, manager of the talking machine department of Kohler & Chase, has not been long in his present position, but has, nevertheless, seen many orders for Columbia goods leave his department. He says they are selling machines faster than they can get them in.

George W. Lyle, general manager of the Columbia Phonograph Co., is paying his annual visit to the Coast. He is expected here next week.

Peter Bacigalupi & Sons are doing nicely with the smaller Victrolas. Their record sales are on the increase, and they say that general business is improving. The Edison Business Phonograph, distributed by this company, is holding its own and growing in popularity. At present a number of these machines are being installed at the offices of the General Electric Co. Sales to railroad people are also heavy. John D. Barry, the novelist and critic, who makes his home in San Francisco, is using an Edison phonograph for dictating, and finds it a great labor saver. The R. G. Dun Co., also, use this machine in their offices, as do several local editors. The use of the business phonograph for newspaper work is steadily growing.

The Girard Music Co., Oakland, Cal., are putting in a talking machine department.

The talking machine department of Sherman, Clay & Co. has done so well that recently the quarters had to be enlarged. A basket carrier for records has been installed for facilitating the business of the department. J. R. Scott, Jr., formerly in the office of Sherman, Clay & Co., is now one of the sales force of the talking machine and small goods department.

THE TRINITY OF SUCCESS.

All honest men do not succeed on a big scale, but no one ever built a business that endures without practising honesty, whether he was honest as a matter of morals or not. The world now generally recognizes that the surest way to cheat or deceive yourself is to cheat or deceive someone else. There is no feeling that so completely electrifies you or sends thrills of joy along the spine as the feeling that you have succeeded by being honest and by giving people a fair and just return for their money. So here is the formula for success: Honesty, a good article, a man with faith plus.

TOO MUCH RAGTIME FOR LUKIT.

Wilkes-Barre Man Comes Home with a Jag, Starts Talking Machine to Soothe His Nerves, Hears "Alexander's Ragtime Band," Becomes Much Peeved and Smashes Outfit—Must Pay.

(Special to The Talking Machine World.)

Wilkes-Barre, Pa., Nov. 6, 1911.

"Was Steven Lukit, of 41 Brooks street, justified in smashing a talking machine that grated on his harmonious ear?" was the question which Alderman Donohue had to settle in aldermanic court last week. The alderman said that he did not blame any man for destroying a machine that played ragtime continually, when the owner had a sense of appreciation for the grand opera selections. Lukit did not have any money and was compelled to furnish \$300 bail for his appearance at court.

Lukit purchased a talking machine from a local establishment so that he might satisfy his one desire, that of hearing good music. He selected records of the modern day fad, such as "Alexander's Rag Time Band," "That Mysterious Rag," "Casey Jones," etc.

He discovered after the purchase of the rag time melodies that his ear was better adapted to classical and operatic music. Besides that he was a foreigner, and although the tuneful strains of the dance music made his feet go, he could not understand the words and therefore could not have any fun in singing an accompaniment. He craved for records with tunes and words of his native land. These could not be secured.

He told the alderman that he became intoxicated last week, and when he arrived home he thought that music would be soothing to his nerves, besides being most entertaining. He placed a record on the machine and after a few revolutions of grinding it began "Come on and hear, come on and hear, come on and hear," Lukit did not wait for the rest of the popular song. He understood enough to know what "come on and hear" meant, and was there to hear it. So aggravated was he that he kicked the machine to pieces, claiming that he had more music in his head than the machine gave forth. The battered horn was produced in court with the broken machine to prove that Lukit did his best to terminate popular music makers and make way for the more elevating classics.

Despite the alleged extenuating circumstances the alderman held that the dealer who had sold the machine was to be considered, and Steven declared that after he had paid for the damage he would leave Wilkes-Barre forever.

"Salesmanship," says an expert, "is the power to persuade people to purchase a product at a profit."

We Are Out For The Record of 1911

Not only to do the largest business but to give the dealers the best possible service. If you are an Edison or Victor dealer you need our *service* and we *certainly* want your *business*. Send us your next order and be convinced that our interests are identical.

Note: We have the goods when you want them, but do not delay ordering too long.

A HOLIDAY REMINDER

The difficulties experienced during the holiday seasons are still fresh in your mind. Will you not safeguard against losses of business for want of goods by ordering from the house with the goods?

Eastern Talking Machine Co., 177 Tremont St., Boston, Mass.

SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE MEANS THE VERY BEST SERVICE

From Olive Fremstad:

I think my records are magnificent. Your recording process is certainly a marvel of accuracy and faithfulness in reproducing all the original qualities of the voice. The general musical effect of your records is superior to anything else of the sort I have heard. I am notably hard to please in these matters, but I must say you are accomplishing some wonderful results.



Olive Fremstad

Columbia Phonograph Co., Genl., Tribune Building, New York

QUAKER CITY NEWS ITEMS.

Active Business with the Leading Jobbing and Retailing Houses—Opening of Opera Season Factor in Stimulating Interest in Grand Opera Records—Ellington Takes on Columbia Line—Buehn Becomes Exclusive Edison House in Pittsburgh Through Purchase of Line from the Standard Co.—Gimbel Featuring Pooley Cabinets—Other Items.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 6, 1911.

The talking machine business in Philadelphia the past month has been very good. It was better than it was last October, and the trade generally is in the best of spirits. They report that goods are coming to them in a fairly satisfactory way, and that they are not as badly off as they were at the beginning of the month. There is still a shortage on the \$15 Victors, but in many instances other instruments are taken in their stead, and the trade hopes to be fully supplied with these instruments to fill all orders. They have been promised heavy shipments by the middle of the month.

There have been no new talking machine stores started in this city during the month, but a number of those at present in operation have been considerably enlarged, and the Philadelphia dealers have been able to establish a number of new agencies in various parts of the State.

The opening of the opera season in Philadelphia on Friday of last week the dealers expect will help them materially in the sale of opera records, particularly as both the Edison and Victor companies have gotten out an exceptionally fine list of November records, and the Columbia people have secured the services of a number of new operatic singers to make records for them. Not only is the opera season going to help the talking machine trade, but music of every class is in full swing here. The Philadelphia Orchestra concerts have been going on since the first of October, the Boston Symphony gives its first concert here today, and there are from three to four big recitals every evening.

The Columbia Phonograph Co. have entered the operatic field this fall with especial enthusiasm since they have secured the down-town box office at their store at 1109 Chestnut street. This week they have been advertising heavily, their ads. containing a large picture of Mary Garden, with the accompanying letter from the popular American singer:

"I always said that never would I sing into a phonograph of any kind, but one does not always live up to everything one says, happily, for after months of tireless persuasion the Columbia Phonograph Co. won out, and here I am saying, like every one else that will hear them, that the Columbia records are without a rival. They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success."

The most interesting news that developed at the Columbia this week—at least so far as assistant manager Dorian is concerned—is the fact that

a little daughter arrived at his home last week. This makes one son and one daughter, the desired pair if nothing else materializes. She has been given the name Dorothy Grace Dorian—as beautiful a name, the fond father says, as is the little mite herself. Never anything more beautiful. She is the born image of the father, and the father is considered the handsomest man in the trade here—and this with all due respect to Apollo Henderson.

Carolina White has made a number of new records for the Columbia Co. which will be shortly announced, on an exclusive Columbia contract. Also Ellison van Hoose, the tenor. Mary Garden will make some new records in the course of the next week or so. The Columbia has a novelty in the way of some typical college songs of both Harvard and Princeton, as given by the Harvard Glee Club and the Nassau Male Quartet, of Princeton.

E. D. Easton, president of the Columbia Co., and Horace Sheble, the factory manager, were in Philadelphia last week. John A. Wachter, accompanied by his wife, big Columbia dealers in Allentown, R. B. Robinson, of the Wilkesbarre Columbia house, and Robert Schaffer, of Phoenixville, Pa., were recent callers.

Frank B. Ellington has taken over the business of his father on Spring Garden street, and he is going into the talking machine business more extensively than ever before. He has put in a good stock of Columbia goods. W. G. Linton, traveling salesman of the Columbia, has been doing some very good work for the firm in the State recently. The firm will give a concert on Friday evening at Clifton Heights in connection with the electricity show there by the Philadelphia Electric Company. On the 8th they will give a concert at the Luthern Church on Twenty-second street, above Columbia avenue, and on the 28th they will have a concert in the new Estey Hall, in connection with a fashionable charity entertainment.

The plans of the Columbia Co. are well under way for their minstrel show, which will be given on the 28th of December. It will be preceded by a dinner at Green's Hotel, and after the minstrels there will be a dance at the Columbia store. E. S. Ambler has joined the Dictaphone Co. of the Columbia, and is very enthusiastic over the prospects.

Louis Buehn & Bro., 825 Arch street, report that business in October was very good. It was quite as good as last year, but not very much better, as last year, it must be remembered, in October, they had some exceptional business on the business phonograph. Louis Buehn says that the indications point to a record breaking year, and that his firm will undoubtedly close the biggest year they have ever had, provided they will be able to get the merchandise. They have been experiencing considerable trouble in securing all the smaller type of Victrolas from \$75 down to \$15, but they are in very good shape on the higher priced. They have something new in the business phonograph—a new style cabinet machine. It is smaller, more compact and more ornamental, and Mr. Buehn believes that it will be an infinitely better seller than the old machine, which, however, has

always given perfect satisfaction. It sells for \$5 more than the old machine.

Louis Buehn & Bro. have bought out the Edison business of the Standard Talking Machine Co., at 800 Penn avenue, Pittsburgh, and have removed it to 713 Penn avenue, where they have been established for the past nine months. Their Pittsburgh business has been excellent and they are now the exclusive representatives of the Edison Co. in Pittsburgh.

The Bellak firm are doing very nicely with their talking machine business, and Manager Egan says that their October business this year was double that of last year.

W. J. Elwell, manager of the Heppe talking machine department, says that he finds almost the same conditions as last month. He has his pigeon-hole filled with orders for the small Victor machines and is unable to get within eighty per cent. sufficient to supply the demand. He says, "We are strictly up against it for those \$15 and \$25 machines. We must have them at once or we are going to lose a great number of sales." He reports that the Victor Co. have advised them of heavy shipments about the middle of the month, but Mr. Elwell does not believe it will be possible to supply nearly all the orders. It is likely, he thinks, that conditions will be the same as last year, and that the company will hold off and fill their orders again at the eleventh hour.

All of the rooms at the Wanamaker talking machine department are now fully furnished, and they look especially attractive. With their increased space and better facilities, they are sure they are going to almost double their last year's business, for October ran a high percentage ahead of last year.

Business has been good at Gimbel Bros.' improved department, and Manager Stewart is highly elated over the prospects. He says he feels sure that his firm are doing their share. The new hearing rooms are beautifully furnished, and it is not infrequent that they are all being used at one time, so largely has Mr. Stewart increased the talking machine business at the Gimbel house. Mr. Stewart says, "Business in October was more than we had anticipated, and I attribute it entirely to the new rooms. We are going to devote more of our time to the 10-inch records of the Victor, and we have given Buehn & Bro. an order to double and triple up on our orders. Gimbel Brothers have placed large orders for the Pooley record cabinets, made in Philadelphia, and which are readily salable here.

"Frank Stanton, of the Edison Co., was a visitor the past week at the Gimbel department, and he was delighted with the appearance presented since the new improvements were finished."

The Gimbel talking machine department has also a very fine display of small musical instruments, including all classes.

He who knows not, and knows not that he knows not, is a fool—shun him; he who knows not, and knows that he knows not, is simple—teach him; he who knows, and knows not that he knows, is asleep—wake him; he who knows, and knows that he knows, is a wise man—follow him.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 4.

By way of brief review, let us here sum up some of the points in previous articles.

First, "BUSINESS-BUILDING" is the ART of securing Permanent and Profitable Patronage.

Second, SUCCESS IN LIFE, COMMERCIALY, hinges there.

Third, Everybody is, or should be, a "BUSINESS-BUILDER."

Fourth, Everyone engaged in useful effort has something to sell—Service or otherwise.

Fifth, Salesmanship is the disposal of that which one has for sale at a profit.

Sixth, The key to this is SERVICE.

Seventh, MONEY IS EFFECT, while SERVICE is cause; just as HEAT is EFFECT, while FIRE is CAUSE.

Eighth, He who wants much heat of PROFIT must build a goodly fire of SERVICE.

Ninth, The SALESMAN in the World of Commerce are our COMMERCIAL INSTITUTIONS Each is a composite being.

Tenth, The power of the institution to persuade the buying public to PURCHASE ITS PRODUCT at a profit is in proportion to the SERVICE it renders.

Eleventh, This in turn depends upon the EFFICIENCY of each individual in the institution.

Twelfth, The SUCCESS of any INSTITUTION is the SUM of the SUCCESS of the UNITS in it.

Thirteenth, A house is known by the customers it gets and keeps. Everyone connected with the house has something to do with this.

Fourteenth, BUSINESS is MAN-POWER plus MONEY-POWER, but in final analysis it is all a

question of MAN-POWER, because MONEY is EFFECT, of which the SERVICE-RENDERING POWER of MAN is the CAUSE.

We now come to the important question, UPON WHAT DOES MAN'S POWER TO RENDER SERVICE DEPEND?

The answer is seemingly simple, but far-reaching:

IT DEPENDS UPON HIS OBEDIENCE TO, OR WORKING IN HARMONY WITH NATURAL LAW.

A LAW is a RULE of ACTION or CONDUCT. Men get together in legislative halls and make certain rules of action or conduct for the government of its citizens. You and I must live in harmony with these laws or else lose our rights of citizenship.

NATURE has made certain unwritten rules of action or conduct. We must either live in harmony with them or else lose our RIGHTS TO SUCCESS.

In the realm of man-made laws ignorance of the law excuses no man. It is just so in the realm of natural law.

Let me illustrate just what I mean by an example:

A young man told me he was in hard luck, having lost his job. I asked him how that happened. He said he had come to work late several times and the manager was cranky and fired him. I asked him why it was that he was late. Said he overslept. I questioned him what occasioned that. He replied that he had been out too late "with the boys."

Then I said to that young man, "You are not

a victim of hard luck. A natural law of success was made when man was made, which if put in writing would read, IF YOU WOULD BE SUCCESSFUL YOU MUST BE ON TIME."

"Thou shalt not be late," is a mandate of the Almighty.

If Blucher had not arrived on time Wellington would not have won the Battle of Waterloo; if Grouchy had arrived on time Napoleon would not have lost it.

If the aspirant for commercial success had not missed his train by being late he would have sold a big order; but since he missed it, a REAL SALESMAN was on the ground before him, and so the house of the aspirant lost the sale—was done out of PROFIT, and the aspirant himself missed his commission—did himself out of PROFIT.

"TRAIN-MISSERS" and "OUT-WITH-THE-BOYS" type of men are not the type that make the REAL SALESMAN—the BUSINESS BUILDERS.

NATURAL LAWS.

Great men and great institutions reflect nature's laws. The astronomer banks on this law. He can focus his telescope on a given point in the heavens and rest with faith, knowing the heavenly body scheduled to appear at a certain time will appear, because he knows Nature's laws of being on time.

Some seem to try to distinguish between NATURE and HUMAN NATURE. The HUMAN BEING is the apex, the pinnacle of nature; her HIGHEST CREATION. Man cannot violate natural law with impunity. If he does, he must pay the penalty in the subtraction from the otherwise possible TOTALITY OF HIS SUCCESS.

The penalty may be very slight. It sometimes is so slight that it is not noticed. The penalty is paid however.

Any one who violates NATURAL LAW in the BUSINESS WORLD to any degree is less successful than he otherwise would have been.

Violate enough of the LAWS OF HEALTH, and one pays the PENALTY IN DEATH.

Violate enough of the LAWS OF SUCCESS, and one pays the PENALTY IN FAILURE.

Many obey the natural LAWS OF SUCCESS knowingly, consciously.

Many work in harmony with many of them unconsciously.

Millions violate many NATURAL LAWS OF SUCCESS; some consciously, many more unconsciously.

In number the NATURAL LAWS OF SUCCESS are many, but they can be boiled down to FOUR INJUNCTIONS.

The first of these four was given by Socrates several thousand years ago, when he said, "MAN, KNOW THYSELF."

Add to this SOCRATIC INJUNCTION these words, "and how to develop your SUCCESS QUALITIES;" and the First of the FOUR INJUNCTIONS is complete.

I shall discuss this in TALK NO. 5.

CAN FIX A SELLING PRICE.

Owner of a Patented Article May Dictate to the Retailer, Court Rules.

Judge Ward in the United States Circuit Court on Nov. 3, upheld the right of the owner of a patented article to impose on retailers buying from him the condition that they shall not sell the article below a certain price.

The decision was given in overruling the demurrer filed by Charles A. Keene of 180 Broadway in the action which the Waltham Watch Co. is bringing against him for an alleged violation of the purchase contract in selling movements for less than its stipulated price. Keene received twenty days in which to file his answer to the complaint.

No matter how smart, or clever, or successful a man is he can learn a great deal by watching other people. Example is always more efficacious than precept.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

EDDI

Window Displays and

You're heading right into the Holiday season. Have you thought about it? What about your Holiday window display? Have you thought about that? Now listen! In almost every case where an Edison dealer has invested in Edison window displays, we have received word right back that it did the work—brought the money home—paid for itself right off the bat with a healthy profit over and above.

Some Edison dealers use these displays from time to time, but most who start, *get the habit* and use them right along. It's a profitable habit—start it.



Thomas A Edison
INCORPORATED

SON

Ready-Made Ads

Size up these ready-made Holiday ads, made especially for you—to co-operate with your window display and with the extensive advertising we are doing in national publications.

We furnish electros of these ads free to Edison dealers. The ads shown here are only a small part of an extensive series. Write us for the complete set of proofs and order electros by number.

Get your stock in shape to take care of the Holiday trade that this co-operative campaign is sure to attract. Write your Edison jobber today.



The greatest kind of Christmas present—
the greatest Christmas present of its kind, the

Edison Phonograph

a gift for ALL the family, a gift for ALL
the year, and for ALL the years to come

Think of the money that is thrown away on trifles at Christmas time—the candy that is eaten, the toys that are broken, the Christmas cards that are merely glanced at and thrown away. What have you to show for last year's Christmas?

Now think of the Edison Phonograph—the gift of a lifetime, that brings to every member of your family all of the very kind of entertainment *each* prefers—not merely for a day or a year, but for *always*. That's what makes the Edison the greatest kind of gift. The Edison brings you the four great advantages which you should look for in a sound-reproducing instrument, and which you will find only in the Edison—exactly the right volume of sound for your home; the sapphire reproducing point, which does not scratch or wear the records and lasts forever—no changing of needles; Amberol Records, which play twice as long as the ordinary records, rendering each composition completely, the ability to make and reproduce your own records, in your own home, just as true to life as the records made in our laboratory. That's what makes the Edison Phonograph the greatest gift of its kind.

Edison Phonographs, \$15.00 to \$200.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c. to \$2.00.

Let us demonstrate to you how Thomas A. Edison
doubled the entertaining capacity of the

Edison Phonograph



when he invented

Edison Amberol Records

—the record which plays twice as long

Then you will understand why so many good songs, so much good music of every character never appeared in record form until the Amberol Record was perfected.

Then you will understand how, when you own an Edison Phonograph, you can *now* have *all* of the very best entertainment of every kind.

Then you will understand how this one advantage alone makes the Edison Phonograph the greatest sound-reproducing instrument as well as the greatest musical instrument—even if

it had no other advantages. But it *has*: the sapphire reproducing point, that does not scratch or wear the record and lasts forever—no changing needles; exactly the right volume of sound for your home; home recording—the ability to make and reproduce your own records in your own home.

We will be glad to demonstrate these great Edison advantages to you. Edison Phonographs, \$15.00 to \$200.00. Edison Standard Records, 35c. Edison Amberol Records (play twice as long), 50c. Edison Grand Opera Records, 75c. to \$2.00.

59 Lakeside Avenue, Orange, N. J.

VALUE OF WINDOW DISPLAYS.

This Method of Exploitation, Which Is Being so Cleverly Utilized by the Victor and Edison Companies is One of the Best Means of Concentrating Public Attention on Talking Machine Goods—Comes in for Words of Praise from Well-Known Writer.

The splendid work done by the Victor Talking Machine Co., and more recently by Thos. A. Edison, Inc., in preparing and developing window displays for their dealers, has come in for words of enthusiastic commendation in *The World* time and time again. It is the sort of work that dealers should appreciate by co-operating to the extent of featuring these displays to the best possible advantage.

Many dealers are indifferent to the trade pulling possibilities of a properly prepared window display. This is due to either ignorance or indifference, and invariably such a class of men are not destined to exist long in the keen competitive battle that now exists in the mercantile world.

There are few industries where manufacturers are doing so much for the dealer—helping him along with ideas, literature, in fact all kinds of assistance—to develop his business and attract the public to his store, as in the talking machine field.

Now these efforts on the part of the manufacturers should win the heartiest support. And the suggestions should not be merely received by dealers but acted upon.

The plans of the Victor Talking Machine Co. in preparing special window designs for dealers has been adopted by manufacturers in other trades with great success.

Speaking of this kind of publicity in *Printers' Ink* the other day, Chas. W. Hurd, said:

"A few manufacturers—probably not more than six or seven in the whole country—have discovered a veritable gold mine in working up window displays for their dealers.

"They struck a lead in the perception that real selling thought can be put into window-copy, as well as into copy for the newspapers or magazines. It also dawned on them that variety is the spice of window display, and then followed the conclusion that depending on occasional and one-idea cut-outs and window trims to do the work alone and unaided, is equivalent to sending a boy on a man's errand, and throwing away golden opportunity.

"Each of these manufacturers has therefore organized a permanent window display department

to work all the time and provide a fresh and continuous stream of ideas and suggestions to the dealer for making his windows pay, making them pay both dealer and manufacturer, and pay right up to the maximum.

"These departments are now regarded as indispensable, and it is beginning to be realized that this matter of window display, one of the most direct forms of advertising, is susceptible of great and almost limitless expansion. And there is good prospect that the pioneers will be able to enjoy the full fruits of their discovery for a long time to come, because there is room enough for many more, and it is still free soil.

"The first demonstration was made by the Victor Talking Machine Co., which started such a department two or three years ago and put in a high-salaried expert in charge. Then followed the Edison Phonograph Co., the Wire Goods Co., of Massachusetts, Swift & Co., the Chicago packers, and Grosset & Dunlap of New York, with possibly others not reported.

"Other national advertisers are only waiting, no doubt, to be convinced that the principle can be applied to their own lines of business, and there is little doubt that it can.

"Take, for instance, Grosset & Dunlap, the largest house in its field, which is the publishing of reprints of popular fiction at popular prices. There is no close comparison between the marketing of books and the merchandizing of talking machines; they are done in different ways; but they both fall under the same laws when they are being done through window display, just as all lines come together in the democracy of the newspaper or magazine pages."

Mr. Hurd then proceeds to explain the display plan adopted by Grosset & Dunlap in detail.

NEW DECALOGUE ON WHICH HANG BUSINESS LAWS AND PROFITS.

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayst prosper in thy affairs and make the word "failure" spell "success."
2. Thou shalt not be content to go about thy business looking like a loafer, for thou shouldst know that thy personal appearance is better than a letter of recommendation.
3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I didn't think."
4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it,

for thus may thy days be long in the job which fortune hath given thee.

5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by this own hard labor.

7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.

8. Thou shalt not be afraid to blow thine own horn, for he who failest to blow his own horn at the proper occasion findest nobody standing ready to blow it for him.

9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shalt thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.

10. Thou shalt give every man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this commandment hang all the law and profits of the business world.

JONES BECOMES MANAGER

Of the Dictaphone Department of the Columbia Phonograph Co.'s Branch in Louisville, Ky.

H. E. Jones, recently appointed local manager of The Dictaphone department of the Columbia Phonograph Co., in Louisville, Ky., whose photograph



H. E. JONES.

is shown herewith, will undoubtedly prove a strong asset to the selling force of the company. Mr. Jones' experience with kindred lines, extending over a period of some eighteen years, will benefit him greatly, as well as his firm. Three years in the office of the Trunk Line Association in New York gave him a wide working knowledge of railroad business along correspondence and accounting lines. Two years with James Clark & Co., a large subscription book house, as chief correspondent broadened his experience in the necessary system of handling correspondence, and three years in Cleveland with the Commercial Graphophone and the Dictaphone round out his experience to the point where he is entitled to claim considerably more than ordinary ability to originate and install effective and economical systems for handling this special line of office work. In addition to the above he was for some time a successful specialty salesman and for nearly a year manager of the Toledo, O., office of the Remington Typewriter Co.

The Dictaphone people are to be congratulated on securing Mr. Jones' services, and his many friends and well wishers prophesy his immediate success in the new position.

TALKING MACHINES AS XMAS GIFTS.

Nearly everyone has the holiday, gift-giving spirit around December, no matter how tight the pocketbook is held the remainder of the year. Of course, there are a few tightwads that only the Angel Gabriel can loosen their hold. You should be ready to gather in a goodly portion of this "coin of the realm" that is lying around rather loose at holiday time.

LOUIS BUEHN & BROTHER EDISON JOBBERS

713 PENN AVENUE

PITTSBURGH, PA.

Special Announcement!

¶ We have purchased the Entire "Edison" Stock of the Standard Talking Machine Co., of Pittsburgh, who have been in the Talking Machine business for so many years.

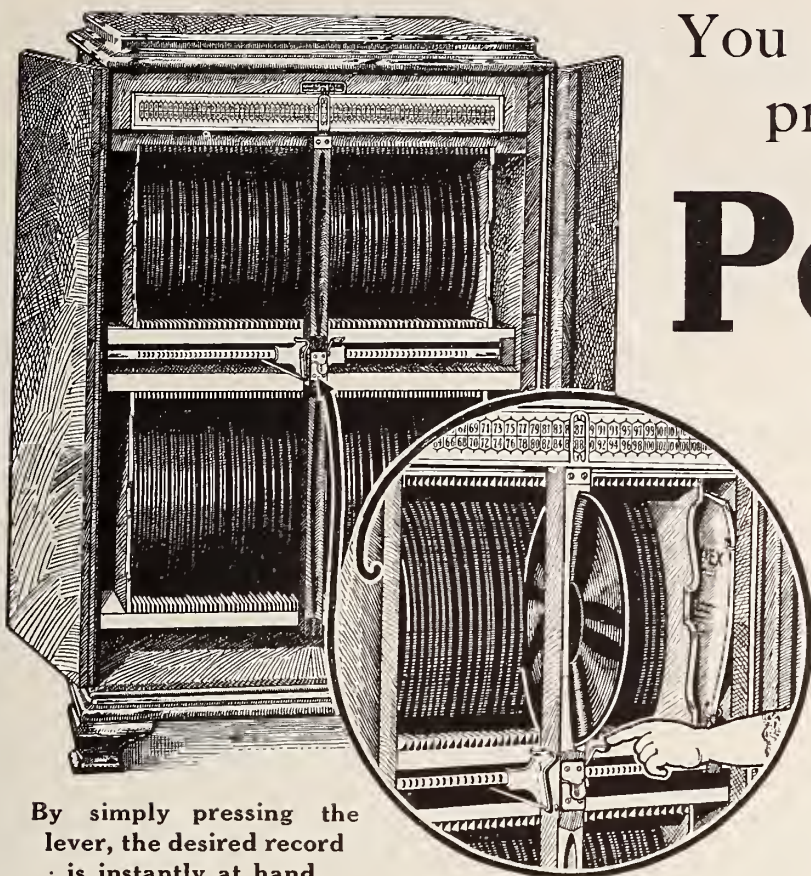
¶ Our service will be exclusively *wholesale*, and exclusively "Edison," and the facilities which we offer will create and hold the patronage of the live "Edison" dealers of *Pennsylvania, Ohio and West Virginia*.

¶ A "trial order" recommends our service. — "Buehn Service." May we have it?

LOUIS BUEHN & BROTHER EDISON JOBBERS

713 PENN AVENUE

PITTSBURGH, PA.



By simply pressing the lever, the desired record is instantly at hand.

You cannot conceive the practicability of the

Pooley Filing System

Without seeing it in actual operation.

You be the judge and write us to send you a

POOLEY RECORD CABINET

on approval—test the working perfection of this Filing System—show it to your customers, and if you are not thoroughly satisfied with its salability you are at liberty to return it to us. Better take advantage of this liberal limited offer and write to-day.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

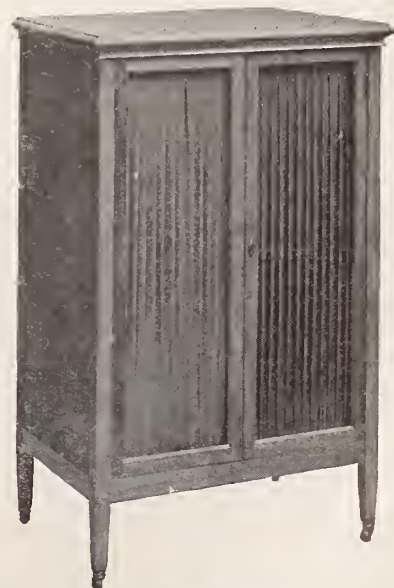
PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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WILSON, A. J. NICKLIN, AUGUST J. TIMPE.

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Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

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Long Distance Telephones—Numbers 4677 and 4678 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1911.

NOTWITHSTANDING the suits brought against the great business corporations by the legal department of the United States Government, trade continues surprisingly good, and it must be admitted that this country shows a stability that is reassuring in every particular. Business is standing up well under the strain and obviously the holiday trade promises well.

Four years ago if the Government suits had been brought immediately following the panic there is no telling what a period of business stagnancy and disaster we would have encountered before the sub-cellar of depression was reached, but now trade continues fairly active in all lines, and the nearer we approach the holidays the more apparent the stock shortage appears in the trade to which this publication directly appeals.

Unquestionably many sales of machines will be lost through absence of stock.

The wise ones will be pretty fairly safeguarded, but there are a lot of men who delay making their plans until a very late hour and they are going to suffer by reason of shortage of stock—that is now very plain.

THERE is too much wasted commercial territory in all trades, and so far as the talking machine industry is concerned the waste is glaringly apparent.

What we need most in the industry is men who appreciate the talking machine of to-day and who believe in its business future—men who will use modern methods to bring their retail trade to them and who are interested in something more than a superficial way in that which they have to offer.

It is the day when men who delve deeply into the science of business will succeed, and one does not have to go very far beneath the surface of the talking machine business to find that there is a vast amount of ignorance of business systems and methods and consequently a tremendous lot of wasted territory.

There is hardly a place in this great big country of ours where if men sit down calmly and figure out the enormous purchasing power of their local territory they will find that business opportunities are great and going to waste all about them.

The question of wasted territory is an important one for every business man to consider.

It is worthy of the closest analysis, and every man who takes up the question of territory and studies it in an analytical manner, will discover that there is practically an unlimited field all about him.

THE small towns afford great opportunities for talking machine sales, say towns of from five to ten thousand, but if a man has a store in a small locality simply puts a talking machine in his

window and expects people to fall over themselves in their haste to make purchases he is in a bad way.

He should be vaccinated with a little of the virus of common sense. There is business to be had in the small towns as well as in the larger ones, but work is necessary.

A man who is doing nothing in a big territory cannot hope to prevent other from coming in and utilizing the natural avenues of business distribution which he is wasting through ignorance and inactivity.

Holding down the business lid should not be permitted and a local agency is not worth anything to the jobber if a dealer is permitted to hold it without producing business—for it is the live representations which count, not the dead ones.

If a dealer is not doing what he should to develop local business other men should not be stopped from taking on talking machines, for results are expected—demanded.

In other words, the more we get the talking machine business down to a trade science the better it will be for all operating therein.

The more intelligent effort that we place upon the business the better results can be obtained.

There are in the retail talking machine business many men who have no knowledge of business system. They have improved somewhat, but it is unquestionably a fact that we have in the industry to-day a goodly number who are supposedly selling talking machines, but they are not making good, and, perhaps, in many cases they are keeping more aggressive men out.

They are wasting valuable territory—that is, territory which is not worked thoroughly and they need shaking up, and, in many cases, educating.

They show lack of appreciation of the things that are done for them and they do not realize that wasted territory means loss of business.

There must be a vast amount of educational work carried on by someone in order to bring such men up to a keen realization of the opportunities which are undeveloped all about them.

IT is all well enough to prate about the talking machine business being profitable, but it is not profitable unless the retailers make it so and they cannot sit idly by and expect trade to come to them.

It requires intelligent effort to win out nowadays—perhaps more intelligent effort than ever before in the history of this country.

One reason is because the great business houses are engineered by some of the brightest brains in the world. They surround themselves with a keen, intelligent staff.

They are looking to augment their working force with good brain material, and, as a result, competitors are forced to adopt similar methods so that the sum total of such efforts is far-reaching.

The little fellows must wake up from their business lethargy, else they will be ground out.

It is a question of wasted territory and business men of any stamp will not see rich territory unproductive.

It is only natural that the great talking machine houses should figure that a certain population in certain parts of the country should bring them certain business results, and if they find that that territory is held by a lot of indifferent and non-aggressive dealers it follows that there will be a shaking up, because there is no reason why this whole country should not be redistricted so that returns commensurate with the wealth and population of each district be secured.

Systematically blocking out territory works out in other lines, and why should it not in talking machines?

TAKE some of the greatest book publishing houses.

They plan their book campaigns with a mathematical precision that is admirable.

They block off states into districts and put in the hands of the departmental chiefs absolute power, but with positive instructions to produce results.

No territory can be dead with the business houses of to-day, because that means a decay will set in and we are too live as a people for one moment to submit to business decay.

It is true there are some men who are ready for it, but they have been commercially dead for some time, but they do not realize it and never will until they are carted out to the dumping grounds of all derelicts.

From Mary Garden:

I always said that *never* would I sing into a phonograph of any kind—but one does not always live up to everything one says—happily—for after months of tireless persuasion the Columbia Phonograph Company won out, and here I am saying, like every one else that will hear them, that the Columbia Records are without a rival! They are so soft and musical, losing all that beastly metallic quality that mars the phonograph in general. My sincere compliments for their eternal success.



Mary Garden

Columbia Phonograph Co., Genl., Tribune Building, New York

TRADE STRONG IN CINCINNATI.

General Revival in Demand for Talking Machines and Records Cleans Out Stocks—John Arnold Believes in Billboard Advertising—Record Month for Columbia Co. Branch—Recent Visitors—Attractive Window Displays at Wurlitzer's—Scarcity in Some Styles of Victrolas—General Summary of the Month's News—Healthy Trade Conditions.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 8, 1911.

From all sources reports have been received this week of a genuine revival in the demand for talking machines and records. The sales last month were phenomenal. In some instances the question of keeping a stock on hand, particularly for records, was a serious one. The telegraph was used and goods sent by express to keep up with the situation.

John Arnold, Fifth avenue and Elm street, is seriously thinking of doing some more billboard advertising. He entered this field of publicity last summer and claims to have good results from that source. Arnold yesterday stated that the prospect for machine sales this season appears to be exceptionally bright. The feature of his business last month lay in the demand for records.

J. E. Poorman, Main street dealer, is happy over the October showing. The sales during the early part of the month were exceptionally good, but the end was not so good. Poorman has a very attractive display of talking machine goods in his show window. It is above the average in arrangement and showing.

Manager R. J. Whelen, of the Columbia Phonograph Co., advises that October business was ahead of any October in the history of the company, and October was simply a forecast of what November and December will be. The demand for the new types of \$15, \$25 and \$35 Hornless Graphophones is beyond their own expectations, and it has been keeping them hustling to keep up with the orders. The \$50 Favorite remains a real "favorite" and ties with the \$150 Grafonola-Regent Junior (table) for first honor on the list. This great demand is general from both retail and wholesale trade.

Manager C. G. McNeill, of the Dictaphone department, reports wide-spread enthusiasm over the new style A-6 and B-6 Dictaphones, and everyone who has seen them pronounce them the ideal office appliance. They are lovingly called by him the "vest pocket edition of the Dictaphone."

J. D. Westervelt, New York representative of the Dictaphone, spent several days at the Cincinnati store, talking over the present and future of the Dictaphone and planning for a big winter campaign.

Manager Ahaus has the following to say about the Aeolian's Victor department: "Business in the Victor department of the Cincinnati branch of the Aeolian Co., located at 25 Fourth avenue, West, was very good for the month of October, in fact, there was some trouble in supplying the demand for Victrolas, and have been compelled to back-

order styles 11 and 4, which particular styles we have been selling very fast. The Victor concerts will start Nov. 14, and will continue until next summer. We will produce more sales from this source than any other. It has been our experience that well-attended concerts seriously interest Victrola owners, and induce others to buy. One new feature will be the playing accompaniments on our big pipe organ for the Victrola. We expect some big advertising from this feature, and profitable results. Business looks good, and our new beautiful store is bringing the success desired."

The feature of the month at Wurlitzer's has been a magnificent series of window displays, the last of which was undoubtedly the most artistic and effective, consisting of a beautifully trimmed window showing a Vernis Martin Victrola and one each of the various instruments, both brass, string and woodwind, with appropriate cards mentioning the particular record upon which that instrument appeared as solo. Almost every instrument except the piano was shown, including such instruments as the Balalaika, etc. These windows have been very effective in bringing in inquiries.

Machine sales were very large, showing more than 100 per cent. increase over the corresponding month of 1910, and there is every prospect of still greater gains in the month of November. The unequalled facilities and the splendid selling organization that are behind the Rudolph Wurlitzer Co.'s retail department are responsible in the greatest measure for the big gains made. The greatest optimism pervades the whole force and a corresponding amount of energy and enthusiasm is thrown into the work.

The scarcity of the cheaper styles of Victrolas has been a serious handicap, which, however, has been overcome in a great measure by greater efforts given the sale of horn style machines. The \$15 Victrolas has already demonstrated its immense value to the Victor dealer, first in bringing in inquiries which resulted in immediate sales for large Victrolas, and secondly, in proving an entering wedge in the placing of the big Victrolas by the exchanges which are continually being made by the purchasers who, after using small machines for a few weeks, feel they would like to have a better instrument.

The new Victrolas have certainly rejuvenated the wholesale trade, and are being ordered in quantities which indicate the most prosperous year of the talking machine business. Reorders are coming in very fast, but the scarcity of the instruments has affected the showing that would otherwise be made by the Wurlitzer wholesale department. New accounts, whose purchases have covered samples of practically the entire line, have started this month with prospects of even more satisfactory business in view for November.

Study the goods you are selling, and this includes talking machines and records. Do not let a customer ask you anything that you cannot answer about your line. If he does, find the answer before the next visit and tell it to him. He will admire your persistence and be flattered by the importance you attach to his question.

THE EDISON LINE IN LINCOLN, NEB.

Some Views Showing the Handsome Quarters Occupied by the Sidles Phonograph Co. in That City—Manager Cole's Excellent Record.

We present herewith two views showing the window and demonstrating booths of the handsome new store occupied by the H. E. Sidles Phonograph Co. at Lincoln, Neb.



The interior wood-work of the entire establishment is in oak finish, with wall decorations in green and furnishings to match, all presenting a very attractive appearance. In the second picture the demonstrating booths will



be seen to the right. W. M. Cole, the manager of the Sidles Co., is making an excellent record with the Edison line in his territory, and looking after the interests of his dealers in a most complete way.

GEO. W. LYLE ON WESTERN TRIP.

George W. Lyle, general manager of the Columbia Phonograph Co., is on an extended trip through the West, touching at Cleveland, Chicago, Spokane, Seattle, San Francisco, Los Angeles, Salt Lake City, St. Louis and Pittsburgh.

Modern philosophers tell us that nothing has intrinsic value except what can be turned into energy. Gold has no value, silver has no value, goods have no intrinsic value except food, clothing and fuel—energy-producing products. So, technically, no man has more than his time and energy to sell, and no person has less than these.

The Talking Machine Trade in New England

THE MASSEY AUTOMATIC STOP

Is the Latest Invention of the Creator of the "Massey" Diaphragm.

(Special to The Talking Machine World.)

Providence, R. I., Nov. 8, 1911.

"Massey Automatic Stop" is the name of the latest invention of John H. Massey of this city. Like the "Massey" Diaphragm, the J. A. Foster Co., Edison jobbers, are the sole distributors of it.

The "Massey Automatic Stop" illustration, of which appears elsewhere in this volume, is a simple little attachment, and at the present time, is available only for the "Home" Edison phonograph. Very soon it will be furnished for all machines. The retail price is but 50c. being priced so low that every owner can take advantage of its use.

From their circular appears the following: "If you would have a perfect machine that will stop of its own accord, if you would save time, trouble and inconvenience, have a Massey Automatic Stop placed upon your machine."

FOREIGN TRADE IN BAGSHAW NEEDLES.

(Special to The Talking Machine World.)

Lowell, Mass., Nov. 7, 1911.

Back from an extended visit to New York, Philadelphia and other trade centers, W. H. Bagshaw and C. H. Bagshaw, of the big needle house of W. H. Bagshaw, were considerably elated at the big and growing demand for their talking machine needles. Not only did they visit these markets in the interests of talking machine needles, but were studying market conditions with a view of determining their increased facilities for 1912. They expressed themselves as being well pleased with the business outlook and predict a bountiful year for the entire industry.

What pleases the Bagshaw brothers most, however, is the growing sale of Bagshaw needles in foreign countries. They said: "When talking machine houses abroad and in other foreign countries, are able to purchase needles at a much lower price than ours; can get them quickly and as they need them, and then, instead, have these same houses send to Bagshaw of Lowell, Mass., paying a larger

price and cost of transportation—there must be one reason for it—needle quality and satisfaction. We are very gratified at this increasing foreign demand and are continually adding new customers. The Bagshaw combination of highest grade materials and scientific workmen produce a talking machine needle that stands supreme."

DEATH OF FRANK B. ROBINSON.

(Special to The Talking Machine World.)

Providence, R. I., Nov. 6, 1911.

The members of the Columbia staff in this city as well as at headquarters in New York, are deeply grieved at the death of Frank B. Robinson, who has been connected with the local Columbia store for the past four years. His death was very sudden, occurring last Thursday evening, after an illness of only four days and was due to double pneumonia. Mr. Robinson was greatly esteemed by all who knew him for his many estimable traits of character and his passing is greatly regretted.

WHY BARBER CAPTURES TRADE.

(Special to The Talking Machine World.)

Brattleboro, Vt., Nov. 4, 1911.

"No! we won't allow anyone to get away from us," is the comment of L. H. Barber, the well-known talker man here. Mr. Barber handles the Columbia, Edison and Victor, which is the reason for the "outburst." He is widely known throughout Vermont and is an aggressive dealer, not only in talking machines, but with pianos which he also handles.

HOW TO MAKE "OIL MONEY."

(Special to The Talking Machine World.)

New Bedford, Mass., Nov. 6, 1911.

Instead of making "pin money" as the term is used, dealers can make a bunch of "oil money" if they sell "Nyoil," a fine oil manufactured by William F. Nye, of this city. "Nyoil" is a combination of four oils, for lubricating, cleaning, polishing and preventing rust. It will not gum or chill and is put up in bottles retailing at popular prices. Dealers are invited to get the Nyoil proposition.

NEW MODEL OF NEW ART DIAPHRAGM

Now on the Market Has Made Quite a Big Hit With the Trade.

(Special to The Talking Machine World.)

Springfield, Mass., Nov. 7, 1911.

Quite a hit has been created by the introduction of the new model of the New Art Diaphragm, invented by W. W. Young, and sold by the Talking Machine Co., 218 Worthington St., of this city. This new model has a slit in it, which eliminates all chances for the blast effect and to quote Mr. Young: "Gives a rich, pure tone of tremendous power." The retail price of \$1 has not been advanced, although the cost of producing this one is considerably more than the other.

In order that the dealers may learn for themselves just how the New Art improves tone, a sample will be sent free by application to either Mr. Young or to the Talking Machine Co.

CRITICIZES THE PIANO DEALERS.

Claims They Handle and Push Talking Machines in an Indifferent Way—Plain Talk on an Interesting Subject.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1911.

Quite an authority in talking machine circles makes a caustic criticism at the way some of the piano trade operate their talking machine departments. Here's the way he says it to The World man: "Funny as it may seem, there are piano dealers who propose to hold a line or lines just to catch the drop-in sales. They make no attempt at an energetic solicitation of business but simply care for the trade that comes to them. Thus a live man, who would push talking machines, is held up from entering the business, as only a certain number are allowed. The few sales that those few piano dealers get on talking machines would go to the talking machine or live piano dealer, anyway. These drones do no creative work; simply take the fish off another man's hook, and I for one, am in favor of getting together and eliminating this class of 'talking machine men.'"

SELLS A GOOD MANY MACHINES.

(Special to The Talking Machine World.)

Bradford, N. H., Nov. 7, 1911.

A. C. Caldwell reports the sale of a considerable number of talking machines. Although this is a so termed "small spot" Mr. Caldwell covers the tributary territory, which in the aggregate, nets him a good-sized sales volume.

AN ENERGETIC TRADE MEMBER.

(Special to The Talking Machine World.)

Newport, Vt., Nov. 8, 1911.

The Edison and Victor dealer here is Charles A. Clark. He is an energetic trade member and is pushing the business strongly for the holiday trade, and he intends getting it judging from his preliminary plans.

DEVOTE ENTIRE TIME TO TALKERS.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 7, 1911.

Houghton & Dutton, the big department store, recently closed their piano department which had been in operation for several years. It is significant to note that their talking machine department, selling Columbia, Edison and Victor, is still hustling for business. Why the difference? It's hard to explain.

All work must bear a price in proportion to the skill, taste, time, expense and risk attending their manufacture. Those things called "dear" are when justly estimated, the cheapest. They are attended with much less profit to the maker than those which everybody calls "cheap."

What is P-E Service?

PROMPTNESS **E**FFICIENCY
PERFECT **E**DISON

Service

THAT'S

P-E SERVICE!

Our years of experience in handling exclusively the EDISON LINE, combined with our perfect system of filling accurately and completely all orders, the same day as received, should be a strong factor in bringing your orders to our house.

PERFECT EDISON SERVICE

The Synonym for

P-E SERVICE

Edison Jobbers Exclusively

The PARDEE-ELLENBERGER Co.

66 Batterymarch Street
BOSTON, MASS.

96 State Street
NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 10, 1911.

In one of the windows of the Eastern Talking Machine Co. there is a scene arranged which is the talk of the town, because it shows such enterprise, besides being so cleverly arranged. Right next door to the company's Boston headquarters is the Tremont Theater, where "Madame Sherry" is now holding forth to capacity audiences. It is the first time this great metropolitan success has been seen in Boston, and as its fame had traveled ahead the large audiences are what might have been expected. Here is where the Eastern Co.'s place has an advantage, for the window in question gives advertisement to itself as well as the attraction next door by the use of a fine talking machine, with an exquisitely dressed woman standing close by. Her garb is that of the drawing room, and on a table close by lies her plumed hat and a rich outer garment of purple, which is the color of her whole get-up. The placard near by makes this announcement: "After the show play the hits and double your enjoyment of the performance." There is a list of the popular numbers, and as one gazes at the window one can almost hear the music of the opera being given next door. Truly, here is an example of enterprise.

Attractive Window Display.

C. S. Luce, who has managed the talking machine business of Kraft, Bates & Spencer, Inc., practically since it was inaugurated a few months ago, reports business as quite satisfactory. Mr. Luce has arranged one of the windows of the concern with a tasteful display of instruments and appurtenances and there are a number of features which hold the attention of passers-by. Mr. Luce plans to change the window frequently, thereby catching a continually new interest.

Talking Machine Men as Bowlers.

The "boys" of the Boston Talking Machine Co. and those of the Eastern Talking Machine Co. had a great time of it on the evening of Nov. 1, when at the Boylston alleys they entertained quite a party of their friends in a splendid, and in some respects a remarkable, exhibition of bowling. Those of the Talking Machine World's readers who are enthusiasts of this pastime please note in the record below the string rolled off by the Hon. "Fritz," 293—really something to be proud of. The gentleman, by the bye, is now known as "123," and his record is believed to have exceeded any exhibition of its kind in a long time. But, of course, the bowling wasn't the end of the evening's entertainment. The "boys" had to top off with something else, so they repaired to Charlie Wirth's—never heard of the place? Surprised. And there they all enjoyed—why, ice cream, of course. Here are the scores made by the bowlers:

| Boston Talking Machine Company. | | | | Eastern Talking Machine Company. | | | | | |
|---------------------------------|-----|----|----|----------------------------------|------------|-----|----|-----|-----|
| Paker | 80 | 82 | 83 | 245 | Brown | 86 | 93 | 102 | 281 |
| Hager | 66 | 62 | 77 | 205 | Reed | 80 | 78 | 75 | 233 |
| Mullen | 67 | 54 | 63 | 184 | Fitzgerald | 82 | 88 | 123 | 293 |
| Cheney | 64 | 58 | 88 | 210 | Price | 104 | 89 | 81 | 274 |
| Roger | 115 | 89 | 76 | 270 | Chamberlin | 86 | 91 | 91 | 268 |

Take on Talking Machine Line.

Still another house to take on talking machines is the Boston headquarters of the Grand Rapids Furniture Co., with which concern Arthur Erisman, the courteous, energetic manager of the Columbia Phonograph Co., has just closed a contract. From the day, almost, that the arrangement was made the Grand Rapids Co. found business good, and frequent large orders for goods give further proof of Mr. Erisman's far-sighted policy in looking after local trade.

Looks for Enormous Business.

Manager Silliman, of the Pardee-Ellenberger Co., reports that from all he learns from traveling men, especially those in the New England field, the trade from this time on promises to be enormous, and this becomes more or less of an established fact when one learns how far behind some of the concerns are in filling orders, a condition

that Mr. Silliman himself is beginning to experience. The headquarters of the Pardee-Ellenberger Co. have just received a large consignment of mahogany cabinets which customers cannot resist the temptation of purchasing. Guy R. Coner, one of Mr. Silliman's valued salesmen, has been having a very successful trip through the field lately, and further evidence of the progress of business with this concern is afforded by the enlargement of the stockroom and the shipping department.

Can't Get Enough Victor Machines.

H. A. Winkelman, of the Oliver Ditson Co., is one of the busiest men in the trade these days. His department on the second floor of this large house is admirably adapted in every way to meet the ever-increasing trade conditions, and Mr. Winkelman is more than pleased at the rapidity with which new names are being added daily to the list of customers of this house. Like all the dealers, this department is suffering from not being able to get enough of the low-priced Victor machines, for which there is a tremendous demand.

Boyle Bros. Fall in Line.

An interesting announcement of the month is that the firm of Boyle Brothers, perhaps the largest credit house in New England, has put in a line of Columbia machines. The firm have long had this plan in mind, but not until lately did they see their way clear to add this department, because the enormous business they do in other branches of housefurnishings and the like, it was thought, might prohibit taking on any other feature. However, an excellent arrangement was made and now this house is wondering why they did not engage in this line long ago, for from the very first the demand for machines has been exceptionally large. Recently they devoted one entire window to a talking machine display, and this proved as good an advertisement as they could have, for it was both accompanied and followed by inquiries and subsequent sales of machines.

Business Increase of 33 1-3 Per Cent.

The Columbia Phonograph Co. are experiencing the biggest business in the history of the concern, and that for October showed an increase of 33 1/3 per cent. over that of the same month a year ago,

and this increase reasonably could have shown up 50 per cent. had the factory been able to supply the goods asked for. But there is a very material and palpable evidence of the growth of the business at this house in the occupancy of a part of the rear portion of the floor above, which is reached by a stairway from near Manager Erisman's private office. On this floor are the dictating department and the bookkeeping departments, and to properly facilitate the increasing work several new employes have been added to the staff. These new quarters are well lighted, and in every way admirably adapted to their special purposes. At the present rate of growth it will not be long before Mr. Erisman will have to make still further additions to his Boston quarters. One interesting feature of the Columbia's output has been the large cash business, while its cash collections have exceeded anything that the Boston branch ever has known.

George W. Lyle, general manager of the Columbia Co. was over here from New York lately, and while here took occasion to pay a visit to his daughter, Miss Gertrude Lyle, who is a student at Dr. Dudley A. Sargent's school of gymnastics in Cambridge.

Dictaphone Grows in Favor.

The Dictaphone, which is a splendid seller at the Columbia Co.'s Boston quarters, has come into considerable prominence lately through its use in the grand jury hearing in the famous case of the Rev. Clarence C. V. Richeson, charged with the murder of Miss Linnell, about which the newspapers now are full. This device, which is getting to be very popular as a labor-saving device, has been in use by the district attorney's office for some time, but this present case has brought it more before the public than ever before. Several Boston authors and writers lately have made inquiries about the machine at the Columbia office, and a number of them have been sold to professors and instructors at Harvard University, Boston University and Institute of Technology. Manager Erisman also is in constant receipt of letters from all over New England asking specifically about the Dictaphone. The announcement of two new models of Dictaphones has proven interesting to the local staff.

Our large exportations of Talking Machine Needles show that up-to-date jobbers in foreign countries prefer Bagshaw Quality Needles to those of other makes which can be purchased at a much lower price.

W. H. BAGSHAW, Lowell, Mass.

From Lina Cavalieri:

I have just heard samples of the records I recently made in your laboratory and am charmed to find that you have succeeded in obtaining such accurate, natural and altogether life-like reproductions of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia Records hereafter.



Lina Cavalieri

Columbia Phonograph Co., Genl., Tribune Building, New York

GOOD BUSINESS IN BALTIMORE.

Various Houses Make Excellent Reports Regarding the Business Situation—Low Priced Hornless Machines Make a Hit—Local Managers Visit Victor Factory—Operatic Records in Strong Demand—Cohen & Hughes to Advertise Victor Victrolas in Opera Programs—Other Trade News of the Month.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 6, 1911.

Everything is in excellent shape in local talking machine circles, judging from the glowing trade reports made by the various dealers of this city. All of them talk in the most optimistic vein, their only complaint being the apparent inability of the factories to ship enough machines to keep up with the continuous heavy demand. While the month of October, according to the dealers, has been the greatest for the same period of any recent year, from the way the present month has started in, November will be a record breaker in every department. The principal features of the local trade for October and the first week of the present month are the continued heavy demands for the \$15 and other low-priced Victor machines and for the Victor and Columbia operatic records. This last feature is due to the fact that the local operatic season opens this week.

Manager William C. Roberts, manager of E. F. Droop & Sons Co., and A. Thomas Gordon, who has charge of the talking machine department of the Kranz-Smith Piano Co., have just returned from an inspection trip of the Victor Talking Machine Co. factory. It was Mr. Gordon's first trip to the factory, and he is perfectly delighted with the results of his visit. Mr. Gordon reports the Victor business of his firm to be better than at any other time during the past two years and that the prospects for the holiday trade are extremely glowing.

Mr. Roberts reports both the Victor and Edison business to be in great shape at this time. He has had a great run on Victor operatic records, while the demand for Victor machines of all grades have been so pressing that he has had to call upon the Washington store of the Droops to help serve the customers. The wholesale end of the Edison business especially has picked up considerably during the month, according to Mr. Roberts. The firm have had such an increase in business recently that the office has been enlarged so as to take on a larger force to be in shape to properly handle the holiday rush. The firm have also purchased a 25-foot lot in the rear of the present store, which will be used to extend the dimensions of the present building. This addition will be converted into a spacious demonstration room on the first floor, while the upper stories will be used for the various other branches of the business. Mr. Roberts stated that Baltimoreans are great on having the talking machine demonstrated on the lower floor, and, consequently, it has become necessary to make extensions so as to properly look after the increase in business.

F. A. Denison, the new manager of the local branch of the Columbia Phonograph Co., is de-

lighted with the results of his first month in his new location. He says that business has been one great rush and that the holiday prospects are such that he fears the factory will be unable to keep him stocked up properly for the demands. As it is, Mr. Denison, like most of the other dealers here, complains about the insufficient deliveries from the factory to keep the demands fulfilled. This increase in the Columbia trade, according to Mr. Denison, is not confined entirely to the local field, but prevails all over the territory covered by the local office, which is gradually making inroads in sections never before heard from in the South. In consequence of the opening of the operatic season, the Columbia Co. have a large advertising space in the Lyric's grand opera program. This will be used later in the week in the local papers, because of the fact that Mary Garden, who sings for the Columbia records, will be one of the stars of the opening performance.

Cohen & Hughes have had a good run on the Victor records and various lines of machines, according to Manager M. Silverstein. Mr. Silverstein has just returned from a business trip out of town. The firm have signed up for the exclusive advertising of Victor Victrolas in the operatic programs to run the entire season of the grand opera. Cohen & Hughes are exhibitors at the Greater Baltimore Week Exposition at the Snellenburg store, Baltimore and Liberty streets. This show is to boost Baltimore and Baltimore-made products.

Manager Albert Bowden, of Sanders & Stayman, reports a good month for both the Columbia and Victor machines and records which the firm handle, while similar reports are made by Hammann & Levin regarding the Victor business.

RESTRAINED FROM CUTTING PRICES.

Still Another Instance Where the Courts Sustain the Edison Agreement—Comes Up in Kansas.

Dealers by this time should be aware that they cannot break agreements and cut prices in the talking machine field. Still, there are those who try. For instance, a restraining order has just been granted in the suit of New Jersey Patent Co. and Thomas A. Edison, Inc., complainants, vs. Bell Bros. Piano Co., John H. Bell and Olen W. Bell, defendants.

The defendants are in business in Lawrence, Kan., and have been recently offering for sale Edison records at cut prices. A letter of warning was dispatched to this concern, but they replied that they did not care to bother with any lawsuits, so guessed they would dispose of the stuff they had. As they continued offering goods at cut prices, suit was brought and a restraining order granted on September 1, 1911, by Judge Campbell. The hearing of the injunction motion came on for argument before Judge Pollock, of the United States Circuit Court, District of Kansas, First Division, who, after a discussion of the facts of the case, decided to continue the restraining order. Judge Pollock's order is reprinted herewith:

"This cause coming on to be heard on the 2d day of October, 1911, upon the motion of com-

plainants for preliminary injunction and the order to show cause heretofore granted, and the parties appearing by counsel, and the court being fully advised in the premises,

"It is hereby ordered, adjudged and decreed, That the temporary restraining order heretofore granted in this action enjoining and restraining Bell Bros. Piano Co., John H. Bell and Olen W. Bell, the defendants herein, and each of them, and their associates, officers, attorneys, servants, clerks, agents and employes from selling or offering for sale any Edison Standard records at less than thirty-five cents each, and any Edison Amberol record at less than fifty cents each, or any of said records in violation of the notices upon the record cartons, be continued in full force and effect upon the parties to this action, and their employes, until the further order of this court duly entered in pursuance of law. John C. Pollock, Judge."

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., Nov. 10, 1911.

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 October 15 to November 6 from the port of New York:

OCTOBER 15.

Boma, 5 pkgs., \$129; Buenos Ayres, 6 pkgs., \$495; 206 pkgs., \$12,520; Chemulpo, 4 pkgs., \$226; Colon, 11 pkgs., \$453; Guayaquil, 3 pkgs., \$210; Havana, 19 pkgs., \$1,291; Liverpool, 3 pkgs., \$137; London, 376 pkgs., \$11,489; Mazatlan, 12 pkgs., \$274; Naples, 2 pkgs., \$120; Port Limon, 16 pkgs., \$537; Rio de Janeiro, 17 pkgs., \$943; 21 pkgs., \$1,389; Santos, 3 pkgs., \$427; Singapore, 18 pkgs., \$437.

OCTOBER 22.

Berlin, 77 pkgs., \$1,786; Callao, 5 pkgs., \$365; Colon, 11 pkgs., \$429; Guayaquil, 7 pkgs., \$350; 8 pkgs., \$501; Havana, 16 pkgs., \$1,535; Iquique, 9 pkgs., \$242; Liverpool, 2 pkgs., \$210; Manila, 79 pkgs., \$2,918; Montego Bay, 4 pkgs., \$106; 4 pkgs., \$174; St. Johns, 6 pkgs., \$183; Valparaiso, 2 pkgs., \$277; Vera Cruz, 94 pkgs., \$3,306.

OCTOBER 29.

Acajutla, 11 pkgs., \$360; Cape Town, 17 pkgs., \$450; Guayaquil, 5 pkgs., \$140; Havre, 9 pkgs., \$382; London, 14 pkgs., \$940; 270 pkgs., \$7,589; Montevideo, 63 pkgs., \$3,182; Para, 6 pkgs., \$413; Porto Plata, 15 pkgs., \$332; Rio de Janeiro, 71 pkgs., \$7,779; Savanilla, 2 pkgs., \$154; Vera Cruz, 348 pkgs., \$9,245.

NOVEMBER 6.

Antwerp, 18 pkgs., \$339; Azul, 7 pkgs., \$123; Berlin, 28 pkgs., \$613; Calcutta, 7 pkgs., \$191; Demerara, 5 pkgs., \$133; Havana, 4 pkgs., \$218; London, 189 pkgs., \$689; Rio de Janeiro, 5 pkgs., \$105; Santos, 69 pkgs., \$2,534; Samarang, 18 pkgs., \$775; St. Johns, 8 pkgs., \$108; Surinam, 9 pkgs., \$251; Tampico, 10 pkgs., \$1,801; Trinidad, 15 pkgs., \$944; Valparaiso, 4 pkgs., \$120; 6 pkgs., \$411; Vera Cruz, 78 pkgs., \$3,428.

A Perfected Entertainment Circle

(Have you seen the extraordinary list of new numbers for this month?)



Ada Jones



Alva York

These are a few of the men and women whose names mean most in the field of phonograph entertainment, engaged to sing and talk U-S EVERLASTING RECORDS.

Each month a list of numbers unequalled in variety and perfection is rendered from the classics and the modern popular airs—opera, ragtime, instrumental, as well as vocal; spoken as well as sung. The actual monthly average of new U-S RECORDS is far higher than any ever attained before.

The mechanical features of EVERLASTING RECORDS, making the name an actual fact, the artistic qualities, so closely duplicating the original, are too well known to be here repeated.

The selling points, making the U-S Proposition the liveliest in the field for the live dealer, may be completely had for the asking. We urge you to write for our plans, outlining our liberal dealer co-operation.



John McCloskey



Will Oakland



Allen Hinckley



Chas. D'Almaine

THE U-S PHONOGRAPH CO.

Associated with

THE BISHOP-BABCOCK-BECKER CO.

1013 Oregon Avenue, Cleveland, Ohio

5-7 Union Square, New York.
219-225 W. Washington St., Chicago.
50-60 East Fifth St., St. Paul.
321 First Avenue, N., Minneapolis.

229 Cedar Street, Milwaukee.
Washington & Causeway Sts., Boston.
Broadway & Beaver Sts., Albany.
10th St. & Sherman Drive, Indianapolis.
225-227 West Fourth St., Cincinnati.
60 West Mitchell St., Atlanta.
1106 Commerce St., Dallas.
210-212 South Broadway, St. Louis.
960-962 Mission St., San Francisco.



Joe Brown



Cal Stewart



Bohumir Kryl

From Constantino:

In the course of my career as a singer I have made records for several organizations similar to your own, but never before have the results been so completely gratifying. I am so greatly pleased in fact that I have decided to sing exclusively for the Columbia Phonograph Company in future. The vitality of the voice is absolutely preserved and the tone-quality cannot be mistaken.



Constantino

Columbia Phonograph Co., Genl., Tribune Building, New York

ACTIVE TRADE IN DETROIT.

Noticeable Tendency on Part of Public to Purchase Higher Priced Outfits—Talking Machine Dealers Very Busy—Many Schools Using Talkers—Room for More Exclusive Stores Downtown—J. Ludwig Music House Take on Columbia Line—What Various Houses Are Doing to Capture Business—Grinnell Bros. After Small Town Trade.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 10, 1911.

The talking machine business in Detroit seems to be rising steadily to a higher plane. A few years ago \$60 was top price. Now, with most of the dealers anyway, \$50 is a low price.

People are beginning to look upon the modern talking machine in the same light that they do pianos or automobiles. Like pianos, they are purchased with a view of making them part of the fixtures of homes, not as toys, as formerly. And, in Detroit, at least, the automobile has reduced the value of a dollar mightily. Paying \$1,000 to \$2,000 for an automobile has become a commonplace matter in the city where three-quarters of all the motor cars in the world are made. So paying one-tenth of that sum for a high-grade talking machine does not look like much of an event, especially when they can be bought on time, whereas most motor cars are sold for cash.

Traveling salesmen in all lines of business say they find Detroit the one bright spot on the commercial map just now. The talking machine dealers seem to be getting their full share of the prosperity. Every demonstrating room in every store is occupied the majority of the time every day. The lower-priced machines, the \$15, \$25 and \$40 Victrolas, and the Columbia Ideal and Lyric sell themselves. The salesmen have to put their fine efforts only on the higher-priced instruments. Comparison of superiority and easy terms are the only arguments needed.

Talking machines are getting into the public schools largely. They are wanted there because they educate pupils to the higher class of music—if the right sort of records are selected. The principals make certain of that. The effect of the presence of talking machines in schools is seen in the class of sheet music the pupils purchase for their pianos at home. They call less for the popular, light stuff and more for the pieces which show them the actual possibilities of music. The talking machine does not supersede the piano in the schools. They are used in the halls and auditoriums, while there is a piano in every room.

The business seems to be largely spontaneous, too, for with the exception of the Max Strasburg Co., who are heralding their new Victrola shop, the talking machine dealers are doing little advertising in the local dailies. Every talking machine sold seems to create a demand for several more. It is a sort of endless chain. The sale of a machine and the demonstrating it gets in a private home is better advertising than a barrel of printer's ink in a daily paper. What an advertisement can say is limited. The talking machine itself "shows" people, and many who never thought of visiting a

talking machine store now go to see, hear and purchase.

While there are hundreds of suburban stores which carry talking machines and phonographs, there are not enough big exclusive talking machine stores downtown. The business is growing faster than the accommodations made for it. The dealers all have engaged additional help this fall, and still they cannot keep pace with what the public cuts out for them.

The J. Ludwig Music House has opened up with a line of Columbias. This store is located on Woodward avenue, next door to Grinnell Bros., who have the State agency for the Victor and Edison lines. It is on the second floor, however. Mr. Ludwig has just fairly gotten under way. He is planning an advertising campaign to let the public know the location of his store.

The Max Strasburg Co., "The Victrola Shop," had a wonderfully good October, especially in view of the fact that it was the store's first full month of existence. The additional demonstrating rooms in the basement are completed, finished in white, with plate glass.

The Detroit branch of the Columbia Phonograph Co. is adding new city agents every day. S. E. Lind, than whom there is no more accomplished talking machine salesman in town, has that branch of the business in charge. Not a day passes but he lands at least one big order, to say nothing of the ordinary sized ones. The up-State business continues to show well.

Grinnell Bros. are finding the small towns nearby especially rich fields. Heretofore it has been seldom that an exclusive talking machine store could be established in a small city. The custom was to put "talkers" into almost any old kind of a store as a side line. But within a year or so the business

has advanced so that merchants in small towns place orders that would do credit to a big city dealer. As an example, a merchant in Monroe, Mich., who formerly handled talking machines as a side line and dropped them a while ago, came back this week with an order for almost a thousand dollars' worth of goods. Talking machines will be his leaders hereafter. Whatever else he carries will be side lines.

The Doran Phonograph Co. are the only dealers who report much call for horn machines. The others say the old style machines are being thrown in the shade since the recent introduction of hornless machines selling at from \$15 to \$40.

LOYALTY AN ASSET.

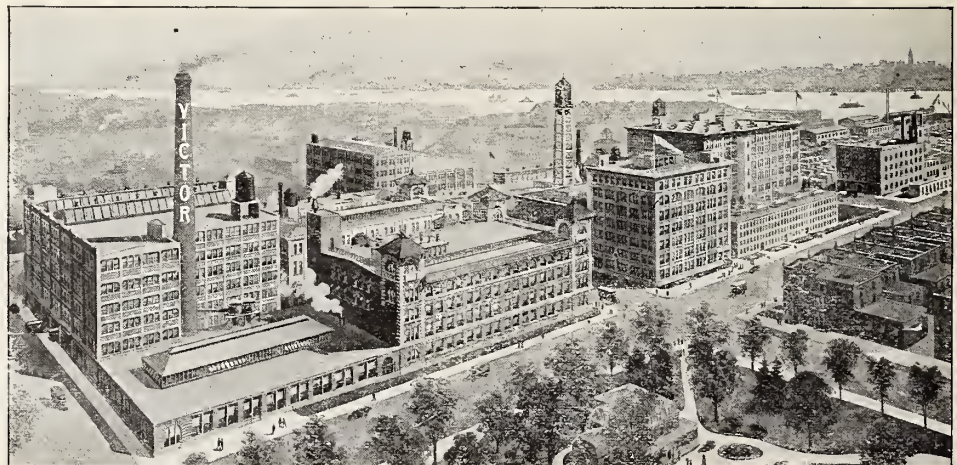
How often have you heard in the social hour a remark passed by some young person derogatory of the firm that employs him:

"I work for that skinflint company Brown Bros. They're as hard on you as they can be. I believe they'd split a cent in two, rather than add it on your salary."

And the crowd titters over the jesting judgment passed upon Brown Bros. by one of the young men who pretends to work for them.

We know not what salary the jester is receiving, but almost any sum is a little too much for him. Unless he has a clear understanding of his own situation, with reference to the financial interests of his firm, he should refrain from passing any such kind of public judgment, and least of all when he is the only representative of his firm in the society. The difference between the ten-dollar-a-week men and those whose salaries are double and treble is as much a question of loyalty as one of ability.

LATEST VIEW OF VICTOR TALKING MACHINE CO.'S PLANT



Just about the time that one becomes thoroughly impressed with the real magnitude of the plant of the Victor Talking Machine Co., and has the proportions firmly set in his mind, a couple of additions are made to the group of buildings, and the calculations are set at naught. The accompanying cut gives the latest bird's-eye view of various buildings that go to make up the plant of the

Victor Co., and is taken from a true-to-life painting by Richard Rummell, the great American bird's-eye view artist. The view shows the plant exactly as it appears, with the exception that the shipping department, occupying two buildings, which is two blocks distant, is brought in close proximity to the other buildings for the purpose of harmonizing the general effect.

THE ART OF PERSUASION.

An Article Illustrating the Importance of Knowing Just How Far to Carry This Faculty in Making a Sale—Some Opinions Gleaned from a Series of Interviews with Veteran Talker Men Upon the Subject.

When John Doubtful calls upon you, Mr. Dealer, and wants a talker, you are naturally "up against it." He is, of course, from Missouri, and makes it a special point to acquaint you with that fact at once.

"I've been reading the talking machine advertisements in the leading magazines for months," he remarks chestily, "and I've arrived at the conclusion that paying two hundred dollars for a machine is all rot. Why, look at this!" He yanks a sheet of paper from his vest pocket and shakes it in your face. "This company actually admits that they are giving you a genuine musicalo for twenty-five dollars, don't they?"

You are obliged to admit the truth of the statement.

"Well, there you are! Why in thunder should I pay two hundred dollars for a musicalo when I can get one for twenty-five, eh? They all sound the same, anyway."

While this learned declaration is in progress you are sizing up Mr. Doubtful. You find him to be well tailored, bedecked with jewels of great price and smoking a rare cigar. Therefore John D. may be trying a game of bluff. He is apparently waiting for you to go off into a flowery oration upon the superiority of the expensive instrument in order that he may again show you what his absorption of the magazine ads has done for him. He, perhaps, really thinks he wants a cheap instrument. He has delved just far enough into phonographic lore to believe all talking machines are alike except in price. You know he desires an expensive outfit, and by exercising your knowledge of the art of persuasion, you will sell it to him.

First, have one of your clerks set up a twenty-five dollar machine beside one that sells for two hundred and play the same record on both in turn. Let this demonstration speak for you. The less you say the better. The machines will do your talking.

"Huh!" scoffs Mr. Doubtful after he has listened awhile. "I don't see much difference in the music. The big one has a nifty case though. I suppose it would make some show in my music room."

"In what wood is your music room furnished?" you may ask, casually.

"Circassian walnut," comes the proud answer, "and it cost me a pretty penny, too."

"We have a musicalo in the store right now with a Circassian walnut case—"

But why continue. You sell him the highest priced instrument on the market and a large assortment of expensive records, and you have done this by knowing when *not* to persuade.

Mr. Dealer, it seems to me that it is much easier to oversell than to undersell. When a man of moderate means goes into a "talker" shop nine times out of ten the dealer will endeavor to load him up with a machine costing much more than he is comfortably able to pay for, and, believe me, this is a great mistake. The talking machine has developed into such a wonderful instrument during the past few years that a satisfactory outfit can be had at almost any price, and a dealer should endeavor to sell his customer the outfit he thinks best suited to his financial station. This will prove mutually advantageous, because if the purchaser is not burdened with a weight of debt at the start, he will be able to buy new records from time



"A SATISFIED CUSTOMER IS A VALUABLE ASSET."

to time, and it is the records that make your business profitable, Mr. Dealer, for it is from them that you derive your regular dividends.

There is no customer so valuable as the one who is satisfied. Very often people who are not well acquainted with the talker think that only the very best will do, and place themselves, through ignorance, of course, in a position where they really expect to pay more than they can afford. When these folks come to see you, persuade them to purchase a moderate priced machine. Show them how well the little fellows sound, and make it clear to their minds that you want both their trade and their money, but not all at once.

Explain to them the fact that every month brand new supplements come to them from the companies' laboratories bubbling o'er with the latest hits from the great play houses, the newest marches from the world's most famous music masters and peals of laughter from the funniest of

living comedians, and they will thank you for your advice, and in the end will become your staunchest friends, and staunch friends in the talking machine business are invaluable, for they bring their friends to you. "Go to John Smith, for he will deal fairly with you as he did with me," will be their counsel in reply to all inquiries.

It is mighty hard, I know, to resist making a big sale, but when you feel reasonably sure from your customer's appearance that he is buying beyond his means it will pay you to persuade him into more conservative channels.

Many dealers with whom I have talked regarding this subject have assured me that this is true, and I simply pass the news along to you. Do with it as you will.

Every dealer should acquire this art.

Rather persuade toward conservatism than extravagance.

Sell your customer according to his means, using persuasion if necessary.

Under no circumstances persuade a customer to buy what he does not want.

A satisfied customer is a valuable asset, for he will persuade others.

Sooner lose a customer than persuade him falsely.

In exercising your art of persuasion never get reckless with the truth.

On all occasions be courteous and diplomatic.

Never allowing your persuasive qualities to grow rusty.

HOWARD TAYLOR MIDDLETON.

LACK OF ORGANIZATION.

Necessary That There Should Be Organization and Co-Operation in Business to Succeed.

In these days of colossal business interests it is often said that organization is the crux of most successes that are made in either the industrial, commercial or financial world. All business men know that the lack of organization is the direct cause of failure because the architect's plans, drawn for business building, cannot be carried out without an adequate organization.

Lack of capital retards development, but it is rarely ruinous. It means additional work and slow growth, which is often discouraging, but healthy. Lack of competent men is the crying need of the times.

Throughout all business circles we find the same wail of woe. Lack of an organization. Lack of co-operation. Lack of interest in work. Men are plenty who are looking for "snaps." Men are few who like work; who really enjoy building up business; who are eager to demonstrate business capacity. Such a man never need to think of the

(Continued on page 20.)

MASSEY

DIAPHRAGM



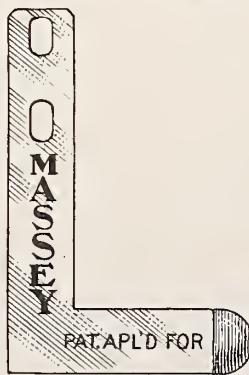
Still making its big showing in sales!

Jobbers and dealers who were skeptical are being convinced of its merit.

"Little but oh my!" is the old saying, and

it goes here when referring to the Massey Diaphragm.

AUTOMATIC STOP



Something new, and entirely unique in trade circles.

It is simple in construction and positive in results.

You can attach it to your phonograph by simply removing two screws and placing the attachment over the holes.

The Massey Automatic Stop saves time, trouble and inconvenience.

Very low in price—but 50 cents.

Possibilities are big for retail sales.

J. A. FOSTER CO., Edison Dept., Distributors

PROVIDENCE, R. I.

LACK OF ORGANIZATION.

(Continued from page 19.)

financial end of it. That flows in naturally and inevitably, "as the night follows the day."

This is an age of combinations and organizations; men should find their place in the scheme of things. There is a wide open door for industry and ability, which are two separate and distinct talents, and one may win without the other, but with the odds are greatly in favor of industry.

GRIST FROM THE EDISON MILL.

Wilson in Optimistic Vein—Dyer on Short Vacation—P. H. Cromelin Visiting from Europe Record Committee Organized—Great Work in Producing "Gypsy Love" Records—World Man Threatens McChesney.

Quite a cheerful reply was given to The Talking Machine World representative by Carl H. Wilson, general manager of Thomas A. Edison, Inc., Orange N. J., when seen the other day, it being: "Our business is good: fall orders have been good—a big increase over last year's business."

"When do you expect to announce the line of Edison disc machines?" queried The World man.

"We are getting along entirely satisfactorily," answered Mr. Wilson, "with the disc product. It is coming up to every expectation, and the cause of the delay in getting it out has been due to our wanting it absolutely perfect when it does come."

Mr. Wilson is eminently pleased at the future outlook for the Edison line and was gratified at the big holiday trade, which already is quite under way.

Frank L. Dyer, president, has hied away for a couple of week in search of recreation. "Where" is a secret, as Mr. Dyer does not care to be disturbed with business details.

Paul H. Cromelin, managing director of the London, England, headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison Inc., for a few days.

On the record end the Edison Co. have organized what they term the "Record Committee," of which C. E. Goodwin, manager of the salesmen, is chair-

CEYLONESE TAMIL MUSICIANS AND THE PHONOGRAPH.



We present herewith an interesting photograph showing a band of Ceylonese Tamil musicians listening to the reproduction of a song which they had just recorded on an Edison phonograph. The photograph was made by Messrs. S. K. Lawton & Co., Edison dealers in Manipay, Jaffna, Ceylon, and shows that phonographs and talking machines are appreciated even in that far-off country.

The picture is a very remarkable one, because it conveys an idea of the keen interest which these Ceylonese musicians are manifesting in the record which they have just made, and their anxiety to hear every sound is evident in their bearing.

The phonograph, like the newspaper, is helping day by day to diffuse knowledge and enjoyment, and bind all races closer together.

man. The object of the "society" is to improve the quality of records. Commenting on this, Mr. Goodwin says: "We have some exceptional talent in view, having completed arrangements in particular with one prominent star that, when the announcement is made, will create a sensation."

The trade are still talking about the wonderful feat of the Edison Co. in marketing, simultaneously with the initial New York performance, records covering the production of the light opera, "Gypsy Love," of which five were manufactured. The trade within a short distance of New York, particularly had a big sale of these, and the event makes a new epoch in fast record making and marketing.

F. K. Dolbeer, sales manager, who has been on a six weeks' tour of the West, is expected home on the 13th or 14th of this month. Mr. Dolbeer had a very interesting trip, made a bunch of Edison enthusiasts and, from the last word from him, had a pleasant journey.

L. C. McChesney, advertising manager and the power behind the advertising throne—the man responsible for the good Edison copy—speaks optimistically and has nothing but good words for the balance of this season. Some time The World man is going to write a summary of the McChesney personality as he sees it, which, on account of the subject, will be enjoyable reading.

BUILDING UP A LARGE TRADE.

How It Can Be Made Possible by Catering to the Public's Whims and Wishes, Says a Writer in System.

Human beings are not like merchandise, nor are they to be handled like merchandise. Dealing with the purchasing public is a problem in personality, and it is through the point of contact, wherever it may be—at the counter, through correspondence or wherever service may be rendered—that the favorable impressions are created which ultimately constitute one of the firm's greatest assets.

When a purchase is made, the buyer will be either satisfied or dissatisfied with his purchase and the treatment he receives. The article taken away may give satisfaction, while the treatment given the customer before he finally makes his purchase may drive his future trade away. The impressions which coalesce into a firm's reputation, like those which make up reputation of an individual, are formed by what may seem the merest trifles.

At the very least a policy should be adopted which more than meets the public half way. To

begin with, the attitude of inviting and encouraging the public to make known any dissatisfaction with either treatment or goods goes a long way in inspiring confidence. Once a dissatisfied customer makes his grievance known, he offers opportunity for the merchant to make a lasting impression as to his fairness and squareness. Of course, no merchant can afford to give the purchaser in every instance all he asks for, but he can afford to show liberality to such a degree that his store will have an atmosphere of cheerfulness, courtesy and service. When the public has learned through experience that the name of a house is synonymous with the treatment that gives satisfaction, even though a clerk does fall down occasionally, the house is not blamed. Rather the clerk is blamed for being out of harmony with the house and the incident does not cause the customer to feel resentment.

The wisest policy is for the merchant to put the basis of settlement up to the customer and to approach as nearly as possible the buyer's idea of what a fair settlement would be. After all, this is but a matter of reciprocation; the merchant must show as much confidence in the public as he expects the public to have in him. He is virtually putting himself in the customer's place and getting the customer's viewpoint. He is putting himself in a position to treat the customer as he would like to be treated under the same conditions.

Lastly, it is well to consider that however excessive and unreasonable the demands of a customer may seem, in the vast majority of cases he is perfectly sincere in his complaint, and any concession that can rationally be made is in the long run sound business policy.

THE WADE FIBRE NEEDLE CUTTER.

Wade & Wade, 1227 East Forty-sixth street, Chicago, are the manufacturers of the Wade Fibre Needle Cutter, which is illustrated elsewhere in this issue. This cutter is in the form of a pair of pliers, and the ease with which it is handled and its accuracy of operation are among the strong points made in its favor. The cutting blade is made of best Swedish tool steel, scientifically tempered and ground, and easily resharpened, although this is seldom necessary, and the firm freely offer to replace all Wade cutters proving defective in workmanship.

The cutter was invented by and is made under the personal supervision of S. O. Wade, who, since the introduction of the fibre needle, has devoted much time and inventive skill to the perfection of devices for the repointing thereof.



"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For Edison Triumph, Idelia and Alva Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade)

Manufactured by
Kreiling & Company
North 40th Avenue and
LaMoyné Street
CHICAGO, U. S. A.

Established 1856.

WURLITZER

Fifty-fifth year.

Many Victor and Edison Dealers

acted upon our suggestion in last month's Talking Machine World and sent their orders to Wurlitzer.

They found the Wurlitzer Victor and Edison service all that was claimed for it.

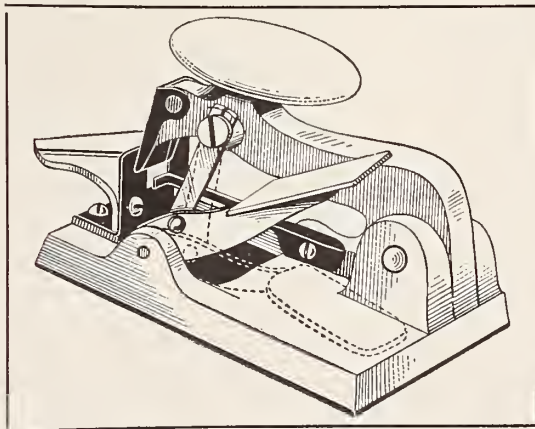
The Wurlitzer Victor and Edison stocks are as nearly complete as the Victor and Edison factories can make them.

No order is too small and none too large to receive the full measure of careful, conscientious Wurlitzer service.

Right now, at the time when it means most to get the goods promptly, we want you to give this Wurlitzer service a try-out.

At Last — A Satisfactory Fibre Needle Cutter!

THE
"IDEAL"



\$1.75

REGULAR DISCOUNTS
APPLY

The Ideal Fibre Needle Cutter is used to re-tip Victor Fibre Needles, and each needle can be re-pointed from twenty to fifty times, making Fibre Needles fully as cheap as those of Steel, saying nothing of the vast economy of preserved records retaining every goodness for an unlimited time.

The Ideal Cutter is a practical tool, made up in the finest manner from the best materials, and will last for years, needing no sharpening or re-


newing of the blade, which can be easily taken off by the removal of only a single screw, if such is necessary.

Thousands of needles can be re-pointed perfectly, the act of sharpening the blade or knife being automatically accomplished while re-tipping the needle.

When placed in the Cutter the Fibre Needle stops automatically to prevent more than the absolutely necessary cutting away of the point.

The Rudolph Wurlitzer Co.

CINCINNATI  CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

From Alice Nielsen:

As I listen to the records it is impossible to believe that they are the result of a mechanical contrivance. My voice sounds as if it must come from a living being and not from any instrument. Undoubtedly the Columbia Graphophone is the most perfect of any talking machine in the world; in fact, I consider it so incomparably superior to any machine yet invented that until one has listened to its reproductions one has no accurate notion of the wonderful accomplishments that modern science has made in reproducing the human voice.

Alice Nielsen

Columbia Phonograph Co., Genl., Tribune Building, New York

**RECORDS SHOULD BE FEATURED.**

Some Very Timely Words on This Important Subject by Louis F. Geissler, General Manager of the Victor Talking Machine Co.—Dealers Sometimes Overlook That the Record Department of Their Business Can be Made More Profitable Than Even That Devoted to Machines.

Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., in a recent talk said: "My prophecy is that the talking machine business will be absolutely beyond the capacity of the Victor factory during the years of 1911 and 1912; but there is an illimitable field for the sale of records." In this connection he addressed some very timely remarks to dealers on educating salesmen to sell records, which are worthy close observation and consideration, as follows:

"Your salesmen are entirely too anxious to book the large initial sales. The machine buyer comes to you voluntarily, but the record buyer has to be coaxed and educated. Don't look upon this end of the department as "easy" and delegate it to incompetent help. One of our travelers observed in a recent letter: 'Salesmanship in the record end of our business is a lost art. Without salesmanship, nothing commercial can succeed. While this matter may be argued pro and con, the logical sequence is that salesmanship is essential to the development of our record sales.' In carefully compiling data in this matter of late, I find there is less and less salesmanship employed each year in the disposal of our records. For instance, in the city of "Blank" to-day (I am not citing this city as an exception, but merely as an example), we have such a small number of real salesmen participating in record sales as to be hardly worthy of mention.

"In the majority of instances, boys are utilized in attending to consumers' orders for records. By this I mean that their duties cease with picking the records from the stock racks, wrapping them up and turning in a memoranda of those sold. The bulk of our record business is done along these lines to-day. We can little realize the danger of this business until we actually participate in the retail selling end. Boys, 16, 17 and 18 years of age are to-day coming in contact with consumers, who should be confronted with real live salesmen. These boys answer the purpose, so to speak, only for those customers who have been educated by some firms to the fact that they need only present a list of records, take them home with them, trying them out at their leisure and returning the majority.

"This 'approval plan' will not sell one-tenth the records that the proper waiting upon customers in your stores will accomplish. Customers should be compelled to listen to records under the careful guidance of salesmen. Salesmanship should be demonstrated and employed in every instance where a consumer contemplates the purchase of records.

"If customers are allowed to follow their own inclination in the selection of records from cata-

logs or bulletins you are deprived of your opportunity to personally work off your over stock or to call their attention to hundreds and hundreds of most excellent records already in our catalog which are fully as good as any that we are issuing to-day. If this inattention is permitted, the power and profit of your convincing arguments are entirely lost.

"The record end of your business is, and should be, made far more valuable than your machine business.

"In what is the most money invested? In a piano or in the musical education that follows to make that piano of value in a home; in the automobile or in the tires, gasoline and oil, up-keep and entertainment that follow the ownership of an automobile; in the gun or in the ammunition that you fire through it after its purchase; in the camera or the films that you purchase for use therein; in the safety razor or the blades that it requires; in the purchase of shoes or the cost of keeping them polished; in the wine glass or the wine that you fill it with; the sausage machine or the beef which you grind through it?

"These are practical, prosy—even homely—illustrations, but they absolutely demonstrate our point.

"Pay your salesmen a small 'premium' exclusively on their record business (it will influence their machine sales just as well) and watch your record sales jump.

"Induce them to take the record selling end of the business seriously; to educate themselves; familiarize themselves with our catalog; pass your record customers along especially to these expert record salesmen, where they can get good intelligent service, and you will double your record sales in three months' time.

"A willingness on the part of your salesmen to do more physical labor even at the cost of a little less smiling and talking about the weather will put more money into your tills."

TRADE NEWS FROM THE TWIN CITIES.

The Talking Machine Co. of Minneapolis Hold Formal Opening—Archie Matheis Leases Large Store—Hoffman in New Quarters—Metropolitan Music Co. Getting After Victor Business—Other Items.

(Special to The Talking Machine World.)
Minneapolis, Minn., Oct. 22, 1911.

Archie Matheis, the well-known talking machine dealer, who has been successful both in the jobbing business when he was in charge of the department of Koehler & Hinrichs of St. Paul, as well as his own store, which he has been operating at 238 Nicollet avenue of Minneapolis, has leased a large store, 20 x 90, in the Meyers Arcade Building, located on Nicollet avenue, at Tenth street, in the very heart of the most exclusive Minneapolis trade. The store is beautifully decorated and fitted with fine fixtures and is considered to be about the finest store of its kind in the twin cities. Oriental rugs and Victrolas as well as Amberolas will be in each booth and these are much larger than the ordinary and will be ventilated with fresh air electric fans and sound-proof. Many palms and other decorations give the store

a home-like as well as a sunny atmosphere; beautiful show windows, and a space that will be used for concerts and recitals will surely make the store a popular place, to which added the long experience of Mr. Matheis should point to the immediate success of the venture. He will continue to run the store known as the little talking machine store on lower Nicollet avenue, where he has been established for a number of years.

Charles Rindfish, who is manager of the talking machine department of Koehler & Hinrichs of St. Paul, report the sale of many 40/10 accounts and says that business is starting up with a rush much earlier than usual. He has the department in fine condition and deserves success, as he is always courteous and a hard worker.

George Mairs, the well-known manager of W. J. Dyer & Bro., of St. Paul, has a smile that wont come off. This is an indication that he is making good and showing a good increase in business and looks forward to a big season's business.

Arthur Magoon is again in charge of the talking machine department of the New England Furniture Co., who will sell the Victor line only. Trade is picking up with them and he looks for a good season's business.

C. A. Hoffman has moved in a new location on 814 Nicollet avenue and fitted up a beautiful department that should bring him good results. This will make two talking machine stores in this end of the town being one block from the new store of the Talking Machine Co.

The Metropolitan Music Co. are going after the Victor business this fall. They have room fitted up on the fourth floor of their building and being located well in the city should get their share of the business.

The Talking Machine Co. of Minneapolis had their formal opening on Wednesday, November 1, The store was very beautifully decorated with bunches of flowers, numerous large palms and the recital in the afternoon as well as the evening was attended by a packed house, and everyone was pleased with the new store, and Mr. Matheis has given to Minneapolis a store that the city can be proud of. He has two stores, and they are the only exclusive talking machine stores in the Twin Cities. A Harry Lauder recital will be given on Friday evening, November 10. Mr. Lauder will be in Minneapolis on November 12. This is a new departure in Minneapolis, to give concerts of the artists as they appear, who make records for the talking machine companies. Mr. Matheis will give a Tetrassini recital in the near future, as well as review the grand operas that will appear in the cities during the coming month.

HOW SUCCESS COMES.

Success comes to the person who is willing to do a little more than he is paid for doing. To the person who is glad to have others succeed. To the person who feels himself a part of the business concern, who feels a pride in its well-being, and who determines his own little part must be well done. To the person who can remember and forget; remember his duties and forget his grievances.

CHARLES BOBZIN NOW IN CHARGE

Of the Talking Machine and Music Roll Departments at Aeolian Hall—Mr. Bobzin's Capacity for Organization and Result Production—What He Has Already Accomplished in the Music Trade Industry.

Charles Bobzin is now manager of the talking machine and music roll departments of the Aeolian Co., 364 Fifth avenue, New York. By the time this appears he will have occupied that chair for a month, and from the beginning showed the value of his experience and management.



CHARLES BOBZIN.

But in the past when Charles Bobzin entered new spots—and only a few of the highest—he didn't seem to do a great deal for some time, as far as physical activity was concerned. But inside—the mental, as the occults term it would be found a busy-bee hive of great industry. Plans were being evolved, campaigns created, distribution policies outlined, and various problems

judged; then when everything would be in position—like a general advancing upon a city—you found Charles Bobzin reaping the achievements of his efforts. His study and skill solved intricate and vexatious business puzzles—success followed logically

To just a few of The World readers who might ask: "Who is Charles Bobzin?" the writer replies: "Bobzin is a musical executive of the highest order; he knows music and musical merchandise thoroughly; knows how to purchase and exploit goods, wholesale and retail; for the past few years he was general manager of the Oliver Ditson Co., Boston; before that, with houses equally as great."

In his new chair Charles Bobzin has the well wishes of friends and associates for even better glory than has been his good fortune in the past.

GERMAN RULES OF BUSINESS.

Ten Commandments Which Are Said to Contain Secrets of Success.

The recent progress that Germany has made in commerce and industry, particularly of the domestic order, is a matter of record. This progress—the large amount of German goods sold—has amazed foreign publicists to such an extent that some have declared that the figures shown could not possibly demonstrate a real and permanent state of trade, for German advertising had revealed no proportional increase. The secret is said to lie elsewhere, or rather in another species of publicity, which gives a practical illustration of the motto of "The Three Guardsmen": "One for all and all for one."

The German idea is embraced in a set of Ten Business Commandments, which the commercial houses are sending out into every household in the Fatherland. They are printed in all of the newspapers, they are issued in pamphlet form, and every business house, wholesale and retail, big and little, is handing them out to every customer and inclosing them in every letter. Here is a translation of these new "Ten Commandments of German Business":

1. In all expenses keep in mind the interests of your own compatriots.
2. Never forget when you buy a foreign article that your own country is thus made poorer.
3. Your money should profit no one but Germans.
4. Never profane German factories by using foreign machinery.
5. Never allow foreign eatables to be served at your table.
6. Write on German paper, with a German pen and German ink, and use German blotting paper.
7. German flour, German fruit, and German beer

alone can give your body true German energy.

8. If you do not like German malt coffee, drink coffee from German colonies.

9. Use only German clothes for your dress and German hats for your head.

10. Let not foreign flattery distract you from these precepts, and be firmly convinced, whatever others say, that German products are the only ones worthy of citizens of the German Fatherland.

It is reported from Berlin that an American has just secured a set of the Commandments, and on arriving in America it is his intention to have 1,000,000 copies printed with the substitution of the word "America" or the "United States" wherever "Germany" appears, and distribute them throughout the West through the medium of his bank and other industries. He also hopes to get every board of trade and chamber of commerce to take the matter up and start the movement along national lines. An explanation of what Germany is doing with such marked success is to be printed beside the commandments, in order to excite interest in them.

CONDUCT "TALKER" DEPARTMENT.

Landay Brothers, Victor jobbers and dealers, are conducting the talking machine department in the new department store of the J. L. Kessner Co., at Sixth avenue and Twenty-third street, New York. The Victor line is being handled in its entirety. The management for Landay Brothers is in the hands of E. Gottschalk, who was recently connected

with the talking machine department of R. H. Macy & Co., New York.

THE ABUSE OF CASH TERMS.

Chas. E. Meek, of the National Association of Credit Men, makes the following remarks in the latest issue of the Bulletin which may apply to piano men in both wholesale and retail domains. He says:

"You feel a little less confidence in yourself every time you let the man who makes a payment from five to fifteen days late, take advantage of the special discount given for ten days' cash. You acknowledge to yourself this injustice to your house has more than an individual significance. You feel that every time you let the short payment go through you are suppressing a vital business principle, stunting its development, and therefore hurting every man engaged in the game of business. Just argue the matter out, and see if you can justify your action on good moral or business grounds, and then say whether the preaching about fighting a really big business abuse is all "poppycock." If you decide that it is not, write the National office for information as to what the association has been trying to do to end the abuse of cash terms."

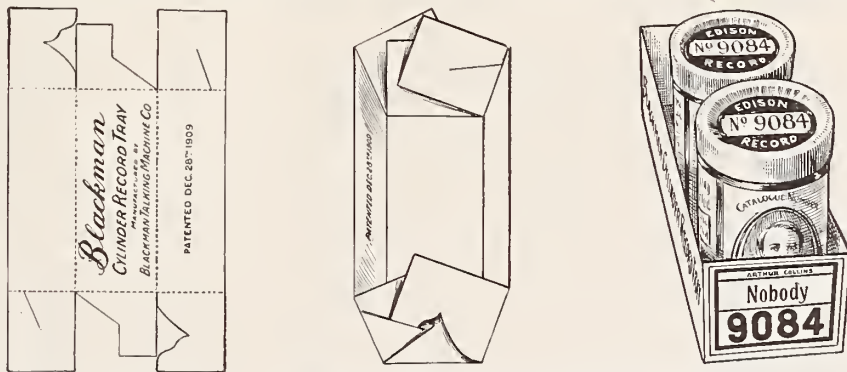
If you are a good merchant the biggest investment you have is not in stock, but in the goodwill of your customers.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY
(Subject to Change.)

| No. | Hold | Net per 1,000. | Weight per 1,000. |
|-----|------------|----------------|-------------------|
| 2 | 2 Records. | \$6.00 | 60 lbs. |
| 3 | 3 Records. | 7.50 | 73 " |
| 4 | 4 Records. | 9.00 | 87 " |
| 5 | 5 Records. | 10.50 | 105 " |
| 6 | 6 Records. | 12.00 | 116 " |

NOTE.—Price less than 1,000, same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50
Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

TALKING PICTURES AND THE DRAMA.

An Interesting Summary of the Development of the Motion Picture and Its Union with the Talking Machine Written by Robert Grau in the Scientific American.

It was my pleasure to be among those in the audience at Keith's Union Square Theater, in New York, one evening in July, 1894, the eventful night when the motion picture was first revealed to American theatergoers. It is true that an inferior device under the name of Eidoloscope had previously made a feeble effort to introduce, also in a Keith theater (in Philadelphia), the effects which were destined ultimately to change the theatrical map, and to create the most lucrative field of endeavor in the history of public entertaining.

The advent of Lumière's cinematograph was announced with much advance advertising, but public interest was not aroused. The theater was only fairly filled on the opening night, but an idea may be had of the success from the fact that the theater which had, up to this time, played to average weekly receipts of about \$3,000, found its "takings" increased within a single month to the unprecedented average of \$7,000 a week, though the cost to the management was probably not over \$100 a week for the machine itself.

Inside of a year the cinematograph was installed in every vaudeville theater in America, and hundreds of new establishments came into being. Thus was inaugurated the vaudeville craze which, as it progressed, brought into being many new devices, such as the biograph and the vitagraph. In a few years no theater was without its machine.

In 1902 the "store" theater came into existence, and of these there were at one time nearly 30,000 in this country. New York city had more than 600 alone. An illustration of the vogue of the motion picture is best shown by the statement that one of the earliest endeavorers in this field, Marcus Loew, started in the Harlem district, about five years ago. To-day this man is immensely rich. He has about forty theaters of his own, the majority of which are of the first class, such as the American, Plaza, Majestic, Yorkville and Lincoln Square theaters, in New York. Hardly a week goes by that Mr. Loew does not add a theater to his list. He has now in the course of erection two magnificent amusement places, involving a cost of nearly a million dollars.

About four years ago William Fox, a man yet in his early thirties, opened the first "store" theater in Brooklyn; his success was so great that within a year he had a dozen similar resorts, where moving pictures were the sole attraction. In 1907 this man bought the lease of the Dewey Theater, on East Fourteenth street, paying a rental of \$50,000 a year. He then secured the Gotham Theater, in Harlem, the Star Theater, on Lexington avenue, and the Family Theater, on 125th street. He also has several theaters in Brooklyn. Despite the enormous rentals and the low price of admission, Mr. Fox has made a fortune in the short space of four years, and last year amazed his colleagues by leasing the Academy of Music, paying a rental of \$100,000 a year for a building which cost its owners but three times as much.

Although Messrs. Keith and Proctor have seven theaters of costly construction in Greater New

York, but one of these, the Fifth Avenue, is used for the type of vaudeville for which they are supposed to stand; all the rest, including the Union Square Theater, where the cinematograph was first seen, have reverted to the camera man, and Mr. Proctor has a score of theaters in the smaller cities, besides those in which he is affiliated with Mr. Keith.

For several years the various manufacturers of films have been sorely tried to keep up with the demands for new subjects. The public patronage has grown to such an extent that millions of new theatergoers have been created. To hold this patronage and prevent its being absorbed by the regular theaters, has been the aim of all concerned in this vast industry.

Some of the world's greatest players have posed for the film makers, many of whom have stock companies under the direction of famous stage directors and producers.

For several years efforts have been made to create a perfect synchronism between the moving picture and the phonograph, in order that stage presentations of plays and operas could be reproduced.

The spectacle has already been presented of a famous stage idol, appearing in a theater of high prices of admission, while but a stone's throw away a perfect counterfeit presentation both as to voice and action could be seen for five cents.

Three of the greatest factors in the field of motion photography, including Thomas A. Edison, who invented also the phonograph, have announced recently that all of the problems for an absolute synchronism were either solved, or near solution. Mr. Edison has prophesied that the day is near when the working man will present himself in front of a moving picture theater, deposit his dime, and witness a reproduction of scenes from grand opera, such as are presented at the Metropolitan Opera House in New York.

I have already been privileged to hear and see almost an entire act of Donizetti's "Lucia de Lammermoor," including the famous sextette, as sung by Caruso, Sembrich, Plancon and others. Although perfection has not yet been achieved, no great wrench of the imagination is necessary, in order to predict that another year or two at most will witness the attainment of absolute synchronism.

The serious side of this situation lies in the ultimate fate of the player and singer, and by the same token of the manager and producer.

We know that Caruso has earned almost as much money from the preservation of his vocal records as in grand opera. Yet there are those who have deplored the fact that the penalty is being paid in a slight deterioration in the illustrious Italian's voice.

I yield to no one in my appreciation of the benefits to be derived from the phonograph, and have often wished that it had come into being in time to have preserved the voices of Malibran, Jenny Lind and Adelina Patti, in her prime.

But if even one year less of Caruso is the penalty which music lovers will have to pay in order that future generations may have preserved for them his vocal records, this price is hard to yield to.

It will be of interest to the reader to learn that in Paris such eminent celebrities as Mme. Bernhardt, Jane Hading, Mme. Réjane and Mounet-Sully have been induced to pose for the moving picture camera. One French firm pays fabulous sums in order that it may raise the level of its achievements.

The possibilities of a perfect synchronism in effect of the two great Edison devices (for it must be understood that it was Edison who made possible the motion picture of to-day) are beyond all conception. Through this great advancement, the "Passion Play," as presented at Oberammergau, could be brought to our doors, and that, too, at a not very distant date.

It is already on the cards to present before American audiences scenes from grand opera, as presented at the Grand Opera House, in Paris; Covent Garden, in London, and La Scala, in Milan. Thus grand opera novelties, which would probably not be heard in this country for years, will have presentations within the year of their Euro-

1866
1911

NYOIL

FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



pean premieres; also the great Kiralfy spectacles are now being reproduced, in order that the tremendous barrier of transporting to America over 1,000 persons may be overcome.

The film companies are capitalized in the millions, and there is not the slightest indication that any retrograde movement in this field will be permitted.

The great problem which presents itself is the effect that modernism may have on the actual player and singer, but after all, it is the latter element which has made possible the great progress in the moving picture industry, for they are induced to accept the liberal payments offered.

Recently \$50,000 was offered to Caruso for the sole right to take his vocal records, and this sum was merely a bonus for exclusive privileges. Mme. Adelina Patti, when in this country on her last tour, refused an offer of \$100,000 for a similar privilege, and this, too, at a period in her career when she was no longer the Patti of old.

The writer believes that the motion picture theater of the future will be conducted on a far more important basis than that of the present. Already the "store" theater is passing away, and the tendency is to secure regular theaters. In all the larger cities, large and commodious establishments are being erected and millions of dollars of invested capital are available at every turn. The effect on the regular theaters has already been appalling. 8,000 each, and all created through the really tremendous expansion in the field whereof I write. The attendance is enormous. It is not too much to assert that 100,000 persons attend these theaters daily in the Quaker City. In Boston the situation is quite similar; while in the smaller cities a singular state of affairs has come about. In what are called "one-night stands" the moving picture has solved the problem of the local managers, who have not hesitated to cast the legitimate attractions to oblivion and turned their "opery" houses into "nickelodeons" and "bijou dreams." Heretofore the local manager would get one or two companies a week for his public's entertainment, and he had a hard time to pay his way. To-day, by the simple process of installing a moving picture machine and engaging a few minor acts of vaudeville, he is able to entertain from two to three thousand persons each day, at an average price of admission of ten cents. The expenses are small; the profits are huge. I have in mind a little town near New York, with a population of 30,000. Up to two years ago it was impossible to attract a paying audience with anything. To-day the one theater available gives three performances daily! Hardly a week goes by that less than 60 per cent. of the population does not enter this theater at least once; while it is an absolute normal condition to find as many as 1,000 persons waiting in the lobbies and on the sidewalks at 9 p. m. for an exodus of the seated audience, so that they may enter and witness the second show.

The public created by all this procedure is con-

Daily Stock Book

Keep accurate account of merchandise received and sold. Specially made for Pianos, Gramophones, Records and Small Goods. Made by a man in the business, for his own use. 100 double pages. Board covers.

You Need This, Mr. Dealer.
\$1.50 Prepaid.

Money back if not pleased.

GRIEVE

323 Portage Avenue, Winnipeg,
Canada.

From Jose Mardones:

I am very greatly pleased with the the Columbia Records of my voice and congratulate you upon their excellence. I have decided to make records exclusively for your company after hearing those recorded so far.



Jose Mardones

Columbia Phonograph Co., Genl., Tribune Building, New York

stantly being educated and gradually becomes more exacting in its demands, hence the advent of the "talking" picture, with all the enhancement which it promises to bring, should result in a general uplift, together with much benefit to the masses who must naturally appreciate any effort which will make possible for them to see and hear for ten cents that which has heretofore cost from fifty cents to two dollars.

It remains yet to be seen how nearly science and artifice have served to duplicate the original interpretation in music and drama. Mr. Edison has promised that the counterfeit will be almost perfect.

Always leave your "prospect" in such a frame of mind that you can go back to him again.

HANDSOME DISPLAY CARDS

For Window Use, Recently Added to Victor Co.'s Advertising Service Prove Popular and Effective with the Dealers.

One of the recent and valuable additions to the Victor Co.'s advertising service for the benefit of the dealer is the series of special window show-cards, 20 x 30 inches in size and designed to call the especial attention of the public to some par-

PRAISE VICTOR THEATER.

Success of Miniature Theater Commented Upon at Length by Printers' Ink.

The cleverly conceived and arranged miniature theater which has produced such wonderful results for the many dealers in Victor talking machines who have co-operated in local exhibitions was the subject of a three-page story in Printers' Ink, the well-known magazine for advertisers, in the issue of November 9. Under the caption of "How Miniature Theater Tells Victor Story," and with appropriate comments, was published the description of the Victor miniature theater and its method of operation substantially as it appeared in a recent issue of The Talking Machine World, together

with illustrations of the theater, recently prepared window displays and attractive advertising cards.

PREPARING FOR OLD AGE.

Life is divided into epochs. In all but one of these life periods we are dependent on others, and if old age or the "rainy day" comes along without our having made provision for it we find our declining years tinged with bitterness and often saddened with neglect or want. Nothing makes an old man grow old with sweetness better than to have a reasonable bank account. It makes them so much more welcome in the homes of loving relatives. Often it is the one who has given a whole life to the service of others that is thrown in the scrap heap.

ticular record or series of records. The cards were first introduced with the September supplement, and the first one referred to the "Pink Lady" waltzes. The Blue Danube Waltz was featured on the card, accompanying the October supplement, and the Grand Opera Medley from Carmen, the November supplement. Each month a new card will be prepared, and by that plan the dealer will be afforded the opportunity of keeping his window display fresh, up to date and interesting.

The cards are sold to Victor dealers, through the distributors, for 50 cents each, which is only a fraction of the amount that the dealer would have to pay if he had the same grade of work done on his own account, and the majority of the live dealers have placed standing orders for the cards, to be delivered each month. The accompanying cuts illustrate two attractive cards that will be issued with coming supplements, and give an excellent idea of their elaborate character.



VICTOR CO. DISPLAY CARD.



VICTOR CO. DISPLAY CARD.

THE LONG DISTANCE METHOD OF TRAINING SALESMEN.

How Sales Materials Can Be Collected, Classified and Used to Promote the Efficiency of the Men in the Field A New Work for the Advertising Department.

By S. ROLAND HALL, of the International Correspondence Schools, Scranton, Pa.

A short time ago six large national advertisers received the following request:

"Would you mind telling what six objections or obstacles your salesmen get up against most frequently and with what argument or tactics they overcome those common hindrances?"

Two of the six advertisers did what it was expected that some would do: they replied that they did not see that their interests would be served by giving such information.

Three others made surprising replies. In effect, the three said what one said: "We don't know. This will be an interesting question for us! We will investigate and when we have secured the information we will see that you get it."

It seemed remarkable that a progressive advertiser should not know just what his salesmen have to fight most frequently. Such information is important for the advertising department to have for its own work. But the answers made it appear that there was lack of thoroughness or co-operation between the advertising and the saleswork—a co-operation that is highly important in view of the conditions in the sales field.

Large selling organizations, from the insurance companies down, are harassed by depletions in their ranks of salesmen. In one selling organization numbering twelve hundred men nothing is thought of having to put two hundred new men in during one month. As would be supposed, many of the men put into this organization have to be replaced because they do not make good. Others get better jobs, go into business for themselves, or just migrate, the salesman seeming, by nature, to be of the migratory disposition.

But the stern fact is that when a competent salesman leaves his employer he not only makes work for the employer in training another man for the place, but he carries off a real asset of the employer with him in his knowledge of the business, of the obstacles that he has met, the arguments with which he met them and the particular selling information or methods with which he was able to win certain customers.

A certain amount of change in large selling organizations is inevitable. For that matter, a certain amount of change is healthy; it brings new blood. But the acquaintance that the released salesman takes off with him is largely lost. The time spent in "shaping up" the new salesman is an unprofitable period. It is something like breaking in

a new stenographer or a new bookkeeper. It is not easy to estimate the amount lost in sales efficiency by constant change in the make-up of the sales force, but there is no escaping the fact that much of salesmanship success comes through personality, it must be conceded that much also comes through knowledge of the business that the salesman represents and that knowledge does not come in a day, a week or a month. It is highly desirable, therefore, to lengthen the average time of employment.

How can the change in the sales organization be reduced to a minimum? That's the question that large concerns have been trying to settle. Some settled it long ago by having an efficient training school at the home office and by having all candidates go through a course of preparation there before being assigned for field duty. It was found that the better prepared the new salesman was the more likely was his success and that successful work meant that his period of employment averaged longer. Furthermore, the training school enabled the sales manager to determine the men who would not make good and made it possible to let them out before putting them into actual relations with customers and allowing them to make costly mistakes.

But not all concerns find it possible to maintain a large, efficient training school at the home office as a central base of supplies for the sales organization. Territory at a long distance from the home office may be in charge of a sales manager who wishes to pick his own man when a new one is to be put on. That manager or superintendent may be a man who can impart to others what he knows of his employer's business; or he may not be able to do it. Anyhow, his time may be limited and the chances are that, if he is trusted entirely with the training work, after a few days he is likely to give the new salesman a price list and tell him to go out and do business. With such little preparation, it is common for a man of really good qualities to become discouraged at his inability to convince prospective patrons and throw up the job.

What can be done to improve this condition? House organs, "ginger" letters, sales manuals, etc., have been used, and they help.

The International Correspondence Schools are answering the question by taking a dose of their own medicine and preparing a comprehensive correspondence course of the I. C. S. business for the

education of a field force of 1,200 men; by maintaining a training school at each of the thirty-three district headquarters and by requiring candidates to put in four to five weeks of study on the course and of general training under the superintendent before starting to work.

The superintendent secures likely candidates by advertising for them and the company pays the candidate \$2 a day while he is preparing himself.

The titles of the pamphlet text-books that make up this specialized course in salesmanship give an idea of the ground covered:

The International Correspondence Schools.
Technical Education.
Comparison of the I. C. S. with Other Educational Systems.
I. C. S. Textbooks.
The I. C. S. Method of Teaching.
I. C. S. Salesmanship.
Prospect-Creating Methods.
Enrolment Methods.
Collection Methods.
Psychology of I. C. S. Methods.

These pamphlets prepared by capable writers at the home office, give the training-school man a knowledge of what he has to sell and how he can sell it that no superintendent could possibly give him in such comprehensive form. Besides, knowing that the new man will get the comprehensive knowledge down pat in his study of the lessons, the superintendent is free to give his time to heart-to-heart talks, demonstrations, etc. The pamphlets range from 32 to 100 pages, and each has a set of examination questions that cover the principal points treated in the instruction.

The candidate prepares thorough written examinations and sends his work in to the home office just as other correspondence-school students do. The lessons are corrected under the direction of the head of the School of Advertising and returned with comments. A special staff of instructors do this work more effectively than the average superintendent would do it and at less cost. Besides, the home office is the center for authentic information bearing on the company's work.

The results so far accomplished indicate that this new method is the forerunner of many similar systems of training. Already the I. C. S., encouraged by the success of the plan in training candidates for jobs, are extending the work and are requiring even the most experienced of the field force to study the course.

And experience shows that the instruction must be prepared by writers of the home office rather than by the sales managers of the field. It is a writing job, and the sales manager who can write well is rare. It affords one more opportunity for close relationship between sales and advertising manager, for before the proper matter can be writ-

25c. to 35c. A WEEK IS ALL IT COSTS

TO ILLUMINATE

A PYRO ^{ONE} _{LIGHT} ELECTRIC SIGN

The most economical and attractive outside publicity device ever made

A Ball of Fire by Night

A Handsome Ornament by Day

Lettering on both sides, that can be plainly read up and down the street for blocks away

Send for our new illustrated catalog and price list to-day. It will pay you.

EDWARD C. PLUME COMPANY

417-421 South Dearborn Street :: :: CHICAGO, ILL.

SPECIAL ASK FOR INFORMATION CONCERNING OUR NEW UP-TO-DATE ADVERTISING SERVICE FOR MERCHANTS.



ten data as to the needs must be drawn from the field.

The daily correspondence, if the business is one in which much correspondence is carried on with prospective buyers, will afford a great deal of good material and suggestions. And if the salesmen themselves are quizzed, they can give much more light on what sales ammunition is needed. The arguments and methods of the best men can be collected for more general use. Then it is up to the advertising department to lay out and prepare the instruction.

It is a little singular that just at the time when the training school just described was being worked out the Curtis Publishing Co. was making plans for a training school of its own. The object of the Curtis Company, however, is not particularly to train salesmen, but to train all new employees—the scheme being much like that of the Larkin Co., which regularly maintains a school for the training of all home office help. However, the Curtis course will include salesmanship.

The idea of training by mail in specialized salesmanship is certain to grow. It is not exactly a new idea, for book publishers undertook to do something of this sort many years ago, only they did not undertake the work in a thorough way, did not require examinations from candidates and finally grant a certificate of proficiency, as the I. C. S. are doing.

Think what an attractive proposition those who want salesmen and agents can offer if they can give a really valuable course of training in the art of selling and then give employment to the candidate if he does well in his work. Help Wanted—"We teach you free and then give you a job" sounds well.

The Oliver Typewriter Co. has for some time followed a vigorous policy in the instruction of salesmen, but in reply to a letter from the writer the company states that up to this time no comprehensive printed course of instruction has been prepared.

Announcement has just been made that the New York Edison Co. will expand the educational work it has been doing for some time among its employes—that hereafter all men entering the contract and inspection departments will be put through a well-laid-out course. The employes will receive wages during the study period. It is stated that the school will be conducted on the "university plan" and will consist of text-book study, lectures, recitations, quizzes and examinations—that politeness and patience, as well as technical subjects, will be taught, and that diplomas will be awarded. There is no mention of possible extension by the correspondence plan; apparently such extension is not needed by the concern.

A Wonderful Invention.

The Magnetic Reproducer; conveys sound through electric current any distance. Attach this invention to the talking machine and you have the finest quality of tone and volume equal to any band or orchestra; just the thing for moving picture shows, theaters, etc; special territory given dealers; write at once. Music Production Co., 5228 Michigan avenue, Chicago.

Agents Wanted.

To sell Victor and Edison Talking Machines on \$1 weekly payments in Wilkes-Barre and surroundings; must be straight, honest and sober. Write Landau's Double Stores, Wilkes-Barre, Pa.

For Sale.

Up-to-date Edison stock; every record in catalog and full supply of all late-type machines; everything new; will sell at bargain. Parks Music House Co., Hannibal, Mo.

For Sale.

\$15 wire improved disc record racks, holding 2,000 disc records, for \$5; \$12 cylinder racks, holding 500 records, \$4, perfect order; needles, per 100,000, \$19; horns, 75c.; cases, \$1.25; records, 10c. and 15c. Knight's, 215 North 12th street, St. Louis, Mo.

THE QUESTION OF EXPENSE.

The Item in the Sales Manager's Account That Presents Many Problems—The Advantage of the "Dry" Selling Campaign.

Sitting in his luxurious office, with his able assistants at his beck and call, the sales manager reigns supreme.

I wonder if he really does know that in all probability the principal cause of that "gray" around his temples, premature as it is, is the "selling cost," or if he honestly believes that it was caused by "early piety."

If he is sincere in his search for the true per cent. selling cost, he knows, as you and I know, that much of that selling cost is unnecessary. It is the expense account, the everlasting, everworking expense account, which could well join in with the "Little Brook" in saying:

"Men may come and men may go, but I go on forever."

The expense account has worked overtime for years and it is high time the unlimited expense allowance for "promiscuous entertaining" should be put on short hours. No good union allows its members to work night and day.

The "unlimited" expense account has worked hard and been worked hard for years from time immemorial, and on its historic report sheets are recorded many cigars that were never smoked, dinners that were never eaten, and yes, shame be it, drinks that were never drunk—in the interest of business at least.

To-day many salesmen put in an expense account, whether they invest the money for the business or not, writes Thomas C. Underwood in a recent magazine article. They go on the same principle as the gas company, which sends bills for "gas consumed" whether the gas is burned or not.

They are in the same class as the water companies (not the water wagon) which send bills for water used while the family is in Europe and the house is hermetically sealed.

Many a time has a salesman gone on a three days' trip to "Podunktown," railway fare \$6.25; hotel bill, three days, at \$3 per day; actual expenses, \$15.25. Expense account as paid by your firm, \$27.35.

Much of this excessive expense is absolutely unnecessary and in many instances it is absolutely fictitious. If the money is spent for drinks and cigars, has it accomplished the required end?

After consuming innumerable "high balls" and "rickies" at the expense of the house, in company with a shrewd buyer (who in many instances has a stronger stomach and steadier head than the salesman), is the salesman in better shape to get business? Does he land the big and profitable business by the liquid or smoke route? No, I guess not.

In many instances perhaps it is a good idea and advantageous to have the prospective buyer at a dinner table with a delicious and well cooked, nicely served dinner before him. I can hear you say "that the way to a man's heart is through his stomach."

Whatever road you take to Rome, and all roads lead to Rome, still of choice and expediency you will not choose the road that is flooded. If you wish to reach Rome to do business—you will choose the "dry" road rather.

The most progressive advertisers to-day are using high-class novelties, something of merit, something rather for personal use or for use on the desk. These carried by the salesmen go farther, cost less and make a more lasting impression than either the "high ball" or the too often tendered cigar.

"Your family plays the piano later every night," said the visitor.

"Yes," answered the suburban resident; "we're trying to keep the people next door up so that they will be too sleepy to mow the lawn in the morning. And they're trying to mow the lawn so early that we won't feel like playing at night,"—Washington Star.

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

- 1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.
- 2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES

and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

To Business Men

Business men in every line admit the value of good trade papers.

A trade paper must be original—it must contain a variety of matter including news service—technical information—in fact it must crystallize the entire news of the special business world, and be a helpful adjunct to every department of trade.

Scan the columns of the Talking Machine World closely and after you have completed an analysis of the contents of this publication see if you can duplicate its value in any other trade!

The World is a help to the talking machine business.

It exerts an healthful optimism.

It wields an influence for the good and every man who sells talking machines, no matter in what part of the universe he may be located, should receive this publication as regularly as it is issued. He is missing a vital business point if he fails to do this.

Thousands of dealers not only in the United States but in every country on earth consult the pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant future, and this publication is doing much to enlarge the business horizon of every retail talking machine man in the world.

To receive this paper annually costs but \$1.00. All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

TO RECORD HISTORY.

Modern Historic Records Association Incorporated to Record History Faithfully by Means of Talking Machines and Moving Pictures—The Plans of Campaign.

Justice Bischoff in the Supreme Court last week approved a certificate of incorporation of the modern Historic Records Association, the formation of which was announced in The Talking Machine World last month. The directors named are Alexander Konta, Herbert L. Bridgman, Geo. A. Plimpton, Dr. George F. Kunz, Charles R. Lamb, John G. Agar and Joseph Rowan. The association will make its headquarters at the National Arts Club in Gramercy Park, and its first meeting will be held late this month.

Some of the objects of the association are the preservation of historical records, the employment of the phonograph and the use of moving picture machines for securing records of important events and the duplication of records for educational use. The list of incorporators includes Justice Victor A. Dowling, Major-General Frederick Dent Grant, Oswald Garrison Villard, A. B. Hepburn, Melville E. Stone, Gen. Thomas H. Hubbard, Dr. William Milligan Sloane, Robert C. Ogden, John G. Agar, Col. David L. Brainard, John Cotton Dana, John De Witt Warner, J. N. Larned, John Purroy Mitchel, Dr. Smith Ely Jeliffe, E. M. Cravath and Charles F. Lummis.

The old libel that history consists of "lics agreed upon" may be forever disproved if the plans of the association are carried to full fruition. The foundation principles of the association, whose prime mover is Alexander Konta, is the self-evident fact that "light and sound waves never lie." Mr. Konta, whose proposal to treasure up to a life beyond life upon films and wax cylinders the very form and pressure of our modern civilization has won instant approval, filed in court on Wednesday the papers of incorporation of the new society.

Everywhere in the documentary evidence of past events is confusion. Their pictorial records are defective. Descriptions of historic personages, made by the old historians and portraitists, rarely agree and are often irreconcilable. The living voices of men of past generations are forever silenced. Neither we nor our children's children can hear the sound of Lincoln's voice or see Napoleon in action. But posterity in its remembrances of things past may summon back the voices and the prominent figures of this and succeeding generations.

Mr. Konta has gathered for his time-conquering enterprise many associates whose names should be, and will be, we think, cherished by posterity. As the Times says, they are librarians, historians, journalists, and men of the professions. They know that when important documents are missing, when copies of the same important papers contradict each other, when chronicles of history are lost or its episodes are unaccounted for, time is set back and the progress of mankind impeded. Print, the photographic plate, the phonographic roll, and the kinetoscope have superseded the goose-quilled manuscripts of the fallible copyists of old. But our modern paper is perishable; the new society will do well to return to parchment. Above all, the making of fireproof depositories has reached a perfection that guarantees to the men of the present the preservation of their records intact for centuries or milleniums. The time is ripe for the founding of the new association just incorporated. It should be an influence in the future.

BUSY TIMES WITH U-S PHONOGRAPH CO.

The U-S Phonograph Co., 5-7 Union square, report excellent business prospects for the coming year. General trade conditions in New York are far ahead of the company's anticipations. John Kaiser, manager of the recording department, 602 Sixth avenue, recently returned from the factory at Cleveland where they are working both night and day shifts, in an endeavor to supply the increasing demand.

Several changes are to be inaugurated in the U-S machines between now and December 1. Con-

templated improvements which will be of great interest to the trade.

A catalog of indestructible records, containing a list of the new selections to November 1, has recently been issued. Each selection is featured in a small way, including half-tones of the artists. It is alphabetically and numerically arranged.

MAKES GRATIFYING REPORT

H. N. McMenimen Finds Talking Machine Houses Enjoying a Fine Business—Where the Pooley Cabinet Is Featured Splendid Results Accrue—Why Quality Products Win.

"Business conditions in the talking machine trade are in excellent shape, and the prospects are for a business of unusually large proportions this winter," said H. N. McMenimen, who was seen in New York last week, after a return from an extended trip in behalf of the Pooley record cabinets.

"Wherever I visited I secured orders from progressive jobbers for our new cabinets, as well as many complimentary words regarding them. The orders already in hand are keeping our plant so busy that the building originally erected for the production of these cabinets has been found inadequate, and we have had to encroach on the manufacturing quarters of the Pooley Furniture Co. in order to fill demands.

"It is noteworthy that dealers have become so interested in the Pooley cabinets and so enthusiastic over the practicability of the Pooley filing system as demonstrated in these products, that they have taken especial pains to bring them to the attention of the public by means of special demonstrations in their windows and on the showroom floor. The results have been most satisfactory and the purchasing public has become keenly interested in the especial features set forth in these cabinets and which appeal to the public so convincingly.

"There is no question but that in the home the handling and care of records is always a matter of deep consideration which can only be solved by such a system as is incorporated in the Pooley cabinets—a system so complete as to satisfy the needs of all.

"It is worthy of note that such well-known talking machine establishments as John Wanamaker and Gimbel Bros. have been bringing these cabinets to the attention of their clientele by striking illustrations and descriptions in their large advertisements in the daily papers, while H. A. Weymann & Sons, Philadelphia, Pa., recently made a special display of the Pooley cabinets in their window with a competent man in charge to bring their special features to the attention of passers-by. The window was surrounded at all times, and the result of this display was that orders for a vast number of these products were secured by the Weymann establishment.

"We are now supplying our trade with machines just as the orders were received, and those who recognized at an early date what a good thing the Pooley cabinet is are profiting by their good judgment in placing orders when they did.

"I have always believed that a quality product, whether in talking machines, cabinets or horns will command a big support from the public, provided the product is meritorious. Money is not the consideration when a value is presented. This is again proved by the tremendous demand for the Pooley cabinet, which at once attracts the talking machine user because of its convenience, completeness and the originality of its filing system."

FACILITATES RECORD FILING.

Echo Album Offers Filing System of Units That Expands in Proportion to Increase of Record Library.

The question of filing disc records with a view to preserving them in the best possible manner and at the same time being readily accessible for use, is of interest to talking machine owners. The new Echo Album has been found to give general satisfaction in this connection. The unit consists of sixteen pages strongly bound and with holders that permit only the center of the record and the

label to show. A numbered index is supplied with each album. The desirable feature of the Echo system of disc record filing is that it can be readily extended in proportion to the increase in the number of records and there is no waste filing space demanding to be refilled. The Echo Albums fit practically all filing cabinets after the slats are removed, and can also be placed in Victrolas to replace the cases with which they are already equipped. Details in the company's advertisement elsewhere in this paper are worth looking over.

MEANING OF CONFIDENCE.

It is a great thing, confidence.

You must have it if you would be happy.

You must believe in yourself and your proposition, if you would go to bed light-hearted and arise properly girded for the fray.

If you worry over the criticisms of the world—if you fear your competitors—if you allow business depression to depress your nervous system—you'll be miserable.

Have confidence in yourself and in the future of your country and your business.

Laugh at setbacks—they're only temporary. If defeated, smile grimly and come up again. The next time it may be the other fellow who will take the mat.

Believe in your star and it will be a lucky one.

Look the world square in the eye. If it's friendly, smile and hold out your hand.

Smile, plod, stick, fight, win—Ad Results.

ENORMOUS PROFITS

for **YOU** in selling our special

DISC CABINETS

Mahogany especially adopted for Victrola IX, X, XI.

| Capacity Disc Records | List Price | Special Price to Jobbers & Dealers |
|-----------------------|------------|------------------------------------|
| 120 | \$16.50 | \$5.50 |
| 150 | 18.50 | 6.50 |
| 180 | 22.50 | 7.50 |

WITH DOORS OR DRAWERS

Equally Wonderful

BARGAINS IN

CYLINDER CABINETS

(Not less than two sold in one order)

ORDER NOW FOR

CHRISTMAS BUSINESS

Neal Clark & Neal Co.
643-645 Main St. BUFFALO, N. Y.

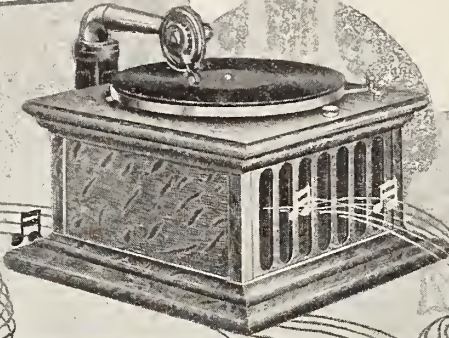
Columbia

Phonograph Company

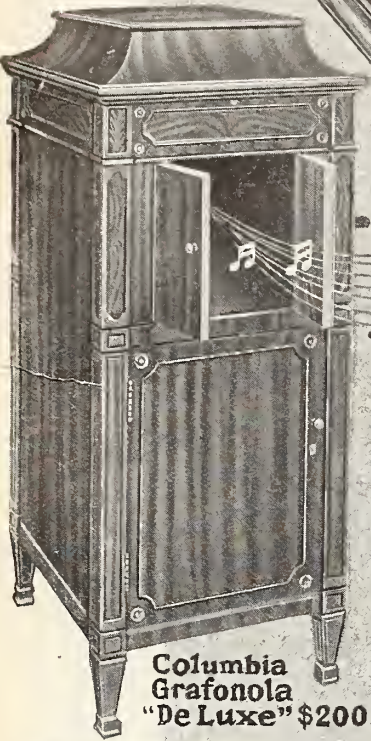
Columbia Graphophone "Premier" \$50



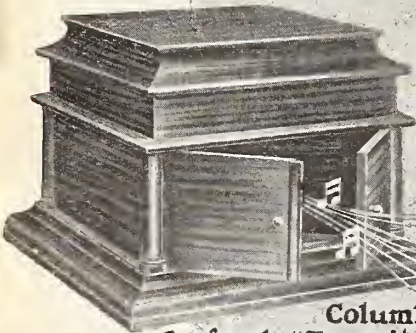
Columbia Hornless Graphophone "Lyric" \$25



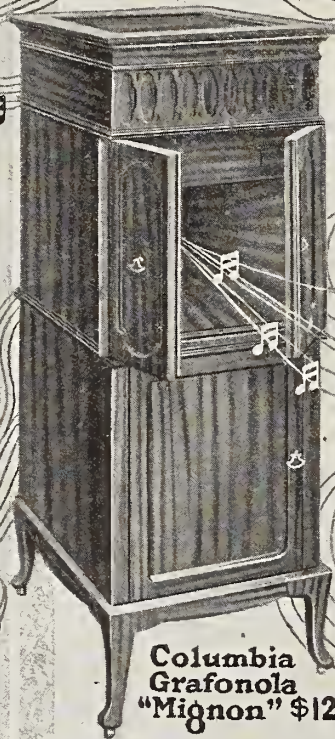
Columbia Grafonola "De Luxe" \$200



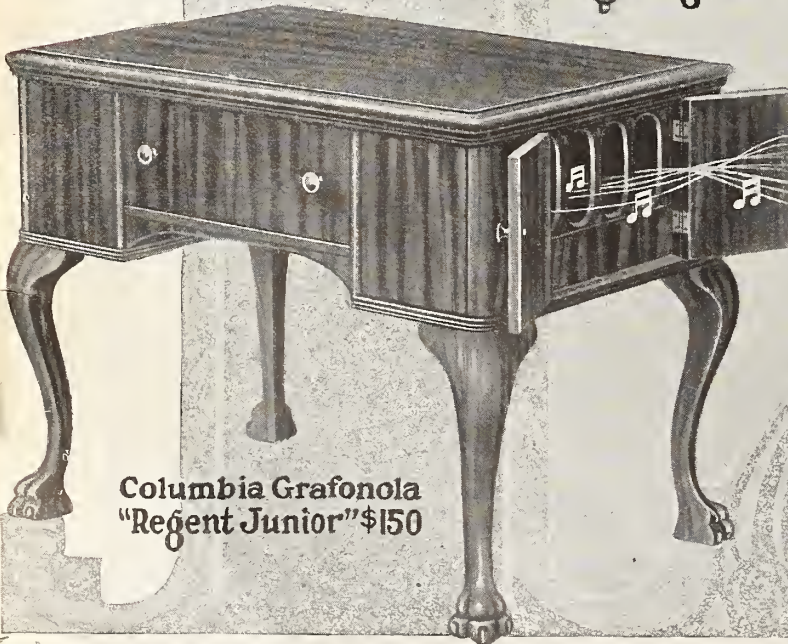
Columbia Grafonola "Favorite" \$50



Columbia Grafonola "Mignon" \$125



Columbia Grafonola "Regent Junior" \$150



1—Nordica. 2—Fremstad. 3—Mary Garden. 4—Alice Neve. 5—Lipkowska. 6—Baklanoff. 7—Amato. 8—McCormack. 9—Bon...

It's a magnificent line of product—instruments and records. But the product to be sold is no more important to the manufacturer than the demand in front of it.

The demand for Columbia product is as unmistakable as the fact that the Columbia Phonograph Company's selling is in the most direct way, and with the greatest possible profit. 45 Columbia distributing branches throughout the world are the manufacturer.

Discounts—The Columbia line offers you altogether the best. Protection against unfair competition—both in the United States and Liberty to handle any line of merchandise that will bring you the best merits.

Stock for the holidays now; don't wait, as your customers will.

Columbia Phonograph Co., Gen'l.

Creators of the Talking Machine Industry. Pioneers and Leaders in the World. Largest Manufacturers of Talking Machines in the World. where we are not only...

Columbia

Serves the Dealer!



5—Zenatello. 6—Bonci. 7—Cavaliere. 8—Constantino.
14—Emmy Destinn. 15—Sammarco. 16—Anselmi. 17—Mardones.

ds, both.
n who sells it than the selling policy behind it and the
as the demand for pure food.
ey is designed to enable the dealer to meet that demand
ntry, making a direct connection between dealer and
e biggest profit for the amount invested.
ter of price-cutting and overlapping territory.
ce money for you—for the Columbia is sold on its
ers do, until the holidays are almost here!

Tribune Building, New York

Talking Machine Art. Owners of the Fundamental Patents.
Dealers Wanted: Exclusive selling rights granted
ely represented.



Columbia Graphophone
"Improved Champion" \$25



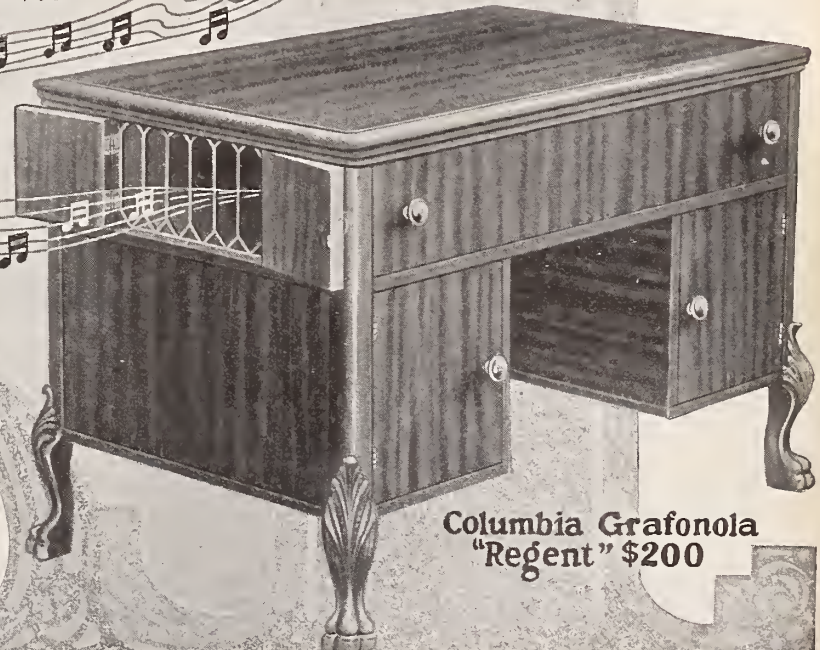
Columbia Grafonola
"Baby Regent" \$100



Columbia Grafonola
"Nonpareil" \$150



Columbia
Hornless Graphophone
"Ideal" \$35



Columbia Grafonola
"Regent" \$200

E. N. BURNS RETURNS

From a Six Months' Trip to South American and European Trade Points.

Edward N. Burns, vice-president of the Columbia Phonograph Co., General, and manager of the export department, returned Saturday, October 28, on the Kaiserin Augusta Victoria, from six months' sojourn in Europe and South America. He visited the principal cities on the continent and spent considerable time at both Buenos Ayres and Rio de Janeiro, South America. Mr. Burns returns much benefited in health and well satisfied with the results of his trip.

NEW KEY HOLE ESCUTCHEON.

The Victor Talking Machine Co. this week sent out the following communication which is of interest to dealers:

"Experience has shown us that the bearing of the winding keyhole escutcheon used on the Victrolas IV and VI is not long enough, which causes the winding shaft to break off in the key in some instances. We have, therefore, adopted an escutcheon for these two types with a longer sleeve giving greater bearing surface. All instruments on the market or in the hands of purchasers should be equipped with this new escutcheon, part No. 380-A, N. G. A supply of these escutcheons will be in the hands of all distributors in a few days. Kindly make application to your distributor for whatever quantity of them you actually need and they will be sent to you 'no charge.' Do not wait until your customers are annoyed by breaking their winding shafts; put on new escutcheons immediately on all your machines in stock and also on all of these styles sold to date, thus saving the possible necessity of supplying new shafts and keys."

DICTAPHONE USED AT FAMOUS TRIAL.

The interest of the entire country is now centered in an important trial which is taking place at Los Angeles, having been started on October 11.

We refer, of course, to the trial of the McNamara brothers on a charge of dynamiting in connection with the plant of the Los Angeles Times (the Times Mirror Co.) on October 1, 1910.

The Dictaphone is playing a very important part in this trial, in the first place, the Times Mirror Co. are users of the Dictaphone and enthusiastic endorsers of the system. In the second place, and referring to the proceedings now started, the Dictaphone is being used by both the prosecution and the defense, the prosecution as represented by the entire District Attorney's office, and the defense as represented by Davis and Rush and Job Harriman.

In addition to this the official reporters who

will handle all of the trial from beginning to end, Williams, Conlee and Doyle, will use Dictaphones in getting out the transcript of all the testimony and court proceedings during the trial.

SERVES TO PREVENT RECORD WEAR.

Velvet Tone Needle Balance Regulates the Pressure of Needle Against the Record Groove and Improves Tone.

A specialty sold in connection with Victor talking machines and which has given most satisfactory results to those using it is the Velvet Tone Needle Balance, which fits all models of Victor machines and Victrolas and serves to reduce the pressure of the reproducer on the record, and consequently reduce the wear on the latter. With the Velvet Tone Needle Balance in use the needle presses against the record groove with just enough force to guarantee a first-class reproduction without danger of the sharp needle wearing away the edge of the groove. It is claimed by the manufacturer, A. D. Macauley, Columbia, Pa., that the original cost of the Balance is saved in a very short time through the longer life of the record. The device is handled by the majority of the jobbers.

BEKA RECORDS FREE FOR INDIA.

(Special to The Talking Machine World)

London, Eng., Nov. 4, 1911.

We are just informed that Beka records are now free for the Indian market. Up to the present the Beka Record Co. had an arrangement with an Indian house for the exclusive sale of Beka records in India. This arrangement has now been terminated. Messrs. Beka's new Indian catalog, containing over 3,000 numbers in Indian, Hindustani, Burmese and various other dialects, is just appearing and can be obtained on application. This, no doubt, will be of great interest to the English trade with Eastern connections, who have hitherto been unable to obtain Indian records.

PAUL H. CROMELIN HERE FROM EUROPE.

Paul H. Cromelin, managing director of the London (Eng.) headquarters of the National Phonograph Co., is at the plant of Thomas A. Edison, Inc., Orange, N. J., for a few days.

Frank L. Dyer, president of Thomas A. Edison, Inc., has hied away for two weeks, and will aim to seek a little rest from his multitudinous duties.

"I asked her to marry me, and she gave me a supreme court answer."

"What kind of an answer is that?"

"Said she would give me six months to readjust myself so as to be acceptable."—Puck.

MRS. CLARK MAKES ADDRESS.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 12, 1911.

Mrs. Frances Elliott Clark, in charge of the educational department of the Victor Co., was in Chicago last Saturday, and in the afternoon gave a talk on "The Victor in the Schools" before a gathering of school principals of Northern Illinois at the Art Institute. Of course, her talk covered the multitudinous uses to which the Victor machines and records are being put in various departments of educational work, but it was especially interesting on account of the demonstration of kindergarten songs and marches timed to the beat of the metronome. These records will shortly be issued by the Victor Co. Mrs. Clark will address a meeting of supervisors and principals at Rock Island this week.

A TIMELY PUBLICATION.

Further proof of the enterprise of John Wanamaker, Philadelphia, Pa., in attracting the attention and consideration of music lovers is demonstrated in the issuance of Opera News—a publication which contains comments upon the latest musical productions both in the operatic and concert field. Of course, emphasis is placed on the records of those artists handled by the Wanamaker talking machine department. The Opera News, from a literary standpoint, is most praiseworthy. It keeps recipients in touch with the "stories" of the various operas presented—in fact, *en rapport* with musical matters generally.

NEW VICTROLA CATALOG.

The Victor Talking Machine Co. have just sent out a very artistic catalog containing illustrations and descriptions of their full line of Victrolas from style IV to the Vernis Martin Victrola XVI. The text matter is the same as that which is used in the large Victrola catalog and which has been such a successful missionary in converting readers to an appreciation of the merits of the Victrola.

The special committee of the United States Senate to investigate the election of Senator Isaac Stephenson, of Wisconsin, is using the Edison business phonograph in its work. Several machines are on duty constantly and the official reporters are enthusiastic in their praise of the machines. They were provided at the instance of O. C. Irwin, who represents this division of the Edison interests in Milwaukee.

A CHOIR WITH NO BASS.—At the Chapel of St. Peter in Florence there is a choir of birds, the only one of its kind in existence. The birds—three hundred in number—are all in separate cages, which are arranged in rows on both sides of the altar. The leader is a girl, who has had the birds under her own personal training for over two years. The whole of the musical part of the service is most exquisitely rendered by them. The leader starts each hymn by whistling the first few notes, and then the birds take it up, in obedience to the movement of their instructor's hand.—Tit-Bits.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK
NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK
NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

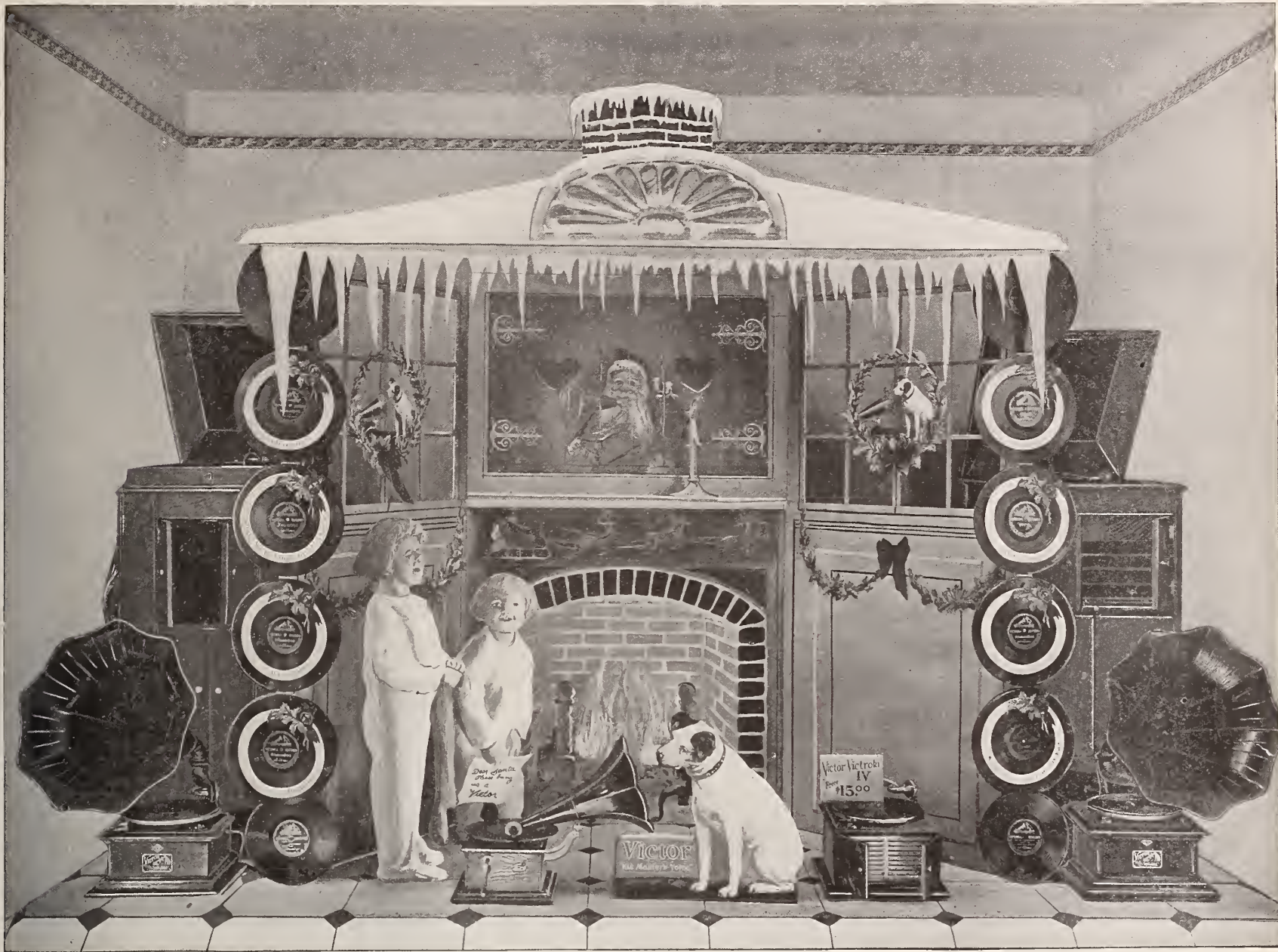
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsmen.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

VICTOR TALKING MACHINE CO.'S CHRISTMAS WINDOW DISPLAY.



VICTOR MINIATURE THEATER

Has Been Attracting the Attention of Large Audiences at C. C. Mellor Co.'s Recital Hall.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Oct. 30, 1911.

The C. C. Mellor Co.'s recital hall in this city has been filled to capacity every day this week owing to their featuring the Victor Theater, a miniature production of the Metropolitan Opera House, in New York, which is under the management of Ernest John, the capable Victor lecturer and demonstrator. These concerts have done much to convey an idea of the possibilities of the Victrola in a musical and vocal way. The admission to the hall has been by card, and every one

who attended went away enthusiastic over the delightful entertainment provided. As a result of these popular concerts the talking machine department of the Mellor establishment has been kept busy and a new interest generated in the Victor talking machine.

R. Montalvo, a successful young talking machine dealer of New Brunswick, N. J., has purchased the business of Edward S. Mack, another talking machine dealer of that city.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, spent a few days last week at his summer home, at Brightwaters, Bay Shore, L. I., which he is closing for the season.

LATEST COLUMBIA ARTISTS.

The Columbia Phonograph Co. General, announce the first series of records by Mme. Rosa Olitska, the famous operatic contralto. In the near future the first Columbia records by Bernice Di Pasquale, Carolina White and Ellison Van Hoose, the well-known tenor, will be announced. The importance of the above series will be appreciated by admirers of these famous artists.

A SAFE MOTOR CAR.

The car had wheeled slowly along, until finally Jobleigh grew impatient.

"Look here, my good man," he said to the demonstrator, "I don't want an old snail of a car like this. I want some speed."

"But just think of the economy of a car like this," said the demonstrator.

"Economy?" retorted Jobleigh. "Where does the economy come in? It costs just as much to run as any other car, doesn't it?"

"Yes," replied the demonstrator, "but think of what you'll save in fines."—Harper's Weekly.

The Roosevelt Hospital of New York, is a recent purchaser of seven Dictaphones, to be used in the surgical ward to receive dictation of operations and instruction to nurses for the care of the patients after leaving the operating rooms.

Dictaphone branch offices have been opened in Montreal and Toronto. The former will be under the management of J. H. Wilson.

We Want One Good Live Dealer In Each Town To Sell The Morse Clarifier

We are doing considerable advertising in such papers as the Saturday Evening Post, Collier's, Literary Digest, Popular Mechanics, Scientific American, Leslie's Weekly, Associated Sunday Magazine, Everybody's, Cosmopolitan, etc., from which we receive numerous replies. We want one good dealer in each locality to which we can refer our inquirers, asking them to call on the dealer in their locality for purchase or demonstrations of the Morse Clarifier.

What the Morse Clarifier is:—

It is a remarkable little device made to fit in tube be-

tween reproducer and horn of Phonographs. It renders the sound loud, clear and life-like and eliminates that metallic effect which is more or less common to all phonographs. Fits any make machine and can be attached in a minute. Retail for \$1.00.

Guaranteed absolutely satisfactory or money refunded. We furnish dealers with circulars. Any dealer wishing to try out the device will please send 50 cents in stamps or coin at our risk. If same is not found absolutely satisfactory money will be refunded promptly.



Morse Brothers MANUFACTURERS and DISTRIBUTORS 458 Lumber Exchange, Minneapolis, Minn.

From George Baklanoff:

From the manner in which you have recorded my voice, I am convinced that you have discovered the secret of absolutely perfect recording. I could scarcely believe that I should ever hear my voice so faithfully and naturally reproduced. Your Company deserves great commendation for its success in popularizing Grand Opera and music of the higher class in America.



George Baklanoff

Columbia Phonograph Co., Genl., Tribune Building, New York

INSURE GOODS IN TRANSIT.

Comparatively Few Merchants Realize the Great Simplicity of Present-Day Methods of Insuring Merchandise While in the Hands of Carriers and the Comparatively Low Cost of Such Protection.

There are few questions which touch the merchant's pockets so closely as those connected with transportation. For, in the course of a year, his expenditures for freight and expressage are apt to make quite a formidable total. That is why merchants everywhere are following with considerable interest the work of the Interstate Commerce Commission in regard to freight rates, the fights against the methods pursued by the big express companies and other efforts looking to a square deal for the one who pays for such transportation. The fact that it has been found necessary to establish a special Court of Commerce to handle matters of this character indicates in itself how prominent a part transportation problems are beginning to assume with the business men of the country.

Surprise would be general were the extent and number of the claims made against transportation companies for goods lost or damaged, and for over-charges and other "errors," to become public. Yet it must be conceded that these claims owe their number and extent, in a degree at least, to the omission on the part of many merchants to give this important feature of their work the careful attention it deserves. Day after day, for example, highly valuable goods are forwarded by express *without their value being declared* at the time of shipment, merely because the shipper has received no definite instructions to declare their value, and because he thinks that if he voluntarily did so his customer would balk at the higher rate of expressage thus entailed.

Not infrequently retailers have expressed to us surprise that the wholesaler "had the temerity" to declare the value in such cases of his own volition. Other retailers have assumed an attitude just the reverse, expressing indignation that the wholesaler had shipped to them by express high-priced goods *without having declared* their value at the time of shipment. Then, again, we know of instances where retailers, when returning valuable goods, have been criticised by the wholesaler because they did not have the value of the goods declared in the express receipt covering the return shipment. So far as we can learn, however, no American court has yet held any merchant—retailer or wholesaler—liable for his inability to guess that the consignee in the case wanted the value declared.

The best way to look at this matter of declaring the value at the time goods are sent by express is to regard the declaration as a species of *insurance*. As to a shipper's obligations in this connection the law is very plain.

Under ordinary circumstances one who ships goods to others is not bound to insure them, unless he has been explicitly instructed to insure those particular shipments, or has received general instructions from the "customers" that all

shipments to the latter are to be insured, or unless through other facts connected with previous dealings with his "customers" he, the shipper, is in a position to know that certain shipments to such "customers" are to be insured by him. Apply these rules to express shipments, and it is plain that the merchants who want the value of their goods declared by the shipper ought to instruct him to that effect.

Every merchant who has not yet done so ought to make up his mind as to whether he wishes goods shipped to him "insured," or not. And having made up his mind he should act accordingly.

In addition to the method of insurance effected by declaration of value—which applies mainly to express and water-borne shipments—transportation insurance can be obtained from reliable insurance companies that make a specialty of issuing policies covering merchandise while in the hands of transportation companies, and at rates within the means of any merchant. Thus for \$25 one can obtain a yearly policy covering shipments up to a total value of \$100,000. Not only is there little trouble attached to the obtaining of such policies, but the proposition is further simplified by the fact that *each separate shipment* does not have to be insured. After payment of the yearly premium, the policyholder has nothing to do until one of his shipments goes astray or is damaged. Then he notifies his insurance company, giving them the needful documents, and the insurance company makes good the loss, thereafter making the claim on the carrier—with all that involves.

Policies of this character, as a writer in the Dry Goods Economist pertinently says, can be obtained which not only cover the goods while they are actually in the transportation company's care, but take care of them while on their way from the wholesaler's establishment to the railroad or steamboat and after they have left the carrier's hands and are being carted to the retailer's store.

NEW DEALERS HANDLE VICTOR LINE.

V. W. Moody, of the New York Talking Machine Co., reports sales of equipment and stock to the Lenox Talking Machine Co., a new store which will be opened in the near future on 145th street by Alphonse Brochier and Charles De Thuin. The store will cater exclusively to French trade. Both Mr. Brochier and Mr. De Thuin have been in the music trade for many years and their success in the new enterprise is assured. Mr. De Thuin is especially well known in the park organ and orchestration field. The new store will handle the Victor line in its entirety.

Another new store, announces Mr. Moody, is the International Phonograph Co., at 101 Essex street. Joseph Mayers is the proprietor. Mr. Mayers has been identified with the trade for a number of years, formerly handling the Victor line at 108 East Houston street.

"The fellow who can't has one advantage over the fellow who can—some one else will do the 'canning' for him."

NEW STYLE DEMONSTRATING ROOM

Adopted by the Music Store, Tucson, Ariz., with View to Giving Home Atmosphere and Conditions.

The accompanying illustration shows a new and interesting departure in the general arrangement and furnishing of separate rooms for the trying out of talking machines for the benefit of customers. The room is in The Music Store, Tucson, Ariz., of which H. J. Efsker is president and manager and C. E. Rule secretary and treasurer, and is furnished with hickory furniture of rustic design



NOVEL DEMONSTRATING ROOM IN TUCSON, ARIZ.

and with a view to closely approximating the actual conditions of the home. Mr. Efsker states that the new style of demonstrating room has been found much more effective in every way than the ordinary plate glass booth. The Music Store handles the Columbia line, and only recently forwarded an order for \$2,000 worth of Columbia machines and records for the purpose of being prepared to meet the demands of the holiday trade.

REPOINTER FOR FIBER NEEDLES.

In order to supply the trade with a satisfactory cutter or repointer, the Victor Talking Machine Co. have just issued an improved fiber needle cutter which enables the user to repoint fiber needles from six to ten times.

The principal features of this new cutter are its six razor-edged shearing blades, which can be used consecutively as each edge becomes dull, the guide which eliminates all waste in cutting, a tray to receive the old point that is cut off, and a solidity in construction that insures a lifetime of service by the modest purchase of new blades or the re-sharpening of the old blades.

They were discussing the relative position of various countries as musical centers. Germany seemed to have most votaries, much to the evident displeasure of one excitable Italian, who wished his own country to carry off the palm. "Italy is turning out the most musicians and always has turned out the most," he cried. "Ach!" exclaimed a German present, "can you plame her?"

SCIENTIFIC MANAGEMENT.

Methods of Eliminating Friction and Lost Motion in Busy Offices and Stores—Minutes Coined Into Dollars.

"New ideas" are almost always old ideas put in a more terse, more clean cut, more forcible way. The latest is "scientific management." It is a principle that is vaguely felt by all business men and in most businesses vaguely applied. But it can only be for the general commercial good that it should be formulated and recognized as a business essential of a definite practical character capable of definite practical application.

The principle might be thus stated: There is always a best way of doing routine work, and it is the immediate business of the executive to discover it, formulate it, and make it standard. Usually this is left to the initiative of the workman or clerk or of the foreman or head clerk. But the "new idea" makes this a function of the executive.

A certain firm required all its shorthand typists to fill in a printed schedule of the number of letters they took down; the letters, post cards, telegrams, memoranda, etc., they typed; the odd bits of envelope addressing and parcel wrapping they carried out. Graded marks were awarded for each kind of work and from that it was deduced what should be the normal day's work of a typist and how much it cost the house to send out a letter, post card or parcel.

Naturally such a test revealed a big difference in the capacities of different typists. It was then the business of the executive to study the quickest ways of working without extra expenditure of energy and have the slowest workers instructed.

But a research of that kind goes further, and, as an authority says, it may show that the fault lies not with the typist, but with the planning of the office. Perhaps some of the subordinates waste too much time in moving about to find papers or collect memoranda.

It may also disclose the point that the fault lies with one of the minor executives. Instead of reading through his morning's pile of letters by himself, and when he has decided on the answer to each calling in the stenographer, he has the wasteful business habit of keeping the stenographer idle while he reads through each letter in her presence. I have seen two men with a similar pile of letters to answer spend respectively about a quarter of an hour and over an hour in dictating.

Small time wastages, trivial in themselves, mount up astonishingly in the course of a year.

Some firms take the step of standardizing their letters. Printed instructions are drawn up by the executive as to the exact way in which names and addresses shall be typed, the letter spaced out and the ending worded. Rules are given as to capital letters, punctuation, and so on. Further, the general tone of the letters is outlined, so that there shall be a broad house policy running through all of them. Each stenographer and each writer of letters is required to study the printed instructions.

That is scientific management.

The specific applications of the broad idea are endless. There is a best way of doing every peice of routine work in factory, office or shop, and the scientific manager makes his business to study the routine in detail, once and thoroughly, and by talking matters over with his subordinates arrives at the right way. If he himself cannot spare the time he briefs an expert from outside to make the investigation. Then the right way is made the standard way until such time as improvements are suggested.

It might be added that various styles of business phonographs are also beginning to be considered essentials in systematized offices where time saving is a real object.

TAKEN OVER BY COLUMBIA CO.

The Dictaphone branch at Boston, formerly run as the Dictaphone Sales Co., an independent organization, under the management of H. G. Kilbourne, was taken over by the Columbia Co. November 1

and will be conducted by them at 174 Tremont street, their Boston branch, in the future, with Mr. Kilbourne as the local manager.

PREPARING TO RENDER SERVICE.

Blackman Talking Machine Co. Report That Dealers Are Getting Ready for Record Holiday Trade—Specialties in Strong Demand.

The Blackman Talking Machine Co., 97 Chambers street, New York, state that the prospects for the holiday trade are excellent and that the expectations of the dealers for a lively season seem about to be realized. The live dealers are making sure of being prepared for the demands of their trade by placing their orders well in advance and having the goods delivered as soon as possible. Even when the stock and service of the jobber are of the best it is frequently impossible for him to render prompt and satisfactory service to the hesitating dealer at the last moment. The thinking retailers are beginning to understand that disappointments in the securing of stocks of machines and records a fortnight or so before Christmas are due to the dealers' lack of foresight rather than to the jobber's neglect. It is the boast of the Blackman Talking Machine Co. that they have never disappointed one of their regular dealers at holiday time, and they are prepared to hold to that record this year, even though urging early placing of orders to avoid delays.

The various specialties of the Blackman Co., including the "Cleanrite" brushes for cylinder and disc records the "Playrite" and "Melotone" needles, and the Blackman folding record trays equipped with Rapke labels are in increasing demand as their respective merits are appreciated by the trade and the talking machine owners, and many dealers are featuring the specialties strongly in connection with their holiday displays. With the permanency of the talking machine assured, the owner of such a machine is generally desirous of securing such specialties as will add to the excellence of the effects and the long life of the records.

THE TRAVELING SALESMAN.

The World's Greatest Civilizer—A Personal Link Between the Sections of the Country.

The traveling salesman is the world's greatest civilizer. Time was when the traveler with his goods to sell was the only peaceful messenger carrying information from one people to another. He was not only the merchant, but the teller of interesting information. His ships or his camels brought the luxuries from the East and took back the merchandise of which his own people stood in need. The appearance of his caravan was welcome.

The modern traveling salesman is no less the missionary of peaceful progress, says Office Appliances. He is the personal link between all sections of our country. He opens the gateway to new markets; nations and navies back him with their guns, and yet, at the same time, the salesman is the most powerful peace arbiter in the world. He is the apostle of commerce—the scout, the proselyte, the messenger, upon whose reports commercial policies are determined. The salesman finally will be the man who will put an end to war, not so much because war is brutal and horrible, but because it is bad business always.

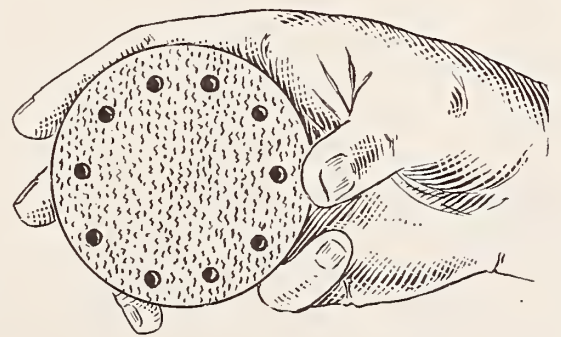
The traveling salesman deserves a warm and cordial reception. He has something to say worth while or he would not have called. In his opinion he has that which may be of use to the man upon whom he calls, and his opinion is worthy the consideration of an audience and careful attention. If the auditor must say no, then he must; but often will he say yes, and thank the salesman for having put the goods up to him. Whether the goods are what is wanted or not, a good salesman always leaves something worth while if the man who listens has ears and judgment.

By all means, give the salesman the glad hand. It will pay big dividends.

The longer you put off doing a thing the bigger and harder it looks.

We want to hand you a sample of the New Art Diaphragm!

It's a big seller with those who are pushing the New Art. Put one on a machine and note the vast tonal improvement—full, rich and powerful. The New Art fits both Edison and Victor and is easily adjusted.



Here's Our Proposition to Dealers:

Get one for nothing—simply your business card—and "test" it. Wholesale prices go with this New Art. We know you'll order many more. The selling field (retails at a dollar) is unlimited. Send for that sample now.

THE TALKING MACHINE CO.

Sales Agents

SPRINGFIELD :: :: MASSACHUSETTS

From Xaver Scharwenka:

I could never have imagined that such perfect results could be obtained in the recording of the piano as you have effected in the records I recently made for you. You have my heartiest congratulations and deserve the commendation of all lovers of pianoforte music.

Xaver Scharwenka.

Columbia Phonograph Co., Genl., Tribune Building, New York

NEW MODEL DICTAPHONES.

Metal Cabinets Serve to Greatly Reduce Size and Weight of Machines—Some of the Improved Features Herein Referred to.

The Columbia Phonograph Co., General, sole distributors for the Dictaphone, announce that two new models, to be known as Type A, Model 6, and Type B, Model 6, are now being shipped from the factory and, owing to the many new features and

or clarophone, designed to afford more comfort to the operator, and a new form of cylinder holder. An improved pedestal is furnished with the new machines, although where it is desired to place the machine directly on the desk the pedestal may be dispensed with and an allowance made to the purchaser on that item. The new machines will be manufactured in two types for the present, one of the types being designed for the use of the dictator and the other for the typist. It is expected that

Music Box Co., Rahway, N. J. The tone qualities are superb, and the tune discs include a large repertoire of classical and popular numbers that always win the public.

Dealers can handle these instruments to advantage, and with substantial profit during the holiday season, and they form an excellent line for musical merchandise men to place emphasis on from now until after the new year. It is only necessary to write the Regina Co. to receive such information as will, we are sure, interest the dealers in taking up these machines for consideration.

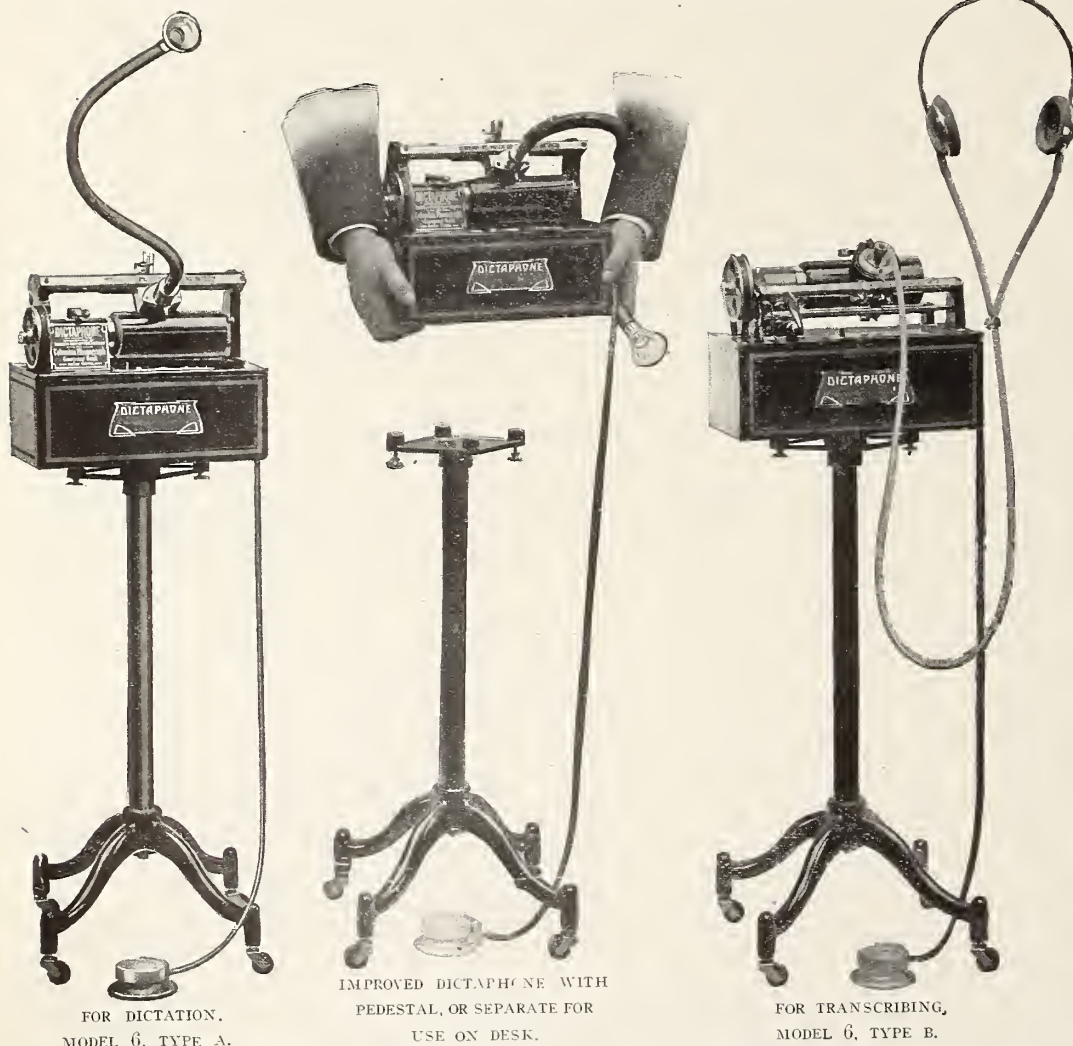
TRADE SECRET BUGABOO.

Real Progress Made When Business Man is Broad Enough to Add to Sum of Human Knowledge—Some Old Fogey Ideas Regarding Competitors.

Keeping trade secrets under lock and key may sometimes have ample justification, but in many instances it is either bluff or small-mindedness. An English manufacturer was recently visiting America and called on one of the leading manufacturers in his line. The American invited him to go through his factories with him. The Englishman was astonished and said: "Why, really, would you take me through? I hardly hoped for that." So they went through and saw every new kink down to the latest detail, and discussed policy and plan as they went along. It was a revelation to the Englishman. He knew now that his own plant was behind the times in many important things. As he took leave he was more grateful than he could say, and as if making a confession of something he was ashamed of, said: "Really, now, that's more than I should have done for you. And yet you have so much more that is worth keeping secret than I have."

The American manufacturer smiled and said: "A few of us still hold that policy of secretiveness, but as a rule we believe that a free exchange of ideas is the true spirit of the age. Our own ideas grow by exchanging them with others, and we learn something from every visitor." It is certainly hopeful for the progress of any industry when the medieval idea of secret arts gives way to the modern idea of considering new discoveries the rightful property of all. In many lines of manufacturing we find conventions of experts telling each other everything they know, and letting competition rest on the varying skill in using that knowledge, says Printers' Ink. Whoever refuses to contribute his share to the sum total of human knowledge sooner or later finds that his monopoly of secrets is out of date and the world is going on without him. Advertising clubs are doing much to foster the spirit of exchanging real ideas and information, but many of the older generation of advertisers are still clinging to the obsolete fetich of "inner circle" wisdom.

The world's prizes are invariably for the patient, the plodders, the men who can hang on, and this is as true in industry as in invention, in life as in literature, in business as in science. The whole history of mankind sums up its advice in one word STICK.



FOR DICTATION,
MODEL 6, TYPE A.

IMPROVED DICTAPHONE WITH
PEDESTAL, OR SEPARATE FOR
USE ON DESK.

FOR TRANSCRIBING,
MODEL 6, TYPE B.

improvements, are well worth the close attention of the dealers.

The new models are in metal cabinets 12 inches long and 6 inches wide, which represents a great saving in space over former models, and the fact that the cabinet bed plate and main frame are of aluminum means a reduction of about 50 per cent. in the weight of the outfit. The controlling devices are conveniently grouped on a small metal plate and within range of the fingers on one hand. The cabinet is handsomely finished in black enamel, with gilt lettering, and harmonizes perfectly with the furnishings of the most luxurious offices. Among the interesting features of the new machines are an improved foot control, a perfected hearing device

the new models will make a strong impression on business men in general, who will appreciate their space-saving qualities as compared with the old style and more bulky oak cabinet machines. The accompanying illustrations serve to give an excellent idea of the general appearance and the compactness of the latest Dictaphones.

REGINA LINE FOR HOLIDAYS.

Music Boxes Should Prove Big Sellers If Pushed by Dealers.

When considering Christmas presents, there are few instruments that appeal to the purchasing public as the Regina music boxes, made by the Regina

FROM OUR EUROPEAN HEADQUARTERS

1 GRESAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Demands of the Dealers for Stock Indicates That the Season's Trade is Developing Rapidly—Threats of Fresh Strikes Worry Business Men—Increased Cost of Raw Materials—New Copyright Bill Now Before the House of Lords—Annual Report of Gramophone Co. Shows Substantial Advance Made During the Past Year—Tetrazzini Journeys to Gramophone Plant to Sing for Employees—What is Offered in the New Record Lists—Present Condition of Russell Hunting Co. Affairs—A Move to Prevent Cheque Frauds—Conditions in Bavaria—The Success of the Edison-Bell V. F. Disc—Claims Privilege of Setting Own Prices on Goods—Other Interesting Trade News of the Month Worthy of Record.

(Special to The Talking Machine World.)

London, E. C., Nov. 1, 1911.

The talking machine season here is now well in hand, and when I say that dealers have commenced to buy in earnest it will at once be realized that trade is developing apace. Orders are simply rolling in, and the only apparent difficulty manufacturers experience is found in their inability to supply fast enough. The day is all too short. In some factories night shifts have been organized, and by this means it is expected that when the great rush-time occurs, during November and just prior to Christmas week, ample stocks will be on hand to meet the huge demand. As far as my inquiries go in trade circles this satisfactory condition of things would seem to be fairly general, even the smaller concerns being literally up to their eyes in orders. Factors are, of course, proportionately busy, and have about as much as they can handle to execute orders from dealers for all the leading makes of machines and records. With the dealers themselves sales are increasing each day now, and the nearer we get to Christmas, the greater the public demand for talking machine products. Undoubtedly trade is in a most flourishing state, and it is safe to prophesy that, given settled conditions in the labor world, this season will reach, if not eclipse, the boom year of 1907.

Business Men Fear Another Railroad Strike.

There is only one disquieting aspect of the season's prospects which calls for some mention here. We hear an echo of the great railway strike of last August. The government commission then appointed to consider the situation recently issued its report, the tenets of which have caused profound dissatisfaction among all grades of railway employes owning allegiance to one or other of the trade unions, who repudiate the commission's findings. What the result will be is difficult to say, but many business men view the outlook with some alarm. Another strike is threatened. It may materialize; it may not. But the uncertain situation to-day has engendered a little nervousness which might easily develop into something more serious unless a definite settlement of outstanding questions is arrived at between the masters and their men.

Increased Cost of Raw Materials.

One result of the recent strikes in shipping and transport services generally has been an increase of price in raw materials. The masters were forced to pay higher wages and concede other benefits which they could ill afford to do, and the inevitable sequel predicted by business men has resulted. Transport charges have been raised considerably, and consequent upon this the factory consumer of raw materials finds that the extra freightage is added to the cost. In the musical instrument trade, pianoforte manufacturers contemplate increasing the retail and wholesale price of their instruments, and in some quarters this increase has already been announced. As yet no suggestion has been mooted to increase the price of talking machines, and there really seems no call to, for the present at any rate.

Copyright Bill in House of Lords.

Having now reassembled, the House of Lords will shortly proceed to adjudicate upon the Copyright bill. It is not anticipated that they will amend the act to any radical extent, if at all. After it has passed through the Upper House and received the Royal assent, the act becomes law as from the first of July next year.

Annual Report of Gramophone Co.

The annual report of the Gramophone Co. is a truly remarkable document, disclosing as it does the paramount fact that while the talking machine trade is subject to considerable fluctuation, His Master's Voice shares are ever a safe investment. The report for the 30th of June last, to be presented to the meeting on the 31st inst., states that the result of trading is a credit balance of £184,749 (being £29,000 more than previous year), to which must be added the amount brought forward of £679,135, making a total of £863,884. There has been transferred to reserve in respect of patents, good-will and trade-marks, £482,847. The bonus of 10 per cent., less income tax, paid on the ordinary shares for the year ended June 30, 1910, absorbed £47,083. Interim quarterly dividends have been paid on the ordinary shares at 10 per cent. per annum, less income tax, to June 30, 1911, and there has been written off against decrease in value of investments £2,800. It is proposed to pay a bonus of 10 per cent., less income tax, on the ordinary shares for the year. The meeting will also be asked to authorize the payment of interim dividends on the ordinary shares at the rate of 10 per cent. per annum, less income tax, and on the preferred shares at the rate of 5 per cent. per annum, less income tax, by quarterly payments, for the year ending June 30, 1912. Depreciation, at adequate rates, has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture, fixtures and fittings. The trading results during the past year show improvements, and at the same time there have been reductions in the working expenses. A transfer of £482,847 has been made from profit and loss account to a reserve account, which amount represents the total value hitherto assigned to good-will, patents and trade-marks. The increase under the heads of land and buildings and machinery and tools are mainly in respect of extensive new offices erected at Hayes and the increase of manufacturing facilities foreshadowed last year. The statement of net assets irrespective of patents, trade-marks and good-will) of the company, and of the foreign companies and branches owned by the company, as at June 30, 1911, shows a total of £868,736. The company's investments in first-class securities remain unchanged.

Tetrazzini Sings for Gramophone Co. Employees.

In fulfilment of a promise made upon the occasion of her visit in July last to officiate at the foundation stone-laying ceremony in connection with the Gramophone Co.'s new cabinet factory, Mme. Tetrazzini journeyed specially to Hayes, on the evening of October 31, to sing to and gladden the hearts of something like 2,000 employes, many of whom were accompanied by their "better 'arfs." At the time we fully reported Mme. Tetrazzini's previous visit for the purpose mentioned, when she was accorded such an enthusiastic British reception as to move her to words of delight and a promise to sing again to the company's work people.

A special train for members of the press and other visitors was requisitioned by the Gramophone Co., and the journey from Paddington to Hayes was made in quick time. Upon arrival at the factory we found a vast audience assembled in the huge polishing room of the cabinet factory, and when Mme. Tetrazzini made her appearance it was the signal for tumultuous cheers and enthusiastic hand clapping. Madame looked very chic, and it was obvious that the vociferous reception offered caused the great prima donna much pleasure. Having kissed her hands several times

to the audience, she commenced singing that well-known aria "Caro Nome," from "Rigoletto" (Verdi), followed at intervals, during which M. Jacques Renard contributed Schubert's "Ave Maria" and other solos upon the 'cello, with "Aprile" (Tosti), Polonaise "Mignon" (Thomas), "Spring Is Coming," and "The Last Rose of Summer," the last two being beautifully rendered in good English, and, as may be imagined, arousing her audience to a great pitch of enthusiasm.

During the evening Mme. Tetrazzini was the recipient of three beautiful bouquets, two of which were handed up by one of the employes on behalf of his comrades.

It was the men's night without a doubt, and the great prima donna seemed quite to enter heartily into their spirit, and having in mind the enormous fees she can command, the men fully recognized the privilege which she graciously conferred by redeeming a promise made on the spur of the moment to come and sing to them without monetary consideration of any sort. Upon her departure she was greeted with cheer upon cheer, the route to the station being lined by the company's employes and the village inhabitants, who turned out in great numbers. Everyone thoroughly enjoyed a most delightful evening, and Mme. Tetrazzini's gracious act will live long in the hearts of all.

An Important Statement.

To our regret a statement was inadvertently published in our last issue announcing that litigation was impending between two prominent firms in the English trade, and that the subject of such litigation was the well-known Swan-neck tone arm. This statement we are now told is incorrect, no action having been taken. We sincerely trust that the paragraph in question will not have had the effect of unsettling any members of the British trade.

New Statement of Russell Hunting Co. Affairs.

In the matter of the Russell Hunting Record Co., Ltd., a further statement of affairs has been issued by the Board of Trade. This statement discloses on the debtor side that monies received amount to £1,479 10s. 6d.; from which the following creditor payments have to be deducted: By Board of Trade and court fees, £14 18s. 11d.; by law costs of petition, including costs of any person appearing in the petition whose costs are allowed, £76 7s. 9d.; allowance for preparing statement of affairs, £21. Total costs and charges to date, £112 6s. 8d. The balance available for dividend is therefore £1,367 3s. 10d., but we understand that this will be mostly taken up by the preferred creditors, among whom is the government on a claim of £500 for taxes, etc. We believe there are other probable liquidation costs to be included, which will further reduce the small credit balance. In any case there is not likely to be anything for the unsecured creditors. Creditors and contributories can obtain any further information on application to the liquidator, Edward E. Johnson, 4 Queen Victoria street, London, E. C.

Microphonograph Co. Move.

The Microphonograph Co. have removed from Goswell Road to "Kelvin House," 1 Richmond Crescent, Barnsbury, London, N., from which address the well-known "Seymour" products will be supplied.

New Records Attract Much Attention.

The issue of six beautiful Gramophone records representative of the art of that great pianoforte master, Ignace Jan Paderewski, has occasioned an amount of interest seldom met with in talking machine circles. It is generally conceded that if anything was needed to set the seal of confusion upon the few remaining critics who persist in their refusal to recognize the Gramophone as a scientific musical instrument capable of faithfully interpreting the art of the greatest living vocalists and instrumentalists of the day, then surely Paderewski's

FROM OUR LONDON HEADQUARTERS—(Continued.)

recognition and personal indorsement of His Master's Voice records is the most convincing tribute thereto. It is scarcely necessary to say that the records themselves constitute the finest pianoforte recording ever attempted.

Other special issues this month include selections from the latest musical comedy successes, the "Mousiné" and the "Spring Maid." In the monthly supplementary list attention is drawn to three new artists who have made Gramophone records for the first time. They are Albert Chevalier, known the world over as the greatest exponent of coster songs ever; Gervase Elwer, a tenor eminent in the oratorio world, and Billy Merson, who is hailed as the coming successor to the late Dan Leno. The full list of November records is as follows: "Victory and Thanksgiving" (Partridge), and "The Long Day Closes" (Sullivan), by the Band of H. M. Coldstream Guards; "Spangles," intermezzo (Bratton); "Ceylon Whispers," waltz (Hopton); "Dreaming," waltz (Joyce); "Love and Life in Holland," waltz (Joyce), and "Il me disait," valse (Ferraris), by De Groot's Orchestra; "Valse triste" (Sibelius), and "March of the Mountain Gnomes" (Eilenberg), Mayfair Orchestra; "A Summer Night" (Goring Thomas) (cello obligato by W. H. Squire), Mme. Kirkby Lunn; "She Is Far From the Land" (Lambert), and "The Happy Morning Waits" (Pirelli), John McCormack; "Mary Adeane" (Capel), and "Just A-wearying for You" (Carrie Jacobs), Evan Williams; "O Dry Those Tears" (del Riego), Mme. Edna Thornton; "Phyllis Has Such Charming Graces" (arranged by Lane Wilson), Gervase Elwer; "An Old Garden" (Hope Temple), Stewart Gardner; "Jack Briton" (Squire), Harry Dearth; "Oh, Hush Thee, My Babie" (Sullivan), quartet by Miss Perceval Allen, Mme. Edna Thornton, John Harrison and Robert Radford; "Our Little Hipper" (Ingle), and "Right as Ninepence" (Julian Edwards), Albert Chevalier; "If You Should See a Dandy Coon" (Darewater, Jr.), G. H. Elliott; "I'm Going Away" (Merson), Billy Merson; "Beautiful Girlie

Girls" (Tom Clare), Tom Clare; "Serenade a la Columbine" (Pierné), Francis Macmillen; and "Aria-Pur diasti" (Lotti), 'cello, Jacques Renard.

Edison Storage Batteries in Use.

The Edison storage battery has now entered upon its commercial life here, having been shown for the first time at the recent Electrical Exhibition at Olympia. It attracted an enormous amount of attention from business men, many of whom have interested themselves so far as to give the battery a practical trial test. Orders can now be executed from the Willesden Works of the Edison Co. As our readers are aware, this battery is totally different from anything ever before planned, and its success in the States presents an index of its huge possibilities in this market. Complete information, literature, etc., can be obtained from the Edison Co., Willesden Junction, London.

The System Club of London.

Recently established by a number of gentlemen interested in the application of system to business, the System Club of London is accomplishing splendid work. The institution affords a place whence commercial men with a message can deliver it to the business world. At a gathering the other day J. W. Pogue, the European manager of the Sheldon School of Salesmanship, gave a very interesting address, under the title of "A Pod of P's." Speaking on the general subject of salesmanship, Mr. Pogue said the prime difficulty in every business was that of finding a man capable of carrying that business to a successful conclusion. We had spent unlimited millions in the past in perfecting the thing, but the next fifty years of business life would witness more thought and more concentrated action in the improvement of the man than in the improvement of the machine. The first element in successful salesmanship must be personal power. Power was what a man was, plus what he exerted. The average man did not utilize half the power he actually possessed. The problem of Britain was the problem of men, not of things. If a man were to build power, he must develop not

only bodily power, but power of the brain, the will and of the soul. A successful man must develop the power to attract and to persuade people, and, therefore, there was no study as profitable as the study of human beings. Everyone who would be a successful salesman should bear in mind the contents of the "Pod of P's"—Power to persuade people to purchase at a profit.

To Put Stop to Check Swindlers.

A contemporary states that owing to the increasing number of thefts from letter boxes it has become necessary for bankers to remind their customers of the protection afforded to the public and to bankers by the passing of the Crossed Checks Act, 1876, the provisions of which were incorporated in the Bills of Exchange Act, 1882, section 78 of which enacts that "A crossing authorized by this act is a material part of the check; it shall not be lawful for any person to obliterate, or, except as authorized by this act, to add to or alter the crossing." Of late years a practice has gradually grown up for customers to bankers to cancel the crossing on the checks by writing across it "pay cash" and initialing or signing the same, and the bankers themselves have acquiesced in this practice, but owing to numerous cases of fraud it is probable that the banks will now refuse to cash any checks which have once been crossed.

New Favorite Records.

A most acceptable list of records for November has been issued by the Favorite Record Co. Noticeable therein are two grand opera selections on a ten-inch record, while on a 12-inch Blue Label Gwilym Wigley, who is the fortunate possessor of a truly artistic and powerful tenor voice, sings "On with the Motley," from "Pagliacci" (Leoncavallo), and "Serenade" (Harlequin), from the same opera. It is interesting to recall that Mr. Wigley began his career as a bass.

New Companies.

Orchestra, Ltd., capital £6,000, in £1 shares. Registered office, Clarence Chambers, Corporation street, Birmingham.



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEWIVE OF EGYPT



To H. M. the KING OF ITALY

ROYAL APPRECIATION

of

"HIS MASTER'S VOICE"



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

FRANCE Cie. Francaise du Gramophone, 15 Rue Bleue, Paris
 GERMANY Deutsche Gramophone-Aktien Gesellschaft, 36 Ritterstrasse, Berlin
 ITALY Compagnia Italiana del Grammofono, Via S. Prospero 5, Milan
 EGYPT The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
 SCANDINAVIA Skandinavisk Gramophone Aktiselskab, Frihovnen, Copenhagen, Appelbargsgatan 52, Stockholm
 RUSSIA..... The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow.
 Fontanka 58, Petersburg
 Also branches at Riga, Kharkoff, Rostoff, Omsk, Tiflis

SPAIN..... Cie. Francaise du Gramophone, 56 Balmes, Barcelona
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His Master's Voice

THE GRAMOPHONE CO., Ltd.

21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Diaphone Co., Ltd.; capital, £5,250. Registered office, 10 Moorgate street, London, E. C.

Conditions in Bavaria.

In his annual report on the trade of Bavaria, L. Buchanan, British Consul at Munich, says some interesting things which may interest my readers. He states that throughout Germany 1910 was a year of slow but continuous economic progress. This steady improvement was particularly enjoyed by the large export industries. "Germany's success in the world," says Mr. Buchanan, "lies neither in the skill of manual labor alone, as the social democrats would have it, nor in the thoroughness of German agricultural methods, as the agrarians are fond of stating, but rather to the utiring efforts of trained men whose sole aim is to perfect existing technical possibilities, thereby improving both the quality and the quantity of the output. It is this steady technical progress of Germany, joined to improved labor methods and to strict organization, which pave the way to her success in the markets of the world. It is also remarkable to what extent German capital is now invested in foreign countries and colonies—in banks, loans and railways—and this, in spite of difficulties, Germany had to encounter in this field, difficulties unknown to British, French and American financial enterprise. These international investments of German capital must, of course, react beneficially on home industries. Other proofs of Germany's prosperity in 1910 were her higher exports and her increased railway goods traffic, the better results of her sea-borne trade, the general decrease of bankruptcies, and the diminution of offers in the labor market. These facts constitute the bright side of the picture; the dark side is made up of the increased cost of living, the diminished value of money, and of high taxation."

Market Automatic Brake.

An ingenious automatic brake for the purpose of arresting the motion of the turntable upon the conclusion of a record has just been marketed here by Yates, Son & Co., this city. The device is simple in construction, effective in action, and is adaptable for use in any disc machine. It supplies the proverbial long-felt want.

What Experts Have Accomplished.

It must be admitted that the technical and recording experts associated with the different talking machine companies are, in the light of their splendid accomplishments, absolutely indispensable to all progressive firms. Many clever ideas have materialized this year, and not the least of these is the Edison-Bell V. F. disc. It was the outcome of no mere inspiration, but of practical and exhaustive laboratory tests, which finally culminated in the pro-

duction of a material representing in the finished record a smoothness of surface almost "ideal" in practice. While the elimination of scratch is not wholly possible under the present frictional method of reproduction, it is reduced to the utmost minimum in the V. F. record; harshness, blast and other true-tone enemies being entirely absent. This is exemplified in the latest batch of V. F. discs to hand, the titles of which are: "The Herd Girl's Dream" (Lebitsky), and "Adagio" (Beethoven), Schumann Quartet—harp, violin, flute and viola; "Twas Night and All Around Was Still," from "Il Trovatore" (Verdi), Part I and II, Miss Elda May; "Good-bye" (Tosti), and "Love's Old Sweet Song" (Molloy), Schumann Quartet—harp, violin, flute and viola; "Rêve du Bal" Valse Intermezzo, Royal Court Orchestra, and "Rendezvous" Intermezzo Rococo, Bijou Orchestra; "Savoy Lancers," Fig. I, and Figs. II and III; "Savoy Lancers," Fig. IV and V, Royal Court Orchestra; "The Shadows," and "Parted," Robert Evans; "Sympathies Waltz," and "In the Moonlight" Waltz, Bijou Orchestra; "My Lady Dainty" Intermezzo, and Chanson Bohemian, Bijou Orchestra; "When Shadows Gather," S. Hempsall, and Tosti's "Good-bye," Elda May. Bell Discs—"Valerie Valse," and L'amour qui Rit, march, Royal Court Orchestra; "To Cheer Him Up," and "I'm 21 To-day," Jack Pleasant's; "Prettiest Little Song of All" (Bell solo), and "Moonlight Capers" (Bell solo), Len Ward; "Artful Alliterations," and "What It Is Master Likes So Much," Ben Albert; "International Jig," and "British Empire March" (Xylophone solos), Dudley Roy; "Brown, Broke and Breezy," and "Father Went Down to Southend," Jack Charman; "John James O'Hara," and "That's as Far as I Want to Go," Jack Charman; "Semiramide" Overture (Rossini), and "Constancy" (ocarina solos), Signor Mosè Tapiero; "Ginger" two-step (Wurms), and "On the Bosphorus" (Lincke) (Turkish intermezzo), Royal Court Orchestra; and "Maisie Lou" (Arthur and Lawrence), and "Mamie May" (Darowski), Jack Charman.

Must Get in Personal Touch.

A useful hint to British manufacturers is contained in H. M. Mallett's Consular report on the trade and commerce of the district of Rosario, Argentine Republic, for the year 1910. "Time and money are simply wasted," he said, "by posting circulars to merchants. Competition to secure orders has become so keen that some of the large firms trading with this country have agents residing here, whose business is simply to watch trade interests and visit all the larger towns, with a view of studying requirements and obtaining orders. By this method merchants and traveling agents have become acquainted, and large orders are not infre-

quently arranged on terms to suit the parties concerned."

Conditions Good Generally.

Reports from provincial centers this month indicate very strongly that the satisfactory condition of talking machine business is general. Paul H. Cromelin recently visited Edison traders in the chief cities throughout the United Kingdom, who extended to him a most cordial welcome. Various matters requiring attention received Mr. Cromelin's consideration, and his pleasing personality has already gained for him much popularity.

Josef Hofmann for Columbia-Rena.

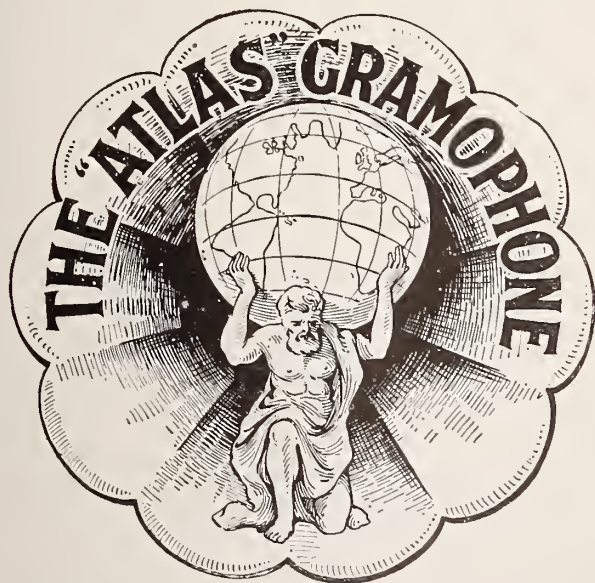
Josef Hofmann is very jealous of his art, and for years he persistently refused to listen to proposals to make records, believing that such efforts were a prostitution of art and wholly unnatural in the result. It remained for the Columbia Co. to show that such strictures could not be applied to their work, and that they did prove it is evident by the announcement made this month of Josef Hofmann's first record.

This Hofmann record is sold at the usual price, so that nothing is wanting to establish a familiarity with this great master of the piano and his actual performances. His playing of the famous Rachmanineff Prelude is a revelation of the grandeur of his style, while the crescendo in the Marche Militaire, commencing, as it does, with a barely audible pianissimo, is particularly brilliant.

The Columbia Record List for November.

The Columbia November list of records is described as the finest all-star list ever issued. Their statement is fully endorsed by the contents, which, among others, includes:

12-inch—"Blue Danube Waltz" (Strauss), and "Ciribiribin Waltz" (Pestalozza), by Prince's Orchestra; "Rigoletto-Quartet" (Beauteous Daughter of the Graces) (Verdi), Columbia Italian Opera Company, and "Rigoletto-Selections," Prince's Grand Opera Con. Band; "Twickenham Ferry" (Marziat), Reed Miller, and "Ben Bolt" (Nelson Kneass), Edward Greene. 10-inch—"My Treasure Waltz," and "Variety Polka" (accordion solos), Guido Deiro; "Eily Mavourneen" (J. Benedict), and "The Rosary" (Nevin), Walter Wheatley; "All Alone" (Von Tilzer), duet, by Ada Jones and Herbert Scott, and "Under the Yum-Yum Tree" (Von Tilzer), duet, by "The Two Longs"; "The King of Karactacus," and "Wishing" (Rich and Layton), Rich and Rich (comedy duo); "Play Us Another Before You Go," and "We All Go the Same Way Home" (Murphy and Castling), Chas. R. Whittle; "Ah-Ho!" (Ridgwell and Austin), and "I've Only Been Married a Week" (Ridgwell), Charles Austin; "Bob Down, You're Spotted" (A. J. Mills), and "The Goal-Keeper" (W. Hargreaves), G. Gil-



1912

Season's Catalogue

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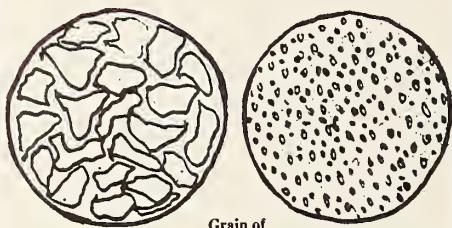
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Don't Buy Needles That Damage Records



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When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
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AACHEN, GERMANY

bey; "Have You Heard John James O'Hara?" (David and Murphy), and "O'Brien—With the Accent on the Owe" (C. W. Murphy), Stanley Kirkby; "The Mikado"—selections, Part I, and Part II (Sullivan), Reg. Band of H. M. Scots Guards.

Increased Demand for Wheatley Records.

Walter Wheatley, the celebrated tenor, so well known to record buyers from his exclusive connection with Columbia-Rena, is playing the leading role in "Bonita," the successful musical play at the Queen's Theatre. This deserved prominence of so finished an artist has naturally had the effect of producing a large demand in his records.

The Columbia Co. state that the Savoy Gramofona in oak and mahogany is the biggest and quickest success they have ever had in a new model. It is assuredly remarkable value, and it is doubtful whether there has ever been seen an instrument which presented such beauty in style and finish under twelve or fifteen guineas. The Savoy Gramofona in oak sells at eight guineas, and in mahogany at nine guineas.

Interesting Zonophone Records.

The November list of Zonophone records represents yet another triumph for the company. It contains a galaxy of top-of-the-tree artists, the majority of whom are exclusively retained to make Zonophone records only. Selections on the current list include, among others, the following:

10-inch—"In Friendship's Name," and "I Was Dreaming," Ernest Pike; "Only an Armor Bearer," and "The Life Boat," a church choir, with organ; "Field Marshal Radetsky March," and "The Pig and Whistle" march, Black Diamonds Band; "The Message Boy," and "Breakfast in Bed," Harry Lauder; "Lizzie," and "Mary Ellen," Tom Foy; and "Every Girl Is a Fisher Girl," and "Oh, Napoleon," Florrie Forde.

Claims Right to Set Own Prices.

The sequel to Gamage's recent unsuccessful action against the Temple Press is the issue of a circular letter in which he announces his determination to continue fighting in defense of "the Briton's right and privilege to sell goods at what price he chooses, provided he pays the price demanded by the manufacturer," and, continues Mr. Gamage, "it would be a bad day for the British buying public if they allowed themselves to get into the thralldom of such gigantic trusts as have been the curse of America." It is a specious argument, but one which, to our mind, has little or no connection with the point at issue. Were it not for the fixed selling prices established by the manufacturers for the protection of their customers, Mr. Gamage, in common with other large retail traders, would soon find themselves embroiled in a ruinous price-cutting war. Then would many voices arise in protest against the stupidity of the sell-at-any-price system. Mr. Gamage's unhealthy example may yet react detrimentally to his business; but 'wait and see.'

A TRIBUTE TO THE PHONOGRAPH.

The Happiness That Is Chained Within the Circumference of One Little Record.

A letter in the Household from one of our "shut-in" friends tells of his great pleasure when, at Christmas time, he was presented with an Edison phonograph and a number of choice records.

How much happiness can be chained within the circumference of one little record! And how blessed it is for those of us who are strong and sturdy and bounding with health and strength to be able to gather into our arms, as it were, the trilling lilt of the birds in spring, the melody of the rippling brooks, the wierd folk-songs floating up from the billowing cotton-fields, the grandiloquent discourse of the colored brother as he "zorts" his crooning congregation concerning the "weikhty-matters of the law as proclaimed by Moses and de

prophets," and boundless other bits of comedy, classics, triumphant crescendoes, anthems and oratorios, and thrust our garnered treasures into the outstretched arms of our heroic, patient loved ones whose eyes look longingly into the alluring paths, but whose feet are held back by the hand of affliction.

Thomas A. Edison, the wonderful inventor, realizing the possibilities of his invention, often remarked: "I want to see an Edison phonograph in every home." The humanitarian motives that inspired his magical inventions are reflected in the catalog of his records. Songs and melodies of the Southland—"Dixie" and "Suwanee River"—dear to our forefathers and because of their associations, dearer still to their sons; patriotic selections—"America" and "The Star-Spangled Banner"—whose strains find a responsive chord in every true Southern breast; sacred hymns such as "Nearer My God to Thee" and "Jerusalem Mourning"—these are the records with which the Edison phonograph makes its appeal to the home lover. Other selections there are in plenty, instrumental and vocal—grand opera, concert and vaudeville numbers by the most famous artists of the day—but the records that survive the process of elimination and are retained are those whose popularity is not of to-day or to-morrow, but rather those inspirations of gifted composers that seem, like old wine, to grow mellow and improve with age.

They are the type of selection that furnishes Edison phonographs with the "open sesame" to the home—the true abiding place of all entertainment. Equipped with a catalog built upon such lines, and with the present state of musical perfection to which the genius of its wonderful inventor has brought it—it is small wonder indeed that the Edison phonograph has emerged victoriously from the strife of competition and is daily becoming more and more recognized as the ideal home entertainer. Its versatility, which permits it to offer entertainments for all occasions—an impromptu concert, a vaudeville program, an evening of classical selections, a grand opera recital or a program of sacred numbers—is one reason for its constantly increasing popularity; another is the fact that all this entertainment can be secured at a price well within the reach of every home.—The Golden Age, Atlanta, Ga.

IS NEVER TURNED DOWN.

There's a man in the world who is never turned down, wherever he chance to stray; he gets the glad hand in the populous town, or out where the farmers make hay; he's greeted with pleasure on deserts of sand, and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's *The Man Who Delivers the Goods*.

The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain; and they haven't their lanterns at night; men tire of the failures who fill with their sighs the air of their own neighborhoods; there's the man who is greeted with love-lighted eyes—he's *The Man Who Delivers the Goods*.

One fellow is lazy, and watches the clock, and waits for the whistle to blow; one has a hammer, with which he will knock, and one tells the story of woe; and one, if requested to travel a mile, will measure the perches and roods; but one does his stunt with a whistle or smile—he's *The Man Who Delivers the Goods*. One man is afraid he'll labor too hard—the world isn't yearning for such; and one man is ever alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods, so it's hey for the joyous and rollicking lad—for *The One Who Delivers the Goods!*

WALT MASON.

MR. RECORDER, do you know my **WAX "P,"** the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT** bel Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

LANDAY BROS. NEW STORE.

Have Opened a Handsomely Furnished New Store at 563-565 Fifth Avenue and in Close Touch with the Millionaires' Row—How the Interior of the Store Is Arranged—Six Carloads of Victor Goods for the Opening—Max Landay Enthusiastic—Big Advertising Campaign Now Being Conducted.

As announced in last month's World, Landay Brothers, the aggressive wholesale and retail distributors of the Victor line of talking machines and accessories, with quarters located at 400 Fifth Avenue and 27 West Thirty-fourth Street, New York, have leased the spacious rooms on the ground floor at 563-565 Fifth Avenue, at the north-east corner of Forty-sixth Street (Windsor Arcade).

The premises have been completely remodeled. No expense has been spared in making this one of the finest stores of its kind, both in the way of appointment and service, in the metropolis. The location is ideal. Four full sized show windows, one on the Avenue and three on East Forty-sixth Street, insure ample space for the display of goods. The interior finish is in light colors, which blend nicely with the white lights suspended from the ceiling on heavy chain chandeliers. The floors are of polished hard wood. Occupying one side of the main room is the record department, with a capacity of 35,000 records, and on the opposite side six demonstrating booths utilize the space. A special feature in the new establishment will be a handsomely furnished recital hall containing a pipe organ for use, in conjunction with the talking machine, in recital.

Some idea of the volume of business built up by Landay Brothers may be gained from the fact that they have ordered six full carloads of Victors, four of which will be installed in their new quarters. With the accession of the third store the firm will have one of the largest talking machine enterprises in the city.

Max Landay, one of the proprietors, is enthusiastic regarding the future of his firm. Since the opening of the first store in 1900 the business has increased by leaps and bounds until it has assumed proportions that are exceedingly gratifying. The addition of the new store will greatly facilitate the handling of the brisk season's business which is now developing.

In conjunction with the opening of their new store, Landay Bros. have arranged for a series of striking advertisements to appear in the metropolitan papers. The campaign commenced in Monday's issues and promise far-reaching results.

THE VALUE OF A SMILE.

An Honest Smile More Contagious Than the Plague—A Genuine Asset in Selling Goods.

A good honest genial smile is about the most contagious thing I know.

Talk about the white plague and smallpox—it isn't in it with a laugh.

Did you ever watch a bunch of faces when a "Sunny Jim" came around? Can't you see the eyes brighten and a sort of electric inspiration shoot down people's spinal column when they see a smile?

I dislike a silly man about as much as the next fellow—but I'll take him, every time, in preference, to the sad-eyed, God-forsaken conduct of a great big majority of the people you and I meet every day. The "Hello Bill" of the Elks has done more to establish a reputation for good fellowship, Christianity and right living than any other feature of the order. We all love the sunshine. Let's laugh more.

I know that it is not always the easiest thing to do. I know there are times when a smile just won't come. But it's like training for a foot race, a little practice makes it easier. A little more exercise of the muscles of the mouth and cheeks and eyebrows and then the smile bursts forth. It permeates everyone with whom it comes in contact.

And then it's healthy to smile and laugh. Peo-

ple grow fat on good cheer, says H. T. Benham, in the Hardware Dealers' Magazine.

It somehow exercises the muscles of the body and promotes circulation. It releases the gastric juices which stimulate the liver. That's why grouchy people are usually slim and cadaverous. That's why healthy people laugh.

Let's grant then that its healthful to laugh and grow cheerful. But there is another advantage which we must not overlook. It pays to smile and be happy. It's a good commercial asset. People like it. Just as they prefer to talk to a cheerful man, so they prefer to do business with him.

I don't know just what actual connection there is between the pocket book and a smile. But I do know that it's harder to turn a smiling fellow down.

Maybe you don't like to stop the happiness which is shown in his face. Maybe it begets confidence. I don't know. But I do know that the smile seems to get there in business where the frown or imperative manner usually causes antagonism.

Don't let's be silly—don't let's be a common joker or be frivolous—don't let's grin—but let us learn to look our neighbors and our customers squarely in the eye and smile pleasantly at them. Let's be cheerful.

Let us take the chip off our shoulder and let the other fellows scrap and look sour if they think it will get them any place.

Now, here comes a customer. He has likely been brought into your store through the influence of an advertisement that has cost money. What are you going to do with him? Which course is most apt to make him open up—to look wise—to look anxious—or to smile at him "in a friendly sort of way"?

Get friendly with him—open up—thaw—look pleasant—and smile. If he is tiresome—don't get mad—just smile. If he is gruff and crabbed—that's his business—pity him all you want to yourself, but smile at him pleasantly and earnestly.

You are not accountable for his conduct, but you are for yours. Win him through your earnestness, your knowledge of your goods, and round it all out with a pleasant, genial smile.

Now, maybe you think you know how to smile. Most people do.

Maybe you think you do smile—but do you? Why don't you find out. There's a way. I don't want to encourage vanity, but why not smile at yourself in a looking glass?

Imagine your reflection is a customer coming towards you. Greet him just as you are in the habit of greeting your customers every day and

see for yourself whether this kind of a greeting would attract you if you were the customer.

This is not silly advice. It is scientific salesmanship. It is merely a self-training which every young man who makes a success must have. It is one of the little things that go to make up the man who gets there, and if it brings business—if it causes you to know yourself better and control yourself better—why not?

RESTRAIN PRICE CUTTERS.

American Graphophone Co. Secure Injunction Against M. A. Sulkowitch, of Portland, Preventing Any Cutting of Prices on Columbia Products of Any Description.

The American Graphophone Co. have obtained a decree and injunction in their suit against Mark A. Sulkowitch, of Portland, Me., for cutting prices on Columbia products. The suit was brought in the United States Circuit Court in Portland. Elisha K. Camp appeared for the complainant and Foster & Foster, of Portland, for the defendant.

The injunction commands and perpetually enjoins the defendant, his associates, attorneys, assigns, servants, clerks, agents and workmen, to forthwith cease and desist from directly or indirectly selling or offering for sale or otherwise disposing of any machine or apparatus or sound record, embodying or constructed or operating in accordance with the inventions or improvements set forth in the letters patent involved in the suit, at a less price than the minimum list prices fixed from time to time by the American Graphophone Co. or its sales agent, the Columbia Phonograph Co., General, and communicated to the defendant until the further order of the court.

THE SAYINGS OF BOTOLPH

The real test of loyalty is service.

When you are tempted to doubt—let it be about the other fellow, not about yourself.

How many say "to-day" when they actually mean "to-morrow."

The bee that gets the honey doesn't hang around the hive.

So to be among the winners be sure that you're alive.

Honesty may be defined as that state of mind that comes after we have quit lying to ourselves.

Opportunity never troubles dead men, it is too busy with the living.

Confidence is born of knowledge, conceit of presumption.

CABINETS

The Best Cabinet Value on the Market

Oak or Mahogany

Well-Made Fine Finish

Holds 182-12 in. Disk Records

\$7.75

Victor Distributors



Order a Sample To-Day.

No. 100

With continuation top fits all horn machines and Victrola 4.

No. 900

Fits Victrola 6-8-9 and all horn machines and hornless graphophones.

\$7.75

Edison Jobbers

S. B. DAVEGA CO. 126 UNIVERSITY PL. NEW YORK CITY

From Maria Gay:

After hearing my own voice and other voices that I know, reproduced on your records, I am convinced that you have the best recording process in the world. I am greatly pleased with the splendid musical qualities shown in my records, and I am glad to give you the sole right to record my voice in the future.



Maria Gay

Columbia Phonograph Co., Genl., Tribune Building, New York

ANENT BUSINESS ENGAGEMENTS.

Growing Tendency on the Part of Merchants and Others to Disregard Appointments.

There is a carelessness in making business engagements and then giving them no further thought that is most reprehensible. Dealers promise to pay on a certain date and the manufacturer depends on the promised check for his payroll, and when it is not forthcoming the whole scheme of things at the factory is upset and there is much unnecessary trouble and work that could have been avoided had the dealer kept his promise.

This is a condition of things often experienced by the small manufacturer, who depends on having his check at a certain time and who makes his price below the market on that basis. If the man who neglects to keep his promise could know the hardship that is suffered in consequence, perhaps he would not repeat the offense, which is one that we hear about frequently.

Another case in point is the business engagement made by the buyer to look over the goods of a representative. This is an engagement that is coolly shunted into oblivion, heedless of the

cost to the salesman. We heard a dealer say carelessly, when invited to luncheon: "All right, we'll go now. I told Blank to be here at one o'clock, but he can come later." He expressed no qualm of conscience about ignoring the engagement, which was evidently binding on one side only. He didn't trouble to leave a note, not even a message. Perhaps he would have been amazed had anyone suggested that the invitation be withdrawn until such time as he was free to accept it. The habit of ignoring appointments with traveling men has evidently become a custom with many and will not only remain one, but will grow stronger unless corrected by some strenuous process. The salesman should resent the position the dealers place them in when they do not keep their appointments, for such failures are among the most disastrous "time eaters" in the vocation of distributing goods, and it is hoped that those who have this failing will endeavor to remedy it.

The dealers could also tell many stories of unkept promises regarding the time that orders were to have been shipped; of patience strained to the breaking point and a letter cancelling the order which many times brings the reply that the

goods (which have been hustled into the freight station on receipt of the letter) have been shipped, and "we trust they will not be too late to serve your customers." The dealer isn't hoaxed, but he keeps the goods because he needs them. Thus the habit of ignoring business engagements and promises grows and develops until it is a serious tax on business and it is done without a thought of regret or intention of being discourteous.

ENLARGE "TALKER" DEPARTMENT.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1911.

The Henry F. Miller Co. have been branching out considerably of late in their talking machine department, and now a good portion of the second floor is given over to a fine display of machines, mostly of the hornless variety. The department is under the immediate supervision of Ubert Urquhart, while Francis T. White is in charge of the selling end of the business. The business in Victrolas and Victor records which this company is doing is rapidly growing, and the Miller Co. is about to launch a big advertising campaign which will place the house very much before the public.

A PROGRESSIVE TALKING MACHINE HOUSE IN DAVENPORT, IOWA

There are three factors that figure strongly in the success of the modern talking machine store, and they are, first, attractive quarters; second, complete and representative stock, and third, service. Robert R. Smallfield, proprietor of Smallfield's Music House, Davenport, Ia., is one of the talking machine dealers who has realized the importance of the three factors mentioned, and as a result he has one of the handsomest, most attractive and generally successful talking machine departments in the Middle West. Mr. Smallfield handles the Victor, Edison and Columbia lines of machines and

records, and prides himself on the fact that he is in a position at all times to supply promptly anything desired in either of the three lines. In order to impress the public with the facilities and general attractiveness of the Smallfield store, Mr. Smallfield has had prepared a series of handsome post cards, showing various portions of the exterior and interior of his store, and which have been mailed to many customers and prospective customers. In connection herewith are reproduced two of the views shown on the post cards, and including views of the operatic record and the main

record department. The pictures give an excellent idea of the manner in which the store is fitted up and the stock arrangement.



OPERATIC RECORD PARLOR OF THE SMALLFIELD MUSIC HOUSE.



RECORD STOCK OF SMALLFIELD MUSIC HOUSE.

WITH THE TRADE IN THE CREAM CITY.

Dealers Report that the Holiday Trade Has Already Started—General Improvement in Conditions—Better Grades of Machines and Records Selling Well—What Some of the Prominent Houses Have to Report—Chas. H. Schefft & Sons Co. Move to Larger Quarters—Harry W. Krienitz Adds Line of Pianos—Columbia Business Booming—Real Tone Diaphragms Meeting With Success—Recent Visitors of Record—Other Trade Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 10, 1911.

The holiday business has started at even this early date and retailers and jobbers alike are in a decidedly optimistic frame of mind. Conditions in general have been showing much improvement of late, and judging from the present outlook, the talking machine business ought to climb to a new high mark between now and Christmas.

Local retailers are finding business much better than at this date a year ago. Everywhere one hears the same report, that the better grade of machines are selling more readily than they ever have before, and it is evident that dealers up the State are finding that the same state of affairs exists, because jobbers are kept busy shipping out the more expensive machines. Dealers are busily engaged in getting their stocks of machines, records and supplies ready for the rush season.

Conditions here and about the State are much improved. Most of the large machinery plants in Milwaukee are operating at a more normal stage than was the case a year ago and industries in general are at a more satisfactory point, although there is still room for improvement. Money about the State is plentiful, indicated by the better tone of collections in all lines. A record-breaking corn crop was harvested, a fact which means much in a great dairy State like Wisconsin. Money is flowing more freely about the State than it has in months, and talking machine dealers feel confident that they will be able to secure their share.

That from now on Milwaukee dealers may expect a record-breaking Victrola business is the prediction made by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "I am confident that we may expect the biggest business in the Victrola line experienced since the establishment of the Victor Talking Machine Co.," said Mr. Becker. "Last Saturday we had twenty-five people in our store alone who were looking for Victrolas. The moderate-priced Victrolas are within reach of everybody and people have been quick to appreciate this fact."

The Hoeffler people have fifteen Victrolas in the

window and about fifty on display on the main floor of the salesrooms. Mr. Becker also reports a brisk demand for the U-S line of machines and records.

Roy J. Keith, of the Talking Machine Co., of Chicago; Mr. Gibbs, of the Wurlitzer Co., of Chicago, and A. H. Waldo, of the U-S Phonograph Co., of Cleveland, O., were among the recent Milwaukee visitors.

The Charles H. Schefft & Sons Co., one of the enterprising retail talking machine firms of Milwaukee, has moved to new and larger quarters at 549 Third street, a few blocks from the former location at 839 Third street. More than double the space has been acquired and the facilities in general are much better. Five large booths, all done in white and gold, have been installed. Charles H. Schefft, the senior member of the firm, is an official of the Ross, Schefft & Weinman Piano Co. and the active management of the talking machine business is in the hands of Ernest Schefft and Oscar C. Schefft, the sons.

Lawrence McGreal, Edison jobber of Milwaukee, and president of the National Association of Talking Machine Jobbers, has returned from a business trip to Dixon, Ill., the former home of Mrs. McGreal. Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Victor jobbers, is still at Dixon.

Harry W. Krienitz, enterprising young talking machine dealer, 439 National avenue, Milwaukee, has broadened out his business by installing a complete piano line. To carry on this phase of his trade Mr. Krienitz has incorporated the Badger State Music Co., with R. N. Wilson and Thomas Snover, although both the talking machine and piano departments will be under the direct management of Mr. Krienitz. The entire second floor of the Krienitz building has been given over to the piano department and a complete stock of Wilson pianos, manufactured by the Wilson Piano Co., of Milwaukee, has been installed. The National electric line is also being featured by Mr. Krienitz.

That his business has increased 100 per cent. over a year ago is the striking assertion made by A. G. Kunde, Columbia dealer and jobber, 516 Grand avenue. Mr. Kunde is willing to back up his assertion by allowing anybody to inspect his books. Unusual and successful methods of business getting have been followed by Mr. Kunde since he took charge of the store, and he is more than satisfied with the results.

"Our Columbia business is the best that it has been in the history of the Milwaukee store," said Mr. Kunde, "and the prospects are that trade from now until Christmas will be of the very best. The 'Favorite,' the \$50 Columbia, is selling at a remarkable rate and is exceeded in popularity only

by the 'Nonpariel,' the \$150 machine. Our W. P. Gensch has closed some exceptionally fine sales during the past month."

Mr. and Mrs. Kunde have just returned from a business trip to the Chicago offices of the Columbia Phonograph Co., where they had the pleasure of meeting George W. Lyle, general manager of the Columbia Co.

The Real Tone Diaphragm Co., organized recently in Milwaukee to manufacture the Real Tone Diaphragm, invented and perfected by J. H. Ellis, a member of the company, is carrying on an extensive campaign of advertising in the local newspapers and business is showing a decided increase, according to officials of the company. In a recent interview one of the members of the new concern said:

"We believe that the Real Tone Diaphragm which we have placed on the market has made the tones of the talking machine as nearly human as possible. The most rigorous of tests have been applied to this new device, and as a result it has been found decidedly more satisfactory than even the inventor ever dreamed. The company guarantees this new tone attachment to produce a mellow, soft tone with a perfect articulation. The appliance can be attached to any machine."

F. K. Dolbeer, general sales manager of the Thomas A. Edison, Inc., recently visited the Milwaukee trade while on his return from a trip to the Pacific Coast.

V. B. Taylor and Harry Baish, traveling representatives in Wisconsin for the Victor Talking Machine Co., were in Milwaukee recently calling at the headquarters of the Wisconsin Talking Machine Co., Victor jobber for this State. Both Mr. Baish and Mr. Taylor report that business is showing decided gains.

Miss Adeline Francis, who recently appeared in Milwaukee at the Empress Theater, left this city just \$1,000 wealthier than she expected. Miss Francis was placed on the program as the "graphophone girl" and drew forth considerable applause by her little act, involving her "sister," as she called her talking machine. One of her admiring listeners was Daniel Pennell, a wealthy lumberman of Minneapolis, who expressed some doubt at the Charlotte hotel that the voice in the talking machine was Miss Francis' own. The lumberman was so sure that he was right that he made the young lady a bet of \$1,000. She proved it was her voice and she now has his check to show that he was convinced. Miss Francis uses the Columbia.

One of the features of the People's concerts which will be held in the Milwaukee Auditorium each Sunday during the present musical season will be an Auxetophone kindly furnished by Lawrence McGreal. At the first concert, held recently,

(Continued on page 44.)

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

Salter's Patent Felt
Lined Shelf

Cabinets

Our latest Catalogue showing
our entire line will be sent on
application.

WRITE FOR IT TO-DAY



No. 788.



No. 776.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

From Alexander Heinemann:

The only thing that I can say about the records I recently made for you is that they are positively the best reproductions of my voice that I have ever heard. It would be impossible for me to commend too highly your recording process for its naturalness and musical qualities, or to say how gratified I am at the result of my recent work with you. I have no hesitation in giving your Company the exclusive right to record my voice in future.



Alexander Heinemann

Columbia Phonograph Co., Genl., Tribune Building, New York

WITH THE TRADE IN THE CREAM CITY.

(Continued from page 43.)

Caruso was heard in extracts from the opera "Rigoletto" and "Favorita." Prof. Christopher Bach's orchestra, one of the best known musical organizations in the Northwest, plays the accompaniment, thus producing a regular operatic effect.

A marriage of considerable interest in Milwaukee musical circles occurred recently, when Miss Clara Schefft, daughter of Charles H. Schefft, head of the firm of Charles H. Schefft & Sons Co., talking machine dealers, 839 Third street, was married to Reo Richard Rubel, of Concord, Wis. Ernest Schefft, a member of the talking machine firm, was best man, while Oscar C. Schefft, another member of the firm, was one of the ushers. Mr. and Mrs. Rubel, after a wedding tour through the East, are now at home in Concord.

Alfred Hille, formerly manager of the talking machine department of the Flanner Music House, who resigned some time ago to locate in San Francisco, has returned to Milwaukee and entered the cigar business. Joseph Flanner, head of the Flanner Music House, is giving his personal attention to the talking machine department of his store, and reports that business has increased by leaps and bounds since he has enlarged the department and taken on a new stock of Victrolas and other Victor machines.

The appearance of the Aborn English Grand Opera Co. in Milwaukee, November 5, 6, 7 and 8, resulted in a brisk demand for grand opera records in all lines. Most of the larger retail stores, including Miss Gertrude F. Gannon's retail establishment, the Hoeffler Manufacturing Co. and the talking machine department of Gimbel Bros., under the management of L. C. Parker, conducted special grand opera concerts for several weeks prior to the appearance of the company here, and much was accomplished in the way of arousing interest in the coming event. It is hoped that arrangements will be made to bring the Chicago Grand Opera Co. to Milwaukee later in the season.

News has reached Milwaukee that the retail talking machine business of Buroff & Fuller, of Watertown, Wis., has been moved to larger quarters at 417 Main street, where a complete line of Victor and Edison machines is being carried. The talking machine branch of the business is now in charge of Miss Petula Murphy.

Emil O. Schmidt, formerly manager of the Milwaukee branch of the F. G. Smith Piano Co., now in business for himself at 310 Grand avenue, where he has one of the finest piano stores in Milwaukee, is the latest to join the ranks of the progressive Milwaukee talking machine dealers. Mr. Schmidt has taken over the agency for the entire Victrola line and has installed an extensive stock in his handsome parlors. A formal opening of the Schmidt store will occur just as soon as the work of remodeling the exterior is completed, probably about December 1, when he expects to accomplish much in pushing the Victrola branch of his business. Mr. Schmidt has a force of six salesmen, one of the largest in Milwaukee.

Lawrence McGreal has just purchased a handsome new Kranich & Bach player-piano from Emil

O. Schmidt. Mr. McGreal is a great lover of good music and his home is filled with the best instruments in various lines.

SOME BIG ORDERS FROM RAILROADS.

The Dictaphone has been adopted by the Rock Island Railroad and the Chicago & Alton Railroad as the standard and all dictation machines used by them will be Dictaphones. A few recent sales are quoted in the following:

On October 26th, to the St. Louis & San Francisco Railroad Co. (Frisco System) 52 Dictaphones.

On October 26th another order from the same road by another department for 39 Dictaphones.

On October 27th, an order from the Rock Island Road for 159 Dictaphones.

On October 31st, by wire, an order for 33 Dictaphones from the Chicago & Alton and a request to immediately install 25 of the new model machines in another department.

WHY SHE GOT SUCH A SHOCK.

During the visit of Albert Spalding, the celebrated American violinist, to London, previous to leaving for the United States, where he is now on tour, he visited a talking machine store in that city where records of some of the violin numbers which he had made while in America were featured. Entering the store Mr. Spalding casually asked for

some Delna records and then for some Spalding records. The brisk little woman on the other side of the counter grew voluble and enthusiastic over the Spalding productions.

"They are selling well," she added. "Are they?" inquired Spalding innocently. "I'd like to hear them." The talking machine was set in motion.

"I don't think much of them," said Spalding.

"What!" said the clerk indignantly, "why, everybody admires them."

"Well, I don't," said Spalding. The clerk looked at him pityingly. "Perhaps you don't like violin playing," said the clerk.

"Yes, I do," said Spalding, "but these records are not clear."

"There are no clearer records in the store," said the clerk snappily. "What would Mr. Spalding think if he heard you—"

"Well, I know what he'd think," said Spalding, "for I am Spalding."

The clerk gasped. "Oh, Mr. Spalding," she exclaimed, "you did give me such a start!"

AGAIN IN THE TRADE.

Miss Janet Whitcomb, at one time connected with the Stanley & Pearsall and Landay stores, but out of the business for the past two years, became connected with the store of I. Zion, Victor dealer, at Broadway and 83d street, New York, on Oct. 10.

AN UP-TO-DATE STORE.

That of Samuel Landau in Wilkes-Barre, Pa., Who Has Handled Talking Machines for Sixteen Years With Increasing Success.

The accompanying illustration shows the interior of the store of Samuel Landau, at 56-58 Main street, Wilkes-Barre, Pa., where he handles complete lines of Edison and Victor machines and records and also sporting goods, musical instru-

ments and jewelry. Mr. Landau first began handling talking machines about sixteen years ago, the first order being for two machines and fifty records. Under careful management the business has grown until to-day Mr. Landau is ranked as one of the leading retail talking machine dealers in northeastern Pennsylvania. A large measure of success is due to the early adoption, if not the origination, of the dollar weekly payment system.



VIEW OF THE WAREROOMS OF SAMUEL LANDAU, WILKES-BARRE, PA.

SITUATION IN SOUTH CALIFORNIA.

Talking Machine Dealers Busy Preparing for the Holiday Trade—Hornless Machines Growing in Favor—Victrola Concert for College Students—Brown Music Co. Remodel Talking Machine Department—So. California Music Co., Edison Jobbers, Double Capacity of Wholesale Department—Angelus Talking Machine Co. Add Columbia Line—Victrolas Sold to Match Steinway Pianos—Other Interesting News of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 3, 1911.

All sections of southern California are preparing for a heavy holiday trade, although the past summer and early fall months have been most excellent with all the dealers. Considering the many new dealers that have been installed within the last year, it does not seem to affect trade in the least. The new hornless machines are growing in popularity; in fact, so popular that the demand is greater than the supply. Dealers are having a most wonderful trade in foreign records, including Polish, Danish, Portuguese, Spanish, German, Chinese, Japanese and others.

A Victrola concert was given the students of the Occidental College, October 20, by one of the local music companies of Los Angeles. It created much interest as to the merits of Victor talking machines and records and was much appreciated by the student who loved good music.

O. A. Brehler, of Sanger, Cal., reports business very good in the Edison line in his section.

The J. N. Brown Music Co. have just remodeled their talking machine department, making a larger number of sound-proof booths, also enlarging the present booths to a more convenient size.

Gird Eilers, brother of Hy. Eilers, of the Eilers Music Co., Portland, Ore., was a recent visitor at the branch store in Los Angeles for several days.

L. E. Hessla, of the O. A. Hessla Co., Prescott, Ariz., was in the city a few days and reports trade conditions in Arizona very good, especially with the Victrola XVI and Amberola.

The Southern California Music Co., the Edison jobbers, have doubled their capacity in the wholesale department, thus enabling them to handle many carloads of Edison goods. J. V. Haines, manager of the business phonograph department, just closed a deal worthy of note consisting of 10 machines and a shaver to the Title Insurance & Trust Co., of this city.

The Angelus Talking Machine Co. have added a complete Columbia line of goods in connection with their Victor and Edison goods. By this act a customer need not go away unsatisfied with one particular line, but can be pleased in other lines.

F. K. Dolbeer, general sales manager of the Thomas A. Edison, Inc., was a welcome visitor to our land of sunshine and oranges, he also spent a few days at Avalon, Catalina Island. Here is hoping that Mr. Dolbeer will make his visits more frequent to California.

The Smith Music Co., 406 West Seventh street, of this city, have very recently added a complete line of Victor machines and records, which they have found to be a very successful line to handle and have been much pleased as to the results already obtained.

J. S. Riggs, of Santa Maria, has had great success with the Edison Amberola of late and is now pushing the sale of this instrument more than ever, carrying in stock the four different finishes.

F. E. Huffaker, a talking machine dealer of Visalia, was a recent visitor to Los Angeles. While in the city Mr. Huffaker left his order for Christmas stock, and reports trade conditions very good in the center section of the San Joaquin Valley.

C. S. Wright, proprietor of the Elsmore Drug Co., was also a visitor to Los Angeles. This firm make a specialty of the Edison line and are doing a fine business.

Carl Strock, Santa Ana, Cal., is a live talking machine man in his territory.

Bowling has become quite a feature among the employes of the retail and wholesale talking ma-

chine departments of the Southern California Music Co. The first game was won by the retail boys on October 19 at the Orpheum alleys. Retail department team was represented by Richardson, Carnes, Fish, Gardner and Burke; Lovejoy, Thompson, Haines, Smith and Pippen represented the wholesale department team.

Irving H. Andrews, of the Andrews Talking Machine Co., has just recovered from a two months' attack of rheumatism.

A. J. Morse, manager, of the branch of the Southern California Music Co. at San Diego, spent a few days in Los Angeles and reports a good business in his city.

A very striking illustration of the good results of the combination of a meritorious article and high grade salesmanship has just come to notice. Geo. J. Birkel & Co., of Los Angeles, handling the Steinway art grand pianos, have recently made many sales of these noble instruments. Glover P. Widney, of the sales staff, has within the last three months sold three Louis XV, two Louis XVI, two Adams Period and many other Steinway art grands. With nearly all of the above sales a Victor Victrola XVI, finished to match, has been part of the deal. Mr. Widney has only been with the firm a comparatively short time. His selling ability is valuable and his geniality is bringing him new friends daily.

RECORDS OF COLLEGE SONGS.

The Harvard Glee Club, One of Our Most Famous Choral Organizations, to Make Records for the Columbia Co.

The Columbia Phonograph Co. have found another field to conquer, namely, the recording of traditional college songs and medleys representative in the highest degree of student life in America, and recorded with the actual spirit and atmosphere of the university.

For the recording of their first series of college songs they have chosen what is perhaps the most famous university choral organization in the entire United States, namely, the Harvard Glee Club, a body of student singers whose activities have been by no means confined to the institution of their origin, recitals given by them each winter in New York City being a feature of the musical season of the metropolis, their work also being known in many other musical centers.

Among the titles are found songs which every college man, whatever his institution may be, will hail with pleasure. Such songs as "Here's a Health to King Charles," "Sparkling Piper-Heidsieck" and a beautifully recorded arrangement of "Annie Laurie" is coupled with a medley of the old songs which we have all known since childhood. Smacking more of the genuine college flavor are the football songs and the combined record of "Johnny Harvard" and "Australia."

Of this type of music there is comparatively little need be said, so intimate is its association with the lives of the men and youth of America, and through them with every grade and class comprising the social structure of our land. Its appeal is lifelong. Alike to the gray haired alumnus of 50 years, the graduate of last year and the freshman just being initiated into the ways of the campus and the classroom, these old-time glees and melodies represent a portion of his life which every university man holds dear—in a certain way typifying his devotion to his alma mater and recalling, with the vividness which only music can inspire, the friendships, triumphs and heartaches of college days. These Columbia records of college songs are destined to score large sales.

CAL STEWART NOW EXCLUSIVE.

Thos. A. Edison, Inc., announce that Cal Stewart, known all over the civilized world as "Uncle Josh Weathersby," has signed a contract with them for the exclusive use of his talents in record-making over a period of five years. His record of "I Laughed at the Wrong Time" is the first under the new contract and is just announced by the Edison Co.

MUSIC BOXES

make ideal Christmas gifts and will be greatly in demand during the fast approaching holiday season.

LIVE DEALERS everywhere, by writing us, can learn of a plan through which they may, without risk to themselves, share liberally with us in the profits arising from the Christmas distribution of Reginas.

For more than a quarter of a century the REGINA has carried to thousands upon thousands of homes its message of good cheer. There is no other instrument which is so universally enjoyed by old and young.

To carry out our plan for handling the holiday business, we want the co-operation of one responsible dealer in each town. The time is short, so write at once for details. Address.

211 Marbridge Bldg.,
34th St. & Broadway,
NEW YORK CITY

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report Substantial Increase Over Business for Same Period of Last Year—Dealers Feeling First Indications of Holiday Trade—Generous Advertising of All Lines Helps Business—Improve Wurlitzer Retail Quarters—Recent Visitors of Record—Interesting Personal Items—House of Adam Schaaf Take on Victor Line—Busy Times at Columbia Co. Headquarters—Talking Machine Co. Introduce New Cabinets to Match Low Priced Victrolas—Increased Facilities for Handling Growing Trade at Chicago Offices of U. S. Phonograph Co.—Pyro Electric Signs Find Much Favor—Seeks Patent on New Hornless Machine—Other Gleanings.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 8, 1911.

October made a very satisfactory showing, according to all reports. Jobbers declare that the month scored a heavy increase over last year. The fall months are piling up a volume of business which promises to more than offset the unusual summer dulness. A holiday business of big proportions is generally looked for. Jobbers say that the introduction of the new types of low-priced hornless machines are already producing a big relative increase in record sales.

With local retailers business is showing a steady improvement as the season advances. Already the first faint glimmerings of the holiday trade proper are in evidence, a number of inquirers having invaded local warerooms the past week or so, stating that they were considering the idea of giving a talker outfit for Christmas and would come in later and place their orders. Several instances of deposits being made on machines for holiday delivery are also cited. Most of the houses express themselves as decidedly satisfied with current business, notwithstanding the fact that there are more dealers in the downtown district this fall than ever before.

Advertising is proceeding along progressive lines. The new low-priced Victor types are being heavily exploited, as well as the higher-priced instruments, and some very good Edison publicity has lately been indulged in by local dealers. Some good publicity is also being done in the way of exploiting the records of artists appearing in recital. The Columbia Co., for instance, called pertinent attention to Alice Nielson's records in the dailies on the occasion of her appearance here, and also had a solid window display. The Wurlitzer Co. exploited the Victor "Thais" records in connection with the production of the play with the Massenet incidental music at Powers Theatre. The Aeolian Co. are beginning to vie with Wurlitzer and Lyon & Healy in aggressive talking machine advertising. All in all, the talking machine proposition is going to get the heaviest publicity it has ever had in Chicago this fall, judging from the number of dealers using the dailies and from the size of space used.

Improve Retail Quarters.

Various changes have been made in the retail talking machine department on the ground floor of the Rudolph Wurlitzer Co.'s building, in order to more conveniently handle the fall business. Art craft desks and chairs in oak in the Niagara finish have been installed in the demonstration room. Doors in the rear of each room have been substituted for the former window openings, enabling the use of Victrola 16s as well as horn machines. More space has been provided, and the Edison retail stock and machine display room has been greatly enlarged.

Ornstein Holds Conference.

George Ornstein, manager of Victor travelers, spent last week in the city conferring with the various Victor representatives traveling in territory covered by Chicago jobbers.

A Record-Breaking October.

L. C. Wiswell, of Lyon & Healy, was able to

state, by reference to the books of the department, that October was the best month in the history of the house. Although the new low-priced hornless machines are proving a great stimulus to the trade, he declares that the highest priced machines are selling better than ever. Lyon & Healy are sending to the trade a circular giving various suggestions for stock orders on both the Victor and the new standardized Edison types.

The Bent Department.

The Geo. P. Bent Co. are becoming a factor in the retail Victor business of the loop. They are pushing the business very aggressively with fine window displays, handsome machine rooms and several record demonstration booths.

Various Retail Items.

D. D. Young, of Aurora, Ill., has become a Victor dealer, securing space in the Cable Company's store in that city. Mr. Collins, formerly of the talking machine department of Eggerman & Randolph, is in charge.

L. G. Paul, music dealer of Michigan City, Ind., was a visitor this week. He has recently increased his Victor stock and is pushing the business vigorously and successfully.

The Taylor Carpet Co., of Indianapolis, have added a Victor talking machine department. The opening was on Monday of last week and was attended by George Cheatle, of the Talking Machine Co., who secured the order.

Landing New Business.

B. C. Wilt, who recently joined the traveling force of the Talking Machine Co., is getting in right with the Wisconsin dealers. Harry Conover and George Cheatle are hustling in their respective territories, and have opened some good new accounts recently.

New Victor Dealer.

The House of Adam Schaaf, one of the oldest and wealthiest piano manufacturing concerns in the West, have become Victor dealers in their handsome warerooms at West Madison and Union streets. A fine department, with individual demonstration room, has been fitted up on the third floor, and much ground floor window space is being devoted to the line.

New Lyon & Healy Fibre Needle Cutter.

Lyon & Healy are putting on the market a new fibre needle cutter, retailing at \$1.50, and for which particular advantages are claimed. It is simple in construction and operation, is easy to take apart and sharpen, and has a convenient chute and receptacle for shavings. There is a gauge for the protection of the needle and a guide to lay it in so as to properly cut it.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co., spent the latter part of week before last in Chicago on his way to the Pacific Coast. He was very enthusiastic over the outlook, especially of the Columbia product, predicted a heavy holiday trade all along the line, and expressed his satisfaction with the volume of business now in progress, as witnessed by the rush orders coming in from all sections of the country.

D. S. Ramsdell, who has been retail floor manager at the Chicago store of the Columbia Phonograph Co., has been promoted to the management of the company's St. Louis branch and has already assumed his duties. Mr. Ramsdell is an experienced, all around talking machine man, is accustomed to executive positions, and is thoroughly conversant with conditions in St. Louis.

W. C. Fuhri, district manager of the Columbia Co., is now on a trip among their southern branch houses.

C. F. Baer, manager of the Chicago office of the Columbia Co., says that October made an excellent showing as compared with October of last year, marked increase being apparent in the wholesale, local retail and dictaphone department of the business of the Chicago office. They have now accumulated a good stock of the new \$25 and \$35 horn-

less machines and can fill orders promptly. The new Nonpariel grafonola has met with great favor in the trade, and new orders are coming in rapidly. The first of the new model, "De Luxe" grafonola, is exciting a great deal of admiration. It is distinctly a music room instrument in every particular.

Contracts have been closed for no less than 159 Columbia Dictaphones, for the general offices of the Chicago, Rock Island & Pacific, in addition to fifty machines already in use. Fifty-eight dictaphones have been installed in the Chicago & Alton freight accounting and general passenger offices here, and ninety-seven machines have been sold the Frisco line for their offices at Springfield, and St. Louis, Mo.

The New "Cabinets That Match."

The Talking Machine Co. have a reputation for making good on their promises to the trade. The new additions to the line of "cabinets that match" for the new low-priced Victrolas are now ready for the trade, and certainly represent unusual value in every respect. The company have a striking announcement regarding the new cabinets elsewhere in this issue. Arthur D. Geissler, the general manager of the company, certainly deserves great credit for the creation of this remarkable line of cabinets, which was inaugurated several years ago and which has been kept promptly up to date by the addition of new cabinets to match the various types of both horn machines and Victrolas as they have appeared.

October was a big month for the company; in fact, showing an increase of 15 per cent. over the same month last year, which was the biggest October in the history of the company.

U-S Phonograph Progress.

At the Chicago offices of the U-S Phonograph Co., at 219-225 West Washington street, additional improvements have been made, which give them immeasurably better facilities for transacting business than prior to the fire two months ago. Three large, handsome machine and demonstration rooms have been erected, enabling the company to show the goods to their dealers and any of the latter's customers whom they may bring with them to excellent advantage. Unusually complete stocks of both machines and records are now carried at the Chicago headquarters for the benefit of dealers in this city and section. Additions to the sales force of the Chicago office have been made and a most aggressive campaign in the interests of the U-S cylinder machine and "Everlasting, non-breakable records" is being waged.

W. C. Patrick, who has represented the U-S Phonograph Co. in Western territory, with headquarters in Chicago, has resigned to accept a responsible position with the M. Rumely Co., manufacturers of agricultural implements. Mr. Patrick has many friends in the trade who will wish him the best of success in his new field.

L. & H. Improvements.

The very extensive improvements and enlargements to the wholesale talking machine department and the retail record salesroom of Lyon & Healy, referred to last month, are now in progress, and will be completed in about a couple of weeks. A detailed description will be furnished later.

Wilson a Visitor.

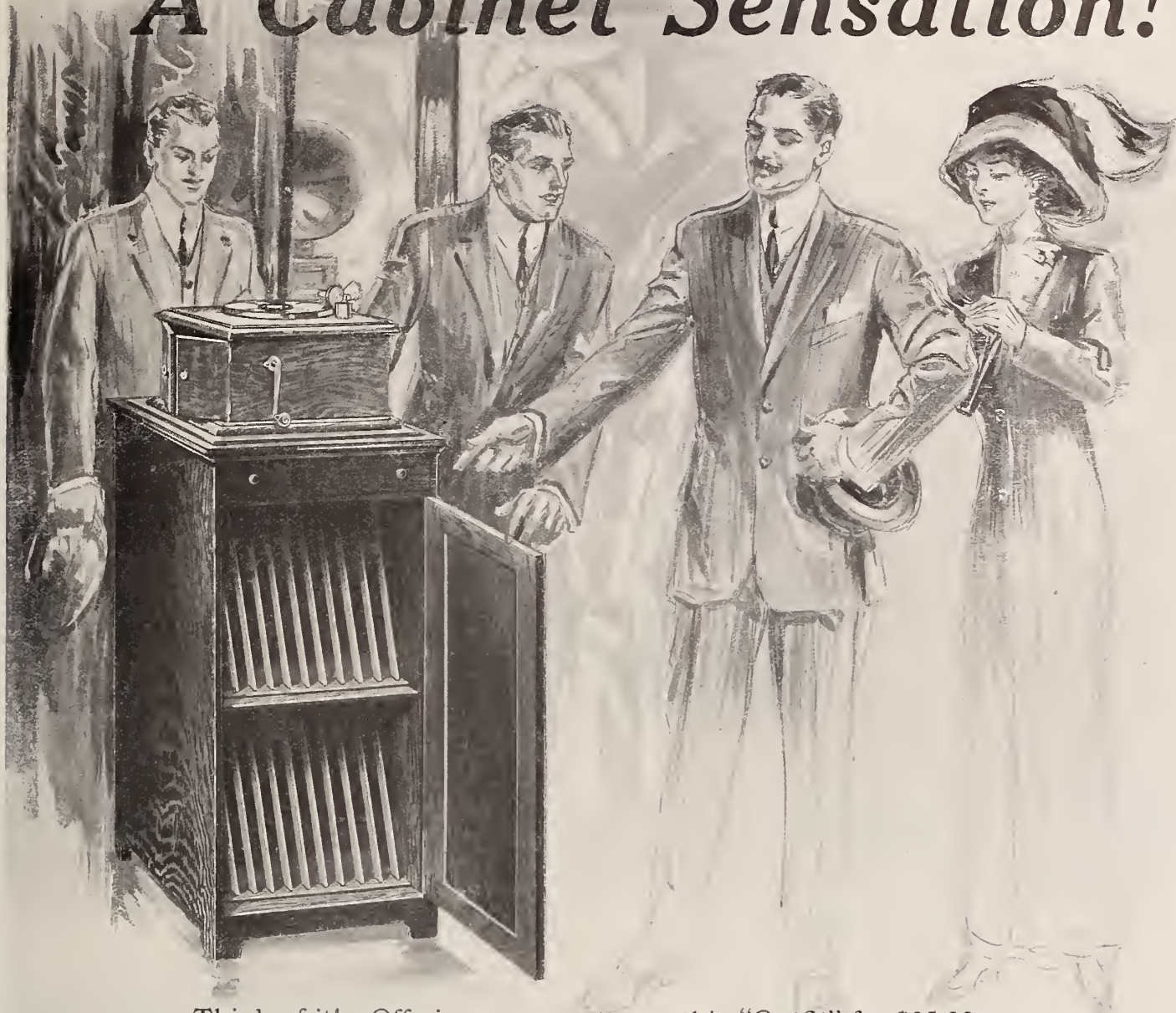
C. H. Wilson, general manager of Thomas A. Edison, Inc., recently made a flying trip to Chicago, returning to Orange the same day.

The Pyro Signs.

The Edward C. Plume Co., 417-421 South Dearborn street, are having great success in the introduction of the Pyro one-light electric signs. One of their salesmen secured orders for three of these signs from advertising merchants in a Southern city before he had been in town a day. Talking machine and music dealers are taking hold of the Pyro sign eagerly. Mr. Plume, whose long connection with the talking machine trade is well known,

(Continued on page 48.)

A Cabinet Sensation!



Think of it! Offering your customer this "Outfit" for \$25.00.

A Cabinet you can sell for \$10.00 to "Match" the Victrola IV.

Not a cheap Cabinet. It is quarter sawed polished oak throughout, with the exception of the back—that's plain oak.

Regular Victor discounts apply.

This Cabinet and the following ready for delivery about November 20th. Get in your advance order now.

| | |
|---|---------|
| Victrola IV "Cabinet That Matches" (Rack Interior) - - - | \$10.00 |
| <small>Cabinet Door, Front, Side and Top, Quarter Sawed Polished Oak; Back Plain Oak.</small> | |
| Victrola VI "Cabinet That Matches" (Rack Interior) - - - | \$15.00 |
| <small>Quarter Sawed Polished Oak throughout</small> | |
| Victrola VIII "Cabinet That Matches" (Rack Interior) - - - | \$15.00 |
| <small>Quarter Sawed Polished Oak throughout.</small> | |
| Victrola IX "Cabinet That Matches" (Rack Interior) - - - | \$25.00 |
| <small>Doors, Front and Top, Polished Mahogany Veneer, Hand Rubbed.</small> | |
| Victrola IX "Cabinet That Matches" ("Tamaco" Interior) - - | \$37.50 |
| Victrola X "Cabinet That Matches" ("Tamaco" Interior) - - | \$37.50 |
| <small>Polished Mahogany Veneer throughout, Hand Rubbed.</small> | |
| Victrola XI "Cabinet That Matches" ("Tamaco" Interior) - - | \$40.00 |
| <small>Polished Mahogany Veneer throughout, Hand Rubbed.</small> | |

"Remember Your Regular Victor Discounts Apply"

The Talking Machine Company
 137 N. Wabash Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.

(Continued on page 46.)

cordially invites visiting dealers to make their headquarters at his office when in the city.

New Hornless Machine.

Jacob Fink, the well-known Chicago talking machine salesman, has applied for a patent on the new concealed horn talking machine. It is in the form of a ladies' writing desk and can be constructed in a variety of artistic designs. Either cylinder or disc machines can be incorporated in it. The mechanism and turntable are in the drawer of the desk, the sound issuing from two pigeon holes, the doors of which can be regulated according to the volume of sound desired. S. R. Rabinoff, of room 401, 67 West Washington street, is jointly interested with Mr. Fink in the ownership of the invention.

Good Salter Trade.

The Salter Mfg. Co. are enjoying an excellent business on their excellent line of disc and cylinder record cabinets. The new line of music cabinets which has been placed on the market by the house, is also meeting with most favorable reception.

Prosperous Wurlitzer Business.

The wholesale talking machine business of the Rudolph Wurlitzer Co. has continued to expand along large lines the past month. The Wurlitzer service on both Victor and Edison goods is to-day more perfect than ever as a result of the perfect system followed in all branches of the business.

F. K. DOLBEER'S LONG TRIP.

Sales Manager for Thomas A. Edison, Inc., Reaches Chicago, Homeward Bound from the Pacific Coast—Reviews Conditions as He found Them in the Various Sections Visited—Great Prosperity in Western Canada—Reform Movement Hurts Business in Seattle—Looks for Business Boom in San Francisco During Next Four Years—Found Jobbers and Dealers Enthusiastic Over Standardizing of Equipment of Edison Cylinder Machines.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1911.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., arrived in Chicago Monday of this week on the tail end of a long journey which took him to the Coast. He left Orange nearly two months ago, and after a day spent in Chicago visited successively St. Paul and Minneapolis, Winnipeg, Calgary, Vancouver, Victoria, Seattle, Portland, Spokane, San Francisco, Los Angeles, Salt Lake, Ogden, Butte, Helena and Denver. He was compelled to cut down his route list somewhat, as it became necessary to reach home this week. In a chat with The World representative Mr. Dolbeer briefly reviewed conditions as he saw them in the various sections visited.

"At St. Paul and Minneapolis," said he, "I found our jobbers all reporting an exceptionally fine business. While there I was approached by the head of an important concern who wished to place a very large jobbing order. I turned the proposition down, however, owing to our very excellent representation in the Twin Cities. I never saw such prosperity as that existing in the entire Western Canadian territory. The rapid development of the country and the immense wheat crop has filled the pockets of the people with ready money, and there is going to be a mighty big business done this fall and winter in all lines.

"Coming down the coast I found business in Seattle a little 'off,' attributable in a measure to the reform movement there. This deterrent effect will be only temporary, no doubt, and I was impressed with the difference in the city as compared with my last visit, three years ago. There has been a great real estate boom, and the city has grown and improved wonderfully. The same thing is true of Portland, where, however, present trade conditions are particularly good. I visited some of the little towns around the Oregon metropolis, and was impressed with the great prosperity of the district due to the great fruit crops. At Spokane I found conditions just about normal.

"Everyone knows that San Francisco has been



F. K. DOLBEER.

very quiet for months, but the trade is turning. Business is picking up unmistakably. I got there just at the time of the breaking of the ground for the Panama Canal Exposition buildings, at which President Taft officiated. From now on for the next four years Frisco is going to be one of the big boom towns of the country. From the viewpoint of our own particular product business out there is excellent right now. Our jobbers at both San Francisco and Los Angeles are doing a good business and California is booming up better than many other sections. At Salt Lake, Ogden and Denver business is very fair. The sugar beet industry is thriving wonderfully, and while the crop is big prices are up. This peculiar condition is due to the contracts between the factories and the growers providing for a rising scale of prices from year to year during the existence of the contract, irrespective of the size of the crops. This, of course, was done to encourage the growers and insure a steadily increasing supply. It naturally has a big effect on general business, especially when, as this year, you get a combination of big crops and high prices. Generally speaking, I found business better than a year ago."

Mr. Dolbeer says that he found jobbers and dealers "tickled to death" over the standardization of the equipment of Edison cylinder machines. He looks for a new demand for the new Opera \$90 and the new model B Amberola. Orders already placed show the faith the jobbers have in the selling power of the new types.

Mr. Dolbeer was speaking on the eve of the judicial election in Chicago, and in which he felt a particular interest on account of the candidacy for the Superior Court of Cook County of Clarence N. Goodwin, brother of C. E. Goodwin, manager of traveling salesmen for the Edison Co. "I certainly hope he will win. I have known him for years," said he, "and know him to be not only a man of fine character, but an excellent lawyer and a man of essentially the judicial type of mind. He would make a fine judge."

It is interesting to note that Mr. Goodwin's wishes materialized, as Mr. Goodwin was elected.

Mr. Dolbeer left on the early morning train Tuesday for Milwaukee, and on his return went immediately to Indianapolis, and from thence direct to Orange.

HOW TO TREAT CUSTOMERS.

Various Little Courtesies That Tend to Influence a Purchaser to Return to the Store.

"Hard and fast rules governing the treatment of customers by the people of the store force," said a retail man recently, "cannot be rigidly enforced, in my opinion, because every customer will require different treatment, and every clerk who is at all acquainted with the requirements of his position should know instinctively the best way to please each particular buyer.

"But a certain general policy of treating customers, subject to such variations as each particular case may require, is well worth establishing, and will be found to result not alone in better business, but also in creating for the store a higher esteem in the minds of its customers.

"Take, for example, the matter of addressing the customer by name. I don't say that the clerk shall bluntly ask the name of the person to whom he is selling goods, but if he learns the name, and the person to whom it belongs is a regular customer or likely to become such, it has unquestionably a good deal of weight.

"Another detail that I like to see observed is for a clerk never to play favorites or neglect one customer to serve another who may be an acquaintance or a buyer whom he has come to look upon as particularly his own. I do not think that such a system is conducive to the business of the store. The favored customer may be pleased, but the one who is discriminated against is sure to be offended, and the future business of that person may be lost."

CABINET MAKERS AS BALL PLAYERS.

Team of the Udell Works, Indianapolis, Ind., Capture Championship of the City League.

Figuring on the basis that the employes of the Udell Works, Indianapolis, Ind., put the same amount of skill and energy into the making of the Udell cabinets as they do into playing baseball, the high standing and success of the Udell line is readily explained. The accompanying illustration shows the Udell Works' champion ball team for the season just closed, and also the cup which



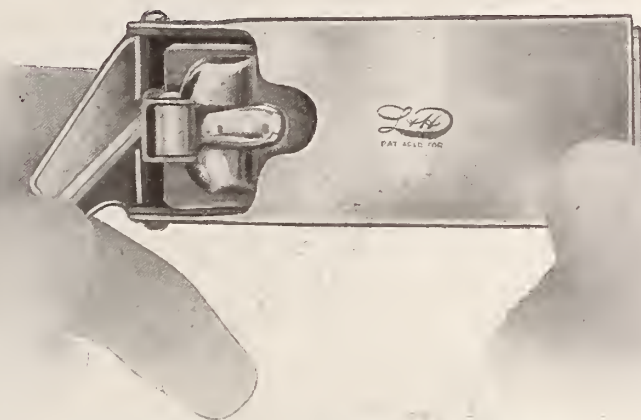
THE TEAM THAT CAPTURED THE CHAMPIONSHIP.

they won and which indicates that the Udell boys hold the championship of the City League after some strenuous playing. The officers of the Udell Works are proud of the ball team, and backed it up to the limit every opportunity. At the close of the season the officers entertained the members of the team at a chicken dinner, which was an occasion that will long be remembered by everyone who participated.

You can become a good salesman, even if you at first lack all the prime essentials. There are men born with the selling ability in their mouths, like the traditional gold spoon. And to be born with an obvious talent is a thousand times better than being born with a mouth full of gold spoons. But better be born with energy, enthusiasm, ambition and no talent, than with a talent and no ambition to make that talent of value.

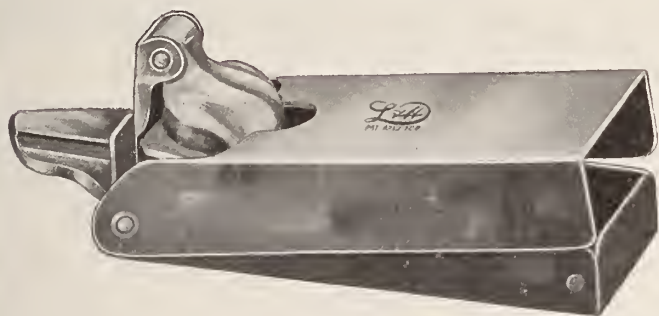
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

Lyon & Healy

CHICAGO

PROGRESS OF THE DICTAPHONE.

E. D. Easton, President of the Columbia Phonograph Co., Gen'l., Gives Some Interesting Facts Regarding the Development of That Successful Office Appliance—How the Dictaphone Has Facilitated the Work of the Official Reporters of the House of Representatives—The Great Saving That Has Resulted.

In an informal chat with E. D. Easton, president of the Columbia Phonograph Co., General, Tribune building, New York, a representative of The Talking Machine World learned many interesting facts regarding the progress of the Dictaphone as a money, time and labor-saving machine.

"The graphophone," said Mr. Easton, "has been used constantly since 1889 for stenographic purposes and has become almost indispensable to those who make a business of reporting proceedings of courts, conventions, investigating commissions, legislative bodies and other public hearings of which a verbatim record is required. I am in a position to know just how valuable the graphophone is to the busy Senate reporter, for instance, having served as an amanuensis in the Senate in 1875-76 and as a sub-reporter in the House of Representatives at Washington in 1888. At that time I was the only one of the five reporters on duty to use the graphophone exclusively, and it saved me many hours' time while the other reporters were compelled to labor far into the night.

"The present-day 'Dictaphone,'" continued Mr. Easton, "is the direct descendant of the machine I used in 1888. The fundamental principles being the same, with the addition of modern improvements and later-day inventions necessitated by increased service demanded of the machine.

"A splendid illustration of the saving of time and money effected by the use of the Dictaphone may be had in the reports of the debates of the United States House of Representatives and Senate. In both of these bodies there is a corps of expert stenographers, one of whom is always on the floor of the chamber when in session. The work of reporting proceedings is divided among these corps in such a way that each reporter is engaged in taking notes of proceedings for a lim-

ited time only. He then retires and another reporter takes his place on the floor, while the first dictates the notes he has taken. This alternation of reporters is kept up throughout the day's session, as it is essential that a printed report of proceedings shall be on the desk of every member or Senator at the beginning of the next day's session.

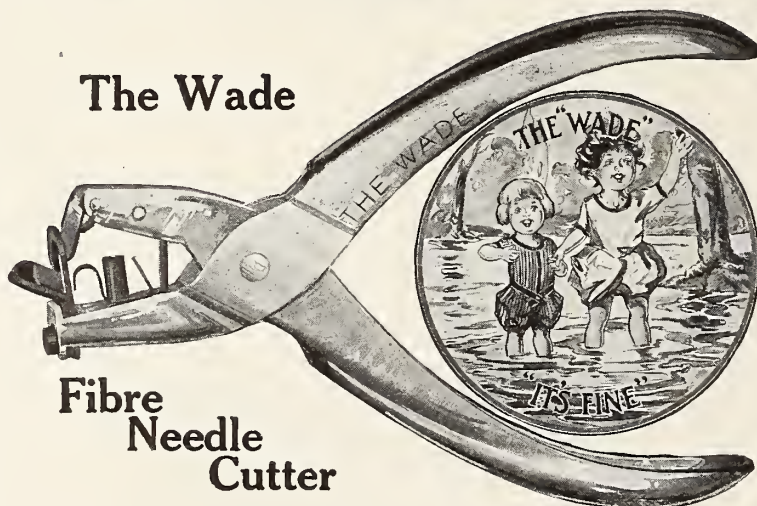
graphic amanuensis, and each one of them had two or three such employes to maintain. In the Senate the amanuensis staff was general, six or eight such employes being engaged during each session. When the dictation machine was introduced the amanuensis force was immediately cut in half, as it was found that one typist working



SENATE REPORTERS AT WASHINGTON.

Under the old system, the official reporters, on retiring from the chamber, would dictate their notes to a staff of stenographic amanuenses, passing from one amanuensis to another in order to distribute the work systematically and insure quick delivery of transcripts. In the House of Representatives each reporter employed his own steno-

from a dictation machine could produce as much copy per hour as two stenographic amanuenses writing from shorthand notes. This meant an immense saving to the official reporters in salaries of amanuenses. But a feature which they appreciated almost, if not quite, as much as the payroll economy, was that within one hour after the adjournment of the chamber for the day, the transcript of the day's proceedings was complete, thus permitting the official reporters to close their day's work several hours earlier than they had been able to do under the old system."



At Last!! The Simplest, Cheapest and most Perfect device for repointing Fibre Needles—The "WADE" "It's Fine."

SIMPLEST to operate—the pleyer motion.

CHEAPEST in first cost and maintenance—\$1.50.

PERFECT new playing points—8 or more to each needle.

Your regular discount applies. Ours is a single profit. Yours is manifold. Every purchaser of a "Wade" Fibre Needle Cutter becomes a regular Fibre Needle Buyer, and every Fibre Needle user becomes a more enthusiastic Record Customer.

Write for sample and additional information

WADE & WADE 1227 EAST 46th STREET
CHICAGO, ILL.

WAS HE A CRANK?

A man who buys quite a lot of hardware for his country home, went into a retail store in New York and asked for a half-dozen steel hooks. The young woman at the silver counter whom he addressed, said: "If you will go back, someone will wait on you."

He "went back," and stopped and waited. A half-grown boy sat at a desk, looking over a slip of paper. He neither moved, nor looked up. A young man sat at another desk, talking earnestly with a caller. He made no move, nor did that other clerk who was doing up a bundle, nor did another who was studying a slip in his hand.

The customer—or rather the man who wanted to be one—stood for two minutes and waited, says the Hardware Dealers' Magazine. Then he went back to the girl. "Mr. Blank don't seem to be in to-day," he said, in reference to the proprietor.

"He's upstairs," said the girl.

"It looks so," said the man.

The girl went on dusting one of her cases.

"I 'went back,'" he said, "but no one seems in a trading mood to-day."

"Yes?" said the girl. Then she called out: "Robert?" No answer.

"Mr. Brown?" Dead silence in the store.

"I don't know what is the matter with them," she said, with a sigh.

"I do," said the man. And he left the store.

Just plain punctuality is an asset which pays a heavy dividend in social favor and business advancement right from the start and raises the percentage of returns from year to year.

From Bonci:

I must say a word of congratulation to you upon the way you are issuing each and all of the records I sang in Milan for the Fonotipia Company. I never let a record go out to the public without first hearing it, and putting my private mark upon the matrix. Your Columbia-Fonotipia Records of my voice are wonderful reproductions. They are more—they are my voice itself. Those of my friends who are unable to hear me personally would do well to obtain some of my records issued by you.



A. Bonci

Columbia Phonograph Co., Genl., Tribune Building, New York

HAPPENINGS IN THE ST. LOUIS TRADE.

E. B. Walthall Resigns as Local Columbia Co. Manager to Go with O. K. Houck Piano Co.—Succeeded by D. S. Ramsdell—New Company to Conduct Record Exchange by Mail—Scarcity in Supply of New Model Victrolas—New Talking Machine Department in Schaper Bros. Department Store—Thiebes Piano Co. Doing Some Good Advertising—Interesting Personal Items—Holiday Business Opens with Columbia Co. Branch—Recent Visitors of Record—Arrested for Larceny of Talker—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 10, 1911.

E. B. Walthall, for several years manager of the Columbia Phonograph Co. store in this city, has resigned to go with the O. K. Houck Piano Co. of Memphis, where he will have charge of the talking machine department. D. S. Ramsdell, assistant manager of the Columbia store in Chicago. This change takes neither man to an entirely new field, for Mr. Walthall was with the O. K. Houck Co. before he went to the Columbia, and Mr. Ramsdell was in St. Louis for four years, going to Chicago from here about four years ago. Mr. Ramsdell was in St. Louis with the Victor Co. when they had a store here, and remained for a year after the store was sold. Mr. Walthall will leave St. Louis with the best wishes of the trade and will leave here an enviable reputation as a gentleman and a talking machine hustler. The regret at parting with him is lessened because of the coming of Mr. Ramsdell. The new manager of the Columbia Store announces that he will steer clear of radical changes and he sees no reason at present for making any such. Business will continue much in the same way. He will lend his energy to office management and the jobbing trade, and C. W. Byers, the assistant manager, will handle the retail trade. It is stated that Mr. Walthall and his superiors differed on a matter of policy and Mr. Walthall stood by his guns.

The Record Supply Co. is being promoted here as a mail order proposition. The idea is chiefly for an exchange of Edison records at a fee of perhaps 10 cents each, the company to pay transportation one way. The capital being sought is \$2,500, and as the stock has not all been subscribed the promoter declines to permit use of his name. He asserts that a few years ago he tried out such a plan and found it very successful, but owing to other business he was forced to give it up just as the repeat orders were lessening the per cent. of advertising cost. Eventually the plan is to build up a mail order business for record sales also. The promoter asserts that only cylinder records can be so handled, that careless handling damages disk records so quickly that it would be impossible to include them in the deal.

The Victor stores here are really much distressed over the demand for the new models of Victrolas. Harry Levy, of the Aeolian Co., says that he is unable to fill orders as filed, as that it keeps him busy figuring percentages for distribution. One feature of the recent business handled

by that company has been orders from other jobbers who failed to see the coming popularity of models IV, VI and VIII, and did not register their orders with the factory. Some of the houses are taking all they can get from this point, which, of course, leaves them no profit in re-shipping them to their own trade. Mr. Levy also reports an excellent demand for model IX and very good demand for model X. "Our business has been excellent," said Mr. Levy, "and we have been shipping heavy orders dependent upon the number of the small machines we are able to supply. The demand aroused for these machines and their scarcity has turned a good many customers to higher priced instruments and, of course, is booming the record trade. We saw this demand coming and placed a good round order, and have been faring well comparatively, but have not had near all the machines we need. Our retail trade is fine, last month being the best October we ever experienced."

The Schaper Brothers Department Store has installed a talking machine department through the Aeolian Co. The department is in charge of Mr. Marks, who is an enthusiast, and he sees in the new low-priced machines a splendid opportunity for cash sales in department stores. He also appreciates the growing possibilities of record sales, and believes that shoppers will soon come to include these in their daily trips down town. The department has been placed on the second floor, and the plan is to include it in the new rest rooms that will be completed by spring so that women shoppers may have the opportunity of listening to the concert supplied by the record demonstrators. The Grand Leader Department Store, which has handled talking machines energetically for two years, finds the low priced machines excellent for their trade.

The World correspondent had to wait at the Thiebes Piano Co. until Manager Robinson completed the sale of a Victrola XVI and started one of his assistants on a \$100 record sale. When free Mr. Robinson said that previous unavailing efforts to see him had been due to the same cause; that he had been tied up much of the time with large sales. "The trade has been very responsive to encouragement," he said. "The demand for models IV, VI and VII has been too heavy if anything, and we have not been able to supply all, but a good many of these customers have departed with higher priced machines and our customers for \$50 machines have frequently accepted XVI models. The appreciation of the better quality of machines is a growing feature of the trade." The Thiebes Piano Co. is doing some advertising that has attracted wide attention by placing their advertisements adjoining those of the Victor Co. announcing their monthly record features and causing them to supplement the parent advertisements in display and subject matter. The Paderewski advertisement for October was especially striking. As to record sales, Mr. Robinson declares their business is growing beyond expectations.

The Bollman Brothers Piano Co., who are now pushing the talking machine department, made quit a hit with an original window design this week. Victor machines were grouped about a

dummy salesman and named into a family. The price values of the various members of the family are amusing. The ratings were: Grandpa, \$200; Grandma, \$150; Daddy, \$125; Mother, \$100; Brother, \$60; Aunt, \$50; Sister, \$40; Nephew, \$32.50; Niece, \$25; Baby, \$15. The only trouble with this window and its results was the difficulty of keeping enough machines in stock to keep the family party intact.

The May, Stern & Co. furniture house is advertising "talking machine bargains" in show window displays without pricing the individual machines.

Charles L. Byars, retail sales manager for the Columbia Co., says trade is fine and they are doing a holiday business. "We are not pushing our low-priced machines," he said, "but are finding good results from efforts without better machines. The new model, Nonpariel, had made a distinct hit with this trade, and we believe conditions are ready to grab the De Luxe, of which we expect shipments within ten days. We recently sold a Favorite model to the Central Y. M. C. A. of this city, where it will be used for concerts and parlor pastimes, and it is giving excellent satisfaction. The record sales are more than satisfactory and we certainly have no complaints." Mr. Byars also reported that jobbing trade in the St. Louis territory was looking up in a very pleasing manner and the prospects were for a good winter's business.

Mr. Chandler, from the Edison factory, spent several days in this territory, making his headquarters at the Silverstone store.

A talking machine matinee made a hit at the city hospital here last week and will be continued. Supt. Bauer said the effect of the music on the patients was decidedly beneficial. The program was largely classical.

H. C. Tunehorst, Edison dealer at Jerseyville, Ill., was a recent St. Louis visitor.

James H. McGillbride, manager of a saloon at 1807 Market street, and Curtis Payne, of 2721 Ann avenue, have been arrested on a charge of petit larceny preferred by William N. Browning, a salesman for the Columbia Co. Browning was told he could sell a machine by calling at the saloon. He went there and was introduced to Payne by McGillbride as a probable purchaser. Payne said he was Frank Williams, of 921 Morrison avenue. He bought a \$25 machine and nine records, for which he paid \$3 down and was to pay \$1 a week. The next day the firm investigated and found no Williams at the Morrison avenue address and the arrests resulted. Payne admitted the subterfuge, but said he intended to keep up the payments. McGillbride had the machine at his house. It was recovered there. He said he was keeping it for Payne, who asked him to take charge of the machine for him. The Columbia Co., however, claims it has suffered several such deceptions recently and so preferred charges against both men.

District Auditor Roos, of Chicago, has been a recent visitor at the Columbia store.

• Mark Silverstone, the Edison jobber and retailer, has another mystery window display. This time it is a wireless incandescent light. The light

HAPPENINGS IN ST. LOUIS TRADE.

(Continued from page 51.)

is apparently well insulated on top of a piece of plate glass with a dynamo on the floor of the show window. The connection between the light and dynamo is not obvious, to say the least. Accompanying the exhibit, which constantly has a crowd in front of the window, is a card announcing: "The light of the future, the wireless light, but in the meantime light up your home with a talking machine."

Mr. Silverstone was quoted last month as promising his wife to give up mystery attractions, but he now explains that he became so pre-occupied about home when deprived of the pleasure of working these devices out, that Mrs. Silverstone advised him to get to work in the shop again.

L. A. Cummins, Victor traveler in this territory, reports that he sold the largest department store in Decatur, Ill., an opening order of \$1,900. The store will have four booths for record demonstration and Mr. Cummins remained to break in the new manager. Another department store at Pekin, Ill., placed a first order with him of \$600. Recently, Mr. Cummins states, he has acquired the \$500 order habit, and he expects to stick with it. After this stroke of good business he spent two days in Chicago, and reports talking machine business there as booming.

The Aeolian Co. printed Sunday a large advertisement offering a free trial of the \$200 model Victrola. The machine will be placed in any home upon the purchase of twelve records, the selection left to the customer. At the end of 30 days the machine may be returned without obligation, but no refund is permitted on the records. The plan is expected to work throughout the St. Louis territory, as out-of-town sales will be credited to the dealer in whose territory the machine is placed.

OPERA AIDS INDIANAPOLIS TRADE.

Week of Grand Opera Results in Many Sales of High Priced Records—Some Strong Wulschner-Stewart Co. Advertising—Featuring the New Models of Machines—Big Piano House May Install Talking Machine Department—What Various Houses Have to Report.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1911.

The week of grand opera here at the Murat Theater recently has been "the big thing" in the talking machine field. The Aborn Grand Opera Company appeared at the Murat in several different productions and Indianapolis people took advantage of the opportunity, the large theater—one of the largest in the West—having large crowds ever night. Several of the talking machine houses reported that they had immense sales of records as a result of the week of opera and all took notice of it in their advertising.

The Wulschner-Stewart Co. had some classy advertising for their Victor department in connection with the opera week. The advertisements of this company were generously illustrated and attention was called to the records of different operas being presented at the Murat and handled by the Wulschner-Stewart Co. Emphasis was laid on the various artists that had made the different grand opera records. Among the productions given at the Murat were "Martha," "Madame Butterfly," "Thais," "Tales of Hoffman," and others. Mr. Barringer, manager of the Victor department of the Wulschner-Stewart Co., said the opera week brought a rush of record business.

The week of opera also brought business to the Musical Echo Co., which handles the Victor line. The quartet from Martha proved to be an unusually good seller with this company.

The Columbia Co. also reported a good business on grand opera records as a result of the week of grand opera, as did the Kipp-Link Co., who handles the Edison line. The latter company announce that they have just received a large shipment of grand opera records.

The advertising man for the grand opera company took notice of the fact that talking machine records are good grand opera boosters and at-



Getting closer all the time

A far-sighted dealer will see the cloud of sky-dust and hear the jingling of the Christmas bells long before the sleigh of Santa Claus swings into view.

That's one way of saying that Christmas is bearing down upon you. Soon the buyers will be out in force. And they will want what they want when they want it.

Sometimes you can tell a customer to wait, and get away with it.

But there's no waiting at the Christmas season! You've got to be there with the goods. If you are not, the "other fellow" gets the business.

Don't allow that! There's ample time to stock up with sufficient goods to satisfy every Christmas buyer; but the ample time is fleeting. If you don't grab it by the forelock and hold on tight, the Christmas shopping season will be a nightmare to you. You'll see money walking out the front door.

But no customer need call on you in vain if you get in touch with us now. We have everything in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fiber cases, horns, repair parts, and all accessories.

And we ship all orders the same day they are received.

Remember that—the special job we have cut out for ourselves is instant delivery.

And if you do fail to stock up sufficiently to meet the Christmas rush and fall down on any Christmas order, you'll find us right here ready to help you.

Drop us a card now and get our latest catalog and our booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



tractive cards calling attention to the show and to the different productions that could be had in the form of records were distributed to the various talking machine stores and were displayed to advantage.

The Columbia Phonograph Co. played a big card last week as the exclusive handlers of the Bert Williams' records. Bert Williams, the colored comedian, was in Indianapolis at English's Opea House with the "Follies." Williams is a popular player in Indianapolis and he had about as much space in the newspapers both before and after he arrived in the city as all of the rest of the show put together. Mr. Devine of the Columbia Co., announced that he had a good sale on the Williams' records.

The Columbia Co. has been featuring the Grafanola Nonpareil in their show window, using as a basis for the arrangement, the illustration on the new Columbia catalog. From the horn space of the machine copper wires were strung and these were covered with smilax and vari-colored flowers with birds of brilliant plumage placed here and there among the flowers. It made a very attractive display and invited the consideration of those who passed the store.

Talking machine men of Indianapolis generally say that the best selling record since "The Preacher and the Bear" is "Alexander's Rag Time Band." The popularity of the latter record it is said is even greater than that of the famous "Casey Jones."

Business this month has opened up in a most encouraging way with the leading concerns, and high-priced machines were in good demand.

The Musical Echo Co., handling the Victor line, have been having a good business in the higher-priced machines. For a time nearly all of the demand was for Victrola IV, but now it is for Victor VI and VIII as well.

The Wuschner-Stewart Co. report that they have been unable to get enough of the same Victrola styles from the factory to supply the demand, either in the wholesale or the retail department.

Encouraging reports were given out by O. A. Gressing for the Victor department of the Aeolian Co. Last month's business in this department, Mr. Gressing said, was excellent with prospects good for its continuance.

Some months ago it was rumored that another of the big piano houses was going to put in a talking machine line at an early date. However nothing has been heard about it recently and it is believed that the plan has been dropped. The manager of the store that had the venture in mind had nothing to say about it for publication at the time. Among the big piano stores that have put in talking machine lines in the last few years are the Wulschner-Stewart Co. and the Aeolian Co. One of the piano concerns to drop out the talking machine line was Carlin & Lennox, now the Carlin Music Co., since the retirement of E. L. Lennox from the firm.

It is believed now that the talking machine business has settled down in a pretty steady way in Indianapolis. It is not believed any new stores of consequence will be started soon, nor will any go out of existence. It can be said that all of the downtown talking machine stores that exist now are creditable institutions. All have comparatively large floor space and all are well equipped. The talking machine business has seen a large improvement in Indianapolis in the last few years.

SANITARY GLASS MOUTHPIECE.

A sanitary glass mouthpiece has been produced for use on the speaking tube of the Dictaphone. This accessory has been adopted, not for the sake of providing another separate article of merchandise, but to meet a demand which has grown out of the similar device now coming into general use on telephone transmitters.

The mouthpiece is of rough enameled glass, thick and smooth, not easily broken, which, together with a disc of antiseptic gauze, is clamped into the nickel-plated ferrule at the end of the tube.

BUSY TIMES IN CLEVELAND.

Distributors Without Exception Report an Active Demand for Talking Machines and Records of All Kinds—U-S Phonograph Co. Bring Out New Hornless Machine—Some Recent Visitors to the Factory—Columbia Co. Close Excellent Month's Business—What Lawrence Lucker Reports—W. F. Frederick Piano Co.'s New Quarters Most Attractive—Collister & Sayle Co. Incorporated—Other Items of Interest Worth Recording.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 10, 1911.

Without exception every distributor in the city reports an unprecedented demand for the entire line of talking machines and records, while the retail dealers were never busier than they are at present, and were throughout the month of October. The showing is certainly a most gratifying one, and much of the increased activity in the trade is aducible to the low-priced hornless machines which appeal to the masses of limited means, without affecting business in the higher priced grades. The dealers generally are calculating on a large holiday trade and are laying in large supplies accordingly.

At the annual banquet of the Cleveland Chapter of the Sigma Chi fraternity over fifty members were in attendance. Victor Sincere, of the Bailey Co., acted as toastmaster, and presented the chapter with a loving cup. Music was furnished by the Sigma Chi Orchestra and Victrola records by Mr. Sincere.

R. B. Carnahan, Ravenna, O., whose place of business was burned last spring, has rebuilt, and is now occupying the new store. Besides his established piano business he is now handling the Victor and Edison line of goods and has a fine trade in both.

Miss B. M. Pierce, who was bookkeeper for the Eclipse Musical Co. for seven years, was recently married to W. E. Patterson, a prominent attorney of this city.

Continued expansion of business is the marked feature of conditions with the U-S Phonograph Co. The factory is in constant operation, fully-manned and pressed with orders. The company are receiving flattering reports and large numbers of orders from their various agencies and new dealers, and the outlook is of the most encouraging character. The new U-S Phonograph, the "Royal," a \$50 concealed horn type of machine, in both oak and mahogany, is now on the market, and is meeting with universal favor. The company will be hard pressed to meet the demand for this machine, and certain departments of the factory are now working overtime to keep up with the demand.

John Kaiser, manager of the U-S Phonograph Co.'s recording laboratory in New York, spent several days at the factory the last of October. He expressed himself highly pleased with the outlook and prospects. E. E. Prairie, of the New York office of the company, also spent a day at the factory last week. He left pleased with the existing prosperous conditions. E. B. Bowling is traveling the State of Ohio, and E. T. Haile the State of Indiana for the U-S Phonograph Co. They report they are meeting with splendid success.

W. C. Patrick, of the Chicago branch of the U-S Phonograph Co., has resigned and engaged in the gas engine business. His position has been filled by H. A. Thomas.

The Columbia Phonograph Co. report conditions are of the most satisfactory character. A. W. Robertson, assistant manager, said: "We have just closed a very successful month's business both in the wholesale and retail departments and also in the dictaphone department. We have a number of excellent prospects of the coming month's business, and have every reason to believe that the next thirty days will outstrip the past month's successful business. The new hornless graphophones, at a popular price, together with the new electric-driven graphonolas, are attracting a deal of favorable attention. In our wholesale department several new dealers have



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Ask The Man Who Owns One



The whole world is awakening to an appreciation of music. In America and abroad, devices of modern invention designed to transmit sound waves, are daily becoming known. Among these is The *Music Master* (Solid Wood) Horn.

Listen to music by the *Music Master* on a Talking Machine, and compare the resonant tone with any other Horn or Hornless Machine and you will be convinced of the musical possibilities only found in the Solid Wood Horn. It brings out the full tone values of vocal and instrumental reproductions.

EVERY HORN GUARANTEED.

The Holidays Are Coming!

Are you prepared to demonstrate the qualities of the *Music Master*? If not, write at once.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

signed up for Columbia products and others are on the way."

The business done by the Eclipse Musical Co. during the past month was reported larger by a large per cent. than the previous month. "Business is good," said Mr. Lowell, "and is getting better all the time. Especially satisfactory is our increasing trade in the wholesale department, both for machines and records. While the demand for Victor machines is general, it is especially marked for Victrola IVs and IXs. Our retail department is having a fine run of business in both machines and records and is all the while growing."

Miss I. A. Johnson, formerly in the talking machine department of Grinnell Bros., Detroit, is now with the Eclipse Musical Co. She has had a number of years' experience in the talking machine business.

The talking machine department of the B. Dreher's Sons Co. musical emporium has leaped at once into popularity. F. B. Guyon, manager of the department, said: "Business is fine and daily

increasing. The demand for machines is good and we are building up a large record trade. From the number of orders already booked, and the many inquiries we shall unquestionably have a large holiday business."

Very satisfactory conditions exist at the Edison jobbing house of Laurence H. Lucker. "Conditions in general with us are good," said A. O. Peterson, manager. "New accounts and new dealers are being constantly added to our lists. Our business for the last week in October was the largest since we started in Cleveland, and it is continuously expanding. The announcement that the Thomas A. Edison, Inc., are unable to put the new disc machine and records on the market until the first of the new year has caused great disappointment among all dealers and the public in general. I anticipate an immense business as soon as the new machines and records are placed on the market. Reports from dealers are that they have a large number of prospects."

One-half of the first floor, including the show
(Continued on page 54.)

The inside back cover of the Talking Machine World always carries a list of Columbia Distributors down the center. It is there in front of you now. Get into correspondence with the nearest one.



Columbia Phonograph Co., Genl., Tribune Building, New York

BUSY TIMES IN CLEVELAND.

(Continued from page 53.)

window, of the W. F. Frederick Piano Co., No. 1612 Euclid avenue, has been devoted to the display and sale of Victor goods. Reserving ample space in front for the display of machines, three large sound-proof parlors in mahogany finish, trimmed in enameled white, with beveled glass, have been installed. Each parlor is supplied with ample record racks, and the furniture in each, including tables, chairs and divans, is of different woods—mahogany, oak and wicker. The tables are supplied with finely designed electric lamps. The design and finish of the parlors and their equipment reflect the judgment and artistic taste of the manager, G. W. Watkins. N. H. Cook, who has had several years' experience in the talking machine business, is in charge of the department. He says business since opening the latter part of October, has been exceptionally good, and that in connection with the company's established piano trade a fine business is assured.

Mr. Coe, of the A. D. Coe Piano Co., says he is well pleased with the business and prospects of the talking machine department. The company is handling exclusively the complete line of the U-S Phonograph Co.'s goods, and has set apart considerable space, with demonstration booths, for the display of the various machines.

L. P. Davis & Co., Willoughby, O., representative of the Columbia Phonograph Co., reports that in that town is good and rapidly improving.

Since the death of George Collister, of the firm of Collister & Sayle, Victor distributors, the Collister & Sayle Co. has been incorporated, and the business will be continued as heretofore. Phil Dorn continues in the management of the talking machine department, and he reports the wholesale trade especially good and improving. In the retail department he stated the demand for the smaller type of Victrolas was more in evidence, and that the record sales were good and increasing.

The W. H. Buescher & Sons Co. report the most satisfactory conditions. "Business is fine," said Mr. Buescher, "and the indications are that we will have the largest holiday trade we have ever had. We already have a large number of orders booked for delivery next month, and the selections are of the highest priced machines and records. The only trouble we are having is the inability of the manufacturers to fill our orders; however, we expect to be able to meet the demand."

The department stores and dealers generally handling talking machines all report a prosperous business—in fact, the outlook could hardly be better.

The Victor Talking Machine Co. announce three records by Kubelik, the famous Bohemian violinist, who has made an exclusive contract with the Victor Co. for a term of years. The three records are: 74256, "Pierrot's Serenade," by Alberto Randegger, Jr.; 74255, "Zanateado," by Pablo de Sarasate, and 74257, "Perpetuum Mobile," Suite No. 3, Op. 34, No. 5, by Fred'k Ries, and will go on sale November 28.

TEACHING COURSE IN MUSIC.

Prof. Holmberg, of the State University of Oklahoma Tells How the Victor is Utilized in Connection with a Course in Music.

Prominent educational institutions, particularly those with musical departments, are finding the talking machine a valuable factor in their work. Noted teachers are recognizing its usefulness in varied forms. Sometime early last fall Mr. Womeldorf, of the Victor traveling force, sold a Victor-Victrola to the State University of Oklahoma, where the instrument has been used in connection with the course in music. The following is part of a letter recently received from Professor Holmberg, of the University, who has supervision over this line of study:

"I use this machine in connection with class work as follows:

"In teaching musical forms: We discuss a certain form, then pick out a record written in the same form and use it as a good example.

"In teaching music analysis: I use records to illustrate peculiar characteristics in folk-songs of the different nations, to illustrate peculiar dramatic qualities aimed at by a composer of grand opera, giving reasons why a bass voice, for an example, is used to picture a certain emotion, etc., and for making comparisons between the different treatment composers have practically given the same subject with the same principal emotions involved, for example, the duel scene in 'Faust' and 'Carmen,' the Mad Scene in 'Lucia,' and the last scene in 'Faust,' etc.

"In connection with musical history: I use records to illustrate style and development, beginning with the Gregorian chants and ending up with the ultra-modern opera and orchestra selections, of which I can get records.

"I find the machine helpful, and also find that the students get more out of recitations and lectures than they used to. In fact, I find that the students become very, very enthusiastic."

Many such letters have reached the Victor Co. from all sections of the country, and they show the place the Victor is steadily and securely taking in the schools, colleges and universities.

EXHIBIT AT BUSINESS SHOW.

At the fourteenth annual Business Show, which was held in Madison Square Garden recently, an elaborate exhibit of Edison business phonographs was made by the Seeley Office Appliance Co., 114 Liberty street, New York, who have the local selling rights for those machines in the city. The various improved models served to attract much attention from the visitors to the show and many excellent prospects were listed.

A VISITOR FROM WINNIPEG.

J. A. McCracken, of the Modern Office Equipment Co., Winnipeg, Manitoba, and district representative in Manitoba for the Dictaphone, was a New York visitor last week. As the guest of J. C. Button, of the New York office, he was conducted through the factories at Bridgeport, Conn., Saturday. Mr. McCracken left the same evening for Winnipeg via Toronto, at which city he spent a few hours conferring with J. P. Bradt, Canadian manager for the Dictaphone.

Every employer, whether he has a job for one man or for one thousand, is always on the lookout for one quality. He wants efficiency, honesty, loyalty, sobriety, punctuality, industry—they are indispensable, but the attribute which marks the chap whose head and shoulders are going to show the crowd is initiative.

Two Big Sellers Every Dealer Should Have!

VELVET TONE NEEDLE BALANCE

Fits All Victors and Victrolas and Prevents Scratching



Patented June 28, 1910

Special Offer to Victor Dealers

Send \$1.30 and we will mail you a sample Velvet Tone Needle Balance, retail value \$1.50, postpaid.

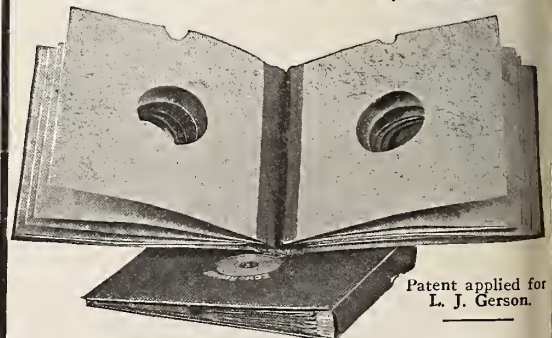
Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from wearing out from the cutting edge of the sharp needles used, return it to us and get your money back.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish of Taper Arm.

Booklet on application. Discounts to the Trade. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

ECHO RECORD ALBUMS FITS DISC RECORDS Every Make and Size



Patent applied for L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

Washington, D. C., Nov. 9, 1911.

PHONOGRAPH AUTOMOBILE ALARM. Joseph H. Erikson, San Francisco, Cal. Patent No. 1,001,830.

This invention relates to a phonographic automobile alarm, and particularly pertains to an automatic repeating attachment for phonographs and the like.

It is the object of this invention to provide an automobile alarm which is operated by a phonograph so as to produce spoken or musical warnings, and to provide automatic means by which the warnings may be controlled and given repeatedly, if desired.

A further object is to provide mechanical means by which quick action of the phonograph will be effected, both at the beginning and at the termination of the alarm, thus insuring the warning being quickly and sharply given and instantly cut off at its completion.

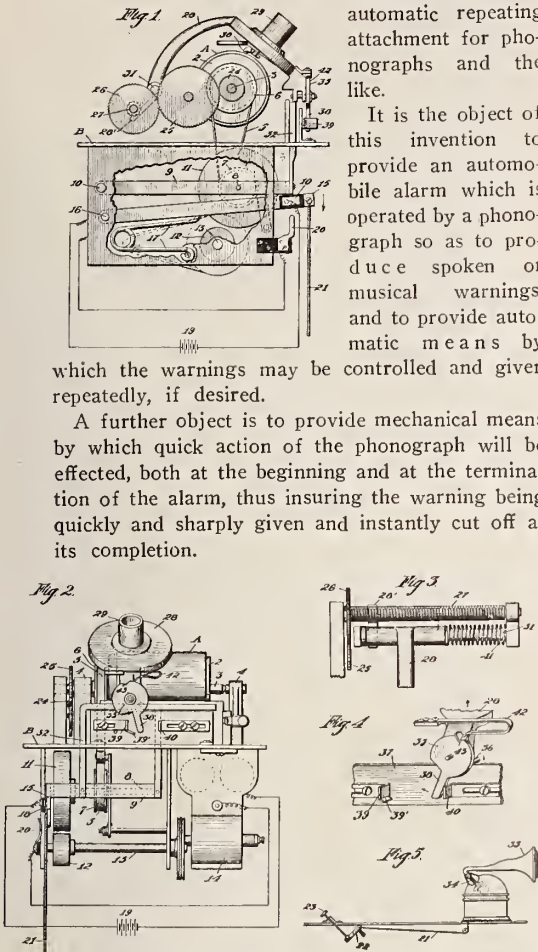


Figure 1 is a side view of the invention with parts broken away. Fig. 2 is a front view of the same. Fig. 3 is a plan view of the carriage actuating mechanism. Fig. 4 is a perspective view of the carriage tripping device. Fig. 5 is a view showing the invention as applied.

PROCESS OF MAKING METALLIC DUPLICATE SOUND-RECORDS. Frank L. Dyer, Montclair, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,659.

This invention relates to an improved process for making metallic duplicate sound-records, whether of cylindrical or disc type, and the object is to provide a very simple process which can be carried out on a commercial scale for the production of an unlimited number of accurate metallic duplicates from a single mold or matrix. Metallic duplicates thus made will permit the effective production and reproduction of a record of very great fineness, say, of three-thousandths of an inch, or less in width.

The invention resides in the fact that by producing on the record surface of the matrix or mold an excessively thin coherent layer of so-called "cement copper," and by electroplating the metal thereon, the adhesion between the particles of cement copper and between the latter and the matrix or mold, on the one hand and the electrodeposited metal on the other, is so slight as to permit the ready separation of the electrodeposited metal, after which any of the cement copper adhering thereto, or to the mold, can be easily rubbed

off. When the mold or matrix is of a tubular form, the electrodeposited metal will exist as a shell and can be removed by collapsing the shell inwardly, but when the matrix or mold is in the form of a flat disc, the electrodeposited metal can be freely stripped off of the same. The shell or disc obtained in this way, carrying the representation of the record to be duplicated, is supported on a suitable foundation.

Figure 1 is a sectional view on an enlarged scale, of a portion of the matrix or mold with its film of cement copper deposited on the record surface thereof, and with the electrodeposited layer constituting the record surface of the duplicate; Fig. 2 a cross-sectional view illustrating the manner of removing the electrodeposited shell from the tubular mold; Fig. 3 a longitudinal sectional view of the composite cylindrical record with a metallic surface.

PROCESS OF MAKING DUPLICATE SOUND-RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,482.

This invention relates to an improved duplicate sound-record made of metal, or provided with a metallic wearing surface, and to an improved process of making the same, the object of the invention being to provide such a metallic record which shall be a very close copy of an original master, and to provide a process or method of producing them, which shall be capable of being carried out commercially in an effective way. Cylindrical sound-records at the present time are generally made of a wax-like material molded or cast within a hollow matrix, and disc records are formed of a somewhat harder material employing considerable quantities of shellac, the impression being secured from a flat matrix. In either case, the records are subject to wear which would be very largely increased if the attempt were made to materially diminish the size of the record groove. Cylindrical and disc records have also been made of a tough material, like celluloid, but such records are generally of poorer quality than those formed of a wax-like material, and they also appear to deteriorate with time. Moreover, a celluloid record would be subjected to objectionable wear if the attempt were made to materially diminish the size of the record groove. The making of duplicate copies of sound-records in metal has also been suggested, but in every case so far as the inventor is aware, when this has been done, the matrix has been destroyed so that the process would be obviously unsuited for use for the commercial manufacture of metallic duplicates.

Figure 1, is a section of a cylindrical mold many times enlarged and illustrating the duplication from a master having a record groove only three-thousandths of an inch in width, a portion of a metallic film being illustrated as being formed in

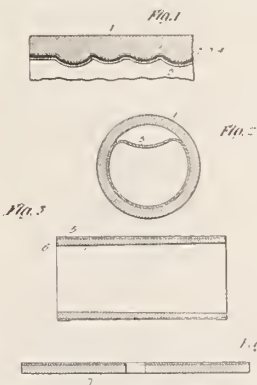


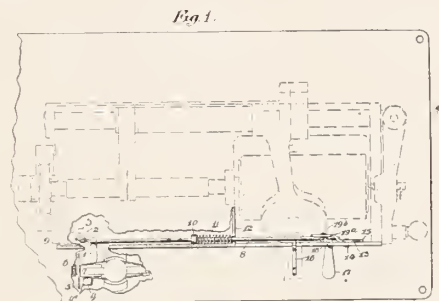
Figure 1, is a section of a cylindrical mold many times enlarged and illustrating the duplication from a master having a record groove only three-thousandths of an inch in width, a portion of a metallic film being illustrated as being formed in

the mold; Fig. 2 a cross-sectional view of a matrix or mold illustrating the manner of removing the duplicate record therefrom; Fig. 3 a longitudinal sectional view showing a complete cylindrical record with a metallic wearing surface; and Fig. 4 a corresponding view showing a disc record with a metallic wearing surface.

PHONOGRAPH. Edward L. Aiken, East Orange, N. J., assignor to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,002,479

This invention relates to phonographs and similar talking machines, on which provision is made for automatically stopping the rotation of the mandrel when the end of the record has been reached, and more particularly to instruments of this character in which a spring motor is used for furnishing the driving power.

This invention has for its object the application of such means to phonographs as now built and on the market, preferably in such a way that the device will be for the most part concealed so as not to detract from the appearance of the instrument.



This invention also has for its object to simplify the construction in such a manner that the brake which is automatically applied for stopping the spring motor will also act as a frictional member for determining the speed of rotation of the motor during the operation of the instrument.

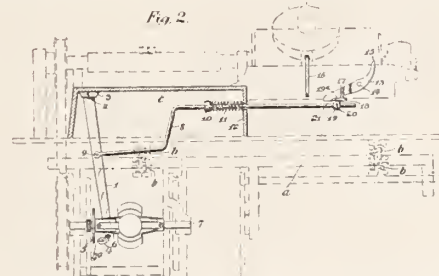


Figure 1 is a plan and Fig. 2 a front elevation showing in dotted lines a phonograph of ordinary construction and in full lines one form of device in which the invention may be embodied together with those parts of the phonograph to which it is applied and with which it co-operates.

DICTAPHONE RECORDER AND REPRODUCER. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,003,625.

This invention relates to talking machines designed for dictation purposes where it is desirable to have the recorder and the reproducer combined in a single instrument, to the end that the operator may readily shift from recording to reproducing, or vice versa, and more particularly the invention relates to the recording and reproducing element, or, as it is now technically known in the art, the combined recorder and reproducer. In this art, it is recognized that the recording device should be lighter than the reproducing device, or, to ex-

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As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

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press it another way, that the recording device should exert less pressure upon the record than does the reproducing device. It has, therefore, been proposed to make the recorder-reproducer with a single diaphragm having a recording stylus and a reproducing stylus mounted thereon and to provide means for shifting the recorder-reproducer so as to bring either one of the styles into operative relation with the record at will. It has also been proposed to mount a weight directly upon the recorder-reproducer and fixedly secured thereto, the relation of the parts being such that when the recorder-reproducer is adjusted into reproducing position the weight exerts a greater pressure through the style upon the record than it does when the recorder-reproducer is adjusted into recording position.

In application Serial No. 450,811, filed August 29, 1908, is shown and described, among other things, a recorder-reproducer having a single diaphragm provided with a recording and a reproducing style and means for shifting the recorder-reproducer so as to bring either style into operative relation with the record; and there is shown, co-operating with such recorder-reproducer, a weight mounted independent of the recorder-reproducer and, therefore, independent of the diaphragm mounting, with means for adding the weight to the recorder-reproducer, and hence also to the diaphragm, when the instrument is in reproducing position, and removing the weight therefrom when the instrument is in recording position.

This present invention is an improvement on that shown in said application and it consists, generally speaking, in a combined recorder and reproducer having a single diaphragm with two stylus points secured thereto and a weight pivotally mounted directly upon the recorder-reproducer (instead of independent thereof as in a former

application), with means for relieving the recorder-reproducer of the greater part of the weight when the instrument is in recording position and for applying the entire weight to the recorder-reproducer when the same is in reproducing position.

More specifically stated, the invention consists of a combined recorder-reproducer of the

character last described with a weight having its main portion located approximately over the recording and reproducing styles and provided with a plurality of arms connected by a suitable pivot to the recorder-reproducer at or near the neck portion thereof.

Figure 1 is a vertical section through the carriage of an ordinary dictating graphophone showing the combined recorder-reproducer in reproducing position; and Fig. 2 is a substantial horizontal section through the combined recorder and reproducer and its connecting parts.

SOUND AMPLIFIER. Albertis Hewitt, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,004,256.

This invention relates to sound amplifiers in general and more specifically to those used in talking machines. The principal object is to provide a sound amplifier by which the audibility of sound is increased and at the same time preserving its purity of tone and keeping it free from extraneous noises. A further object is to provide a sound amplifier in which sound waves passing therethrough are first amplified and then concentrated at a predetermined position or line of concentration. A further object is to provide a sound amplifier which also has concentrating means and which may be readily inclosed in a talking machine cabinet or casing. A further object is to provide a sound amplifier constructed of a rigid and substantially non-vibratory material, thus permitting

the sound waves to pass therethrough without being mingled with sound waves heretofore caused by vibrations of the casing of sound amplifiers previously used.

In the improved sound amplifier there is also provided means whereby the sounds emitted are best audible at the line of concentration and elsewhere equally audible at points of equal radial distance from the mouth of the sound amplifier within the area extending in front of the plane of the mouth of the horn.

Referring to the accompanying drawings in which similar reference characters indicate like parts in the several figures, Figure 1 is a vertical sectional view of my sound amplifier and a suitable enclosing cabinet; Fig. 2 a horizontal section of improved sound amplifier and the enclosing cabinet taken on the line 2-2 of Fig. 1; and Fig. 3 is a perspective view of this invention.

ELECTRIC BRAKE FOR GRAPHOPHONES. John F. Means, Oil City, Pa. Patent No. 1,004,059.

This invention relates to improvements in electric brakes for graphophones and the principal object is to provide an improved construction of electric brake mechanism for graphophones whereby the machine will be automatically stopped. Another object is to provide means whereby the circuit closing mechanism of the electric brake releasing mechanism may be adjusted to operate the

brake when the needle has reached any desired point on the record.

In the accompanying drawings Figure 1 is a plan view of a disc graphophone showing the application of this invention;

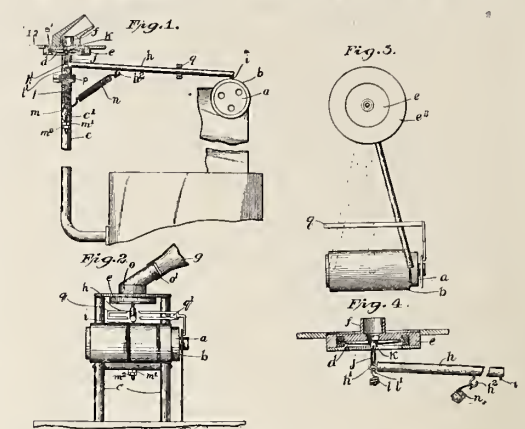
Fig. 2 is a vertical section taken on the line 2-2 of Fig. 1; Fig. 3 is a plan view partly in section on an enlarged scale, of the magnet and brake releasing mechanism; Fig. 4 is a vertical section taken on line 44 of Fig. 3 with the parts in retracted position; Fig. 5 is a similar view with the brake in operative position; Fig. 6 is a front elevation with the casing removed; Fig. 7 is an end elevation thereof; Fig. 8 is a detail cross section view through the horn showing the mounting of the contact carried thereby.

PHONOGRAPH. Clinton B. Repp, New York, N. Y., assignor of one-half to William E. Cook, Roxbury, Mass. Patent No. 1,003,655.

This invention relates to phonographs, more particularly to the mechanism relating to sound translation, and consists primarily in a phonograph embodying therein a diaphragm, means placing same under tension, a reproducer point and a vibratory member between said point and said diaphragm, whereby the vibrations resulting from

the engagement of said point with indicated sound waves on a record will be transmitted from said point to said diaphragm through said vibratory member.

Referring to the drawings: Figure 1 is a side elevation of a phonograph embodying this invention, the diaphragm and its sound box being shown in vertical section; Fig. 2 is a front view thereof; Fig. 3 is a plan view thereof, and Fig. 4 is an



enlarged sectional detail view of the diaphragm, sound box, interposed vibratory member and reproducer point.

STYLUS FOR SOUND-REPRODUCING MACHINES. Samuel Levin, Highland Park, Ill. Patent No. 1,003,474.

This invention relates to styli for sound-reproducing machines of the gramophone type, and has for its object to produce a new and improved necessity of changing the stylus at each operation as is necessary in the use of a stylus of the ordinary type.

In the drawings Figure 1 is a fragmentary side view of the rotary table and record disc, of an ordinary gramophone, with the ordinary reproducer in position thereon with the stylus engaging the sound

groove in the record, the view being toward the center of the rotary table. Fig. 2 is an enlarged detail, being a very much enlarged section on the line 2-2 of Fig. 1, and showing the sound groove in the record. Fig. 3 is a still more enlarged detail, being an enlarged section on line 3-3 of Fig. 2. Fig. 4 is a section on line 4-4 of Fig. 3. Fig. 5 is a view of the jewel as seen from the right in Fig. 3.

ET TU BRUTE?

I can write ads philosophical,
And deeply psychological,
But never tautological,
To fill a given space.
I have a natural proclivity,
For appeals to subjectivity,
Always read with keen avidity,
By all the human race.

With language iridescent,
My ads seem incandescent,
Filled with sparkling, effervescent
Thoughts galore.
And to frame up illustration,
Is a pleasant relaxation,
Just esthetic recreation,
Nothing more.

I believe, myself, implicitly
That I can get publicity,
With ads of that simplicity
For which the public yearns;
But tho' having each essential
That should make them influential,
They don't seem so dampotential,
For they never bring returns.

RECORD BULLETINS FOR DECEMBER, 1911

THOMAS A. EDISON, INC.

- EDISON AMBEROL RECORDS.
 840 Ring Out the Bells for Christmas.....
 Edison Concert Band and Edison Mixed Quartet
 841 Wallflower Sweet—"The Siren".....Reed Miller
 842 Whistling Pete.....Golden and Hughes
 843 Tyrolenne Serenade.....Harry S. Barbour
 844 O'er the Fresh Green Fields.....Henri Scott
 845 Pinafore Airs—No. 3.....Edison Light Opera Co.
 846 The Oceana Roll.....Billy Murray
 847 The Siren—Waltzes.....American Standard Orchestra
 848 O Loving Heart, Trust On.....Reed Miller
 849 Calm as the Night.....Elizabeth Spencer and James F. Harrison
 850 You're the Queen in the Kingdom of My Heart.....Roland Hogue
 851 Invercargill March.....New York Military Band
 852 Knock Wood.....Sophie Tucker
 853 If the Waters Could Speak as They Flow.....W. H. Thompson and Mixed Chorus
 854 Sweet Longing.....Venetian Instrumental Trio
 855 I'd Love to Lead a Military Band.....Ada Jones and Chorus
 856 The Rosary.....Elizabeth Spencer and Knickerbocker Quartet
 857 In the Shadows.....American Standard Orchestra
 858 Open the Gates of the Temple.....R. Festyn Davies
 859 When You're in Town.....Ada Jones and Billy Murray
 860 Will the Roses Bloom in Heaven.....Ethel Hepburn
 861 Charme d'Amour—Valse Lente.....Charles Deab
 862 Annie Laurie.....Marie Natelle
 863 Winter.....Billy Murray and Chorus
 864 If I Were King Overture.....Edison Concert Band
 EDISON STANDARD RECORDS.
 10526 With Sword and Song March.....National (London) Military Band
 10527 Will the Roses Bloom in Heaven?.....Ethel Tepburn
 10528 You'll Do the Same Thing Over Again.....Billy Murray
 10529 Good Morning Judge.....Sophie Tucker
 10530 Washington Waddle.....Premier Quartet
 TEN NEW RECORDS BY HARRY LAUDER.
 AMBEROL.
 12360 Jean McNeil.....
 12361 The Blarney Stone.....
 12363 Killiecrankie.....
 12368 The Referee.....
 12387 McGregor's Toast.....
 12400 Aye Waken O.....
 12401 Goodbye 'Till We Meet Again.....
 12415 I Wish I Had Someone to Love Me.....
 STANDARD.
 14080 The Scotch Errand Boy.....
 14081 Just Like Bein' at Home.....

COLUMBIA PHONOGRAPH CO.

- 12-INCH SYMPHONY DOUBLE-DISC RECORDS.
 A1070 Natoma—Vaquero's Song (Who Dares the Broncho Wild Defy?)—Herbert. Baritone Solo, orch. accomp.....Cecil Fanning
 Boccaccio—The Cooper's Song—Franz von Suppe. Baritone Solo, orch. accomp.....Cecil Fanning
 10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A1061 Spanish Eyes—Wenrich. Contralto Solo, orch. accomp.....Dolly Connolly (Mrs. Percy Wenrich)
 Open Your Eyes—Wenrich. Contralto Solo, orch. accomp.....Dolly Connolly (Mrs. Percy Wenrich)
 A1062 Der Schmetterling (The Butterfly)—Razek.....Kaltenborn String Quartet
 La Toupie (The Top)—Gillett.....Kaltenborn String Quartet
 A1076 Star of the East—Kennedy. Contralto Solo with Mixed Quartet, orch. accomp.....Roma Devonne and Mixed Quartet
 Medley of Christmas Carols. Vocal Quartet, Mixed Voices, unaccomp.....
 Agnes Kimball, N. Van der Veer, R. Miller, F. Croxton
 A1077 Just One Word of Consolation—Lemonier. Counter-Tenor Solo, orch. accomp.....Will Oakland
 Take This Letter to My Mother—Hays. Counter-Tenor Solo, orch. accomp.....Will Oakland

- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
 A5324 Love's Old Sweet Song—Molloy. Contralto Solo, orch. accomp.....Margaret Keyes
 The Meeting of the Waters. Contralto Solo, orch. accomp.....Margaret Keyes
 A5325 Il Trovatore—El Miserere (Ah, che la morte ognora)—Verdi. Soprano and Tenor Duet with Chorus, orch. accomp (in Italian).....Luisa Villani, Carlo Cortica and Chorus
 Il Trovatore—Selections—Verdi.....Prince's Orchestra
 A5326 Florodora—Vocal Gems—Stuart. Opera Selection, orch. accomp.....Columbia Light Opera Co.
 Florodora—Selections—Stuart.....Prince's Orchestra
 A5327 The Fortune Teller—Gypsy Love Song—Herbert. Bass Solo with Chorus, orch. accomp.....Frank Croxton and Chorus
 Naughty Marietta—I'm Falling in Love with Someone—Herbert. Tenor Solo, orch. accomp.....Charles W. Harrison
 A5328 The Messiah—Hallelujah Chorus—Handel. Chorus, orch. accomp.....Columbia Oratorio Chorus
 Stabat Mater (Rossini)—Movements from Overture—Mercadante.....Prince's Band
 10-INCH DOUBLE-DISC RECORDS.
 A1063 Irish Hearts—Evans and Frantzen. Banjo Solo, orch. accomp.....Fred Van Epps
 Pearl of the Harem—Guy. Banjo Solo, orch. accomp.....Fred Van Epps
 A1071 Oceana Roll—Denni. Baritone Solo, orch. accomp.....Arthur Collins
 Billy—Kendis and Paley. Soprano Solo, orch. accomp.....Ada Jones
 A1072 For Killarney and You—Teasdale. Tenor Solo, orch. accomp.....Henry Burr
 Goodbye, My Love, Goodbye—Ball. Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
 A1073 Texas Tommy Swing—Brown. Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
 After the Honey-moon—Berlin and Snyder. Tenor Solo, orch. accomp.....Walter Van Brunt
 A1074 Reminiscences of Ireland, Part I—Arranged by Godfrey.....Prince's Band
 Memories of Tara—L. O. DeWitt.....Prince's Band
 A1075 In All My Dreams, I Dream of You—Piantadosi. Tenor and Baritone Duet, orch. accomp.....Frank Coombs and Wm. H. Thompson
 I'll Go with You to the End of the World and Then to the World Beyond—Krouse. Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
 A1078 On a Christmas Morning—Currie. Prince's Orchestra
 Adeste Fideles (Christmas Hymn). Chimes Solo with Organ, Thos. Mills and Chas. A. Prince
 12-INCH DOUBLE-DISC RECORDS.
 A5329 The Girl of My Dreams—Dr. Tinkle Tinker—Hoschna. Soprano Solo with Chorus, orch. accomp.....Grace Kerns and Chorus
 The Siren—Wallflower Sweet—Fall. Soprano Tenor Duet, orch. accomp.....Grace Kerns and Chas. W. Harrison

UNIVERSAL TALKING MACHINE CO.

- ZON-O-PHONE DOUBLE-RECORD DISCS—10-INCH.
 Zon-o-phone Concert Band.
 5814 A—Winter—A Descriptive Fantasy (With the American Quartet).....J. Bodewalt Lampe
 B—The Naval Commander—March.....Fred W. Clement
 5815 A—Spring Maid Waltzes.....Heinrich Reinhardt
 B—Flower Girl—Intermezzo.....Percy Wenrich
 Zon-o-phone Orchestra.
 5816 A—Luxembourg Waltz (From the operetta "The Count of Luxembourg").....Franz Lehar
 B—Rendezvous Waltz.....Pedro de Zulueta
 5817 A—The Birthday Serenade.....Paul Lincke
 B—Carmenita—A Spanish Divertissement.....Emmett George
 MISCELLANEOUS SELECTIONS.
 With Orch. Accomp.
 5818 A—Music Caressing of Violins—Waltz Caprice (From "The Siren") (Leo Fall).....Inez Barbour and Harry Anthony
 B—Who is Sylvia? (Franz Schubert).....Wm. Wheeler

- 5819 A—I Want to Sing in Opera (From "The Siren") (Jerome Kern).....Boh Roberts
 B—Nelly Was a Lady (Stephen C. Foster).....Coombs and Thompson
 5820 A—Any Place the Old Flag Flies (From "The Little Millionaire") (George M. Cohan).....Billy Murray
 B—A Morning in Mrs. Riley's Kitchen (Steve Porter).....Steve Porter and Ada Jones
 5821 A—Wallflower Sweet (From "The Siren") (Leo Fall).....Inez Barbour and Harry Anthony
 B—Little Black Lamb (Theodore Morse).....Harriette Keyes
 5822 A—That Mysterious Rag (Berlin and Snyder).....Al. Campbell and Arthur Collins
 B—Santa Claus Song (Chas. T. Ellis).....Geo. P. Watson
 5823 A—In the Shadows (Herman Finck) (From "The Henpecks").....Helen Clark and Wm. Wheeler
 B—The Harp That Once Thro' Tara's Halls (Sir John Stevenson).....Henry Burr
 5824 A—Love Me (Albert Gumble).....Walter Van Brunt
 B—Sourkrot Is Bully.....Geo. P. Watson
 5825 A—When Sunday Rolls Around (Louis Wesley and Felix Arndt).....Jones and Murray
 B—Columbus Was an Irishman (Chas. Graham).....Steve Porter
 5826 A—Deep Down in My Heart (Tom Kelly).....Geo. W. Ballard
 B—Won't You Please Let Me Come Home? (Armstrong and Clark).....Arthur Collins
 5827 A—Bring Back My Lovin' Man (Irving Berlin).....Amy Butler
 B—Beside the Old Wood Fire (Kenneth S. Clark).....Stevenson and Burr
 5828 A—Chatterbox Rag—Banjo Solo (Geo. Botsford).....Fred Van Epps
 B—Dance of the Bugs—Zon-o-phone Orchestra.....Will H. Dixon

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.
 Charles Gilbert Spross, Pianist.
 5865 En Bateau (In the Boat).....Dehussy 10
 Victor Light Opera Company.
 31845 Gems from "A Runaway Girl".....Monckton-Caryll 12
 Victor Opera Chorus.
 31846 Bridal Chorus from Lohengrin.....Wagner 12
 Victor Light Opera Company.
 31847 Gems from "The Quaker Girl"..... 12
 Ross—Greenbank—Monckton
 31848 Song Medley, No. 1, "Snyder Successes".....Victor Mixed Chorus 12
 16983 On the Bosphorus—Intermezzo (Lincke).....Whistling.....Guido Gialdini
 Dollar Princess Medley (Leo Fall) Whistling.....Guido Gialdini 10
 16992 Who Are You With To-night? (Williams-Van Alysne).....Billy Murray 10
 We All Fall (Goodwin-Meyer).....Billy Murray 10
 16991 In the Golden Afterwhile (F. Stanley Grinstead).....Peerless Quartet 10
 Don't Blame Me for Lovin' You (Harris).....Peerless Quartet 10
 16996 O Come All Ye Faithful (Adeste Fideles)—with Chimes) Christmas Hymn (Portugallo).....Trinity Choir 10
 Joy to the World (Watts-Handel) Christmas Hymn.....Trinity Choir 10
 16990 I Want a Regular Pal for a Gal (Lenox-Christie).....Walter Van Brunt 10
 Make Me Love You Like I Never Loved Before (Bryan-Fischer)....."That Girl" Quartet 10
 16994 Bring Back My Lena to Me (from "He Came from Milwaukee") (Berlin-Synder).....Maurice Burkhardt 10
 Schneider, Does Your Mother Know You're Out? Yodel Song.....George P. Watson 10
 16981 Don Juan's Serenade (Tolstoi-Tschaikowsky).....Reinald Werrenrath 10
 'Tis All that I Can Say (Hood-Temple).....Reed Miller 10
 16980 Marche Héroïque (Saint-Saëns).....Arthur Pryor's Band 10
 Dead March from "Saul" (Funeral March from Handel's Oratorio, "Saul").....Pryor's Band 10
 16995 Schubert's Serenade (Franz Schubert) Violin—Flute—Harp.....Neapolitan Trio 10
 Serenade (A. E. Titt).....Neapolitan Trio 10
 16977 All That I Ask of You is Love (Seldon-Ingraham).....Reed Miller 10
 You Are the Ideal of My Dreams (Ingraham).....Raymond Dixon 10
 16993 Mascotte Selection (Audran).....Arthur Pryor's Band 10
 Olivette Selection (Audran).....Arthur Pryor's Band 10
 35207 Way Down Indiana—Two-Step (Crémieux).....Victor Dance Orchestra 12
 Joyful Sounds Waltzes (Freudenklänge Walzer) (Resch).....Victor Dance Orchestra 12
 PURPLE LABEL RECORDS.
 Agnes Kimball, Soprano.
 70054 Madame Butterfly—Some Day He'll Come (Butterfly's Air in Act II).....Puccini 12
 Victor Herbert's Orchestra.
 70055 Madame Butterfly Selection—Fantasie.....Puccini 12
 70056 Rose of Algeria—Entrance of the Sultana.....Victor Herbert 12
 Lucy Isahelle Marsh, Soprano.
 60057 Within a Mile of Edinboro' Town.....D'Urvey 10
 A DRAMATIC RECORD BY ROBERT HILLIARD.
 70057 Scenes from "A Fool There Was"..... 12
 NEW RED SEAL RECORDS.
 Janet Spencer, Contralto.
 74253 Don Carlos—O don fatale (Oh, Fatal Gift!)..Verdi 12
 Albert Reiss, Tenor.
 Ten-inch.—In German.
 64214 Nord-Express (from "Schon war's doch").....Hollaender
 Otto Goritz, Baritone; Alhert Reiss, Tenor.
 Ten-inch.—In German.
 64215 Siegfried-Wohin schleichst du? (Whither Slink-est Thou?) (Alherich and Mime, Act II).....Wagner
 Emilio de Gogorza, Baritone.
 Twelve-inch.—In French.
 74229 Patrie—Air du Sonneur (My Native Land) (The Bell Ringer's Air).....Paladilhe
 Alma Gluck, Soprano.
 Ten-inch.—In English.
 64213 Bohemian Cradle Song from "Hilicka".....Smetana
 Jeanne Gerville-Reache, Contralto.
 Ten-inch.—In German.
 87085 Ich grolle nicht (I'll Not Complain).....Schumann
 Herbert Witherspoon, Bass.
 Ten-inch.—In French.
 64212 Le Muletier de Tarragona (The Muleteer of Tarragona).....Paul Henric
 John McCormack, Tenor.
 Ten-inch.—In English.
 64205 Macushla.....Rowe-MacMurrrough
 Evan Williams, Tenor.
 Twelve-inch.—In English.
 74254 My Pretty Jane (The Bloom is on the Rye).....Bishop

Continued on page 58.)

The use of the talking machine makes the need an Imper We this for auto-Stop ative. supply want



RECORD BULLETINS FOR DECEMBER.

(Continued from page 57.)

- POLISH RECORDS.
- 63458 (1) Praktyezni. (2) Dobry Król (Konarski) Karol Wachtel 10
 Recitation Karol Wachtel 10
 Kiedy baba wrzeszczy (A "Mazur" Peasant) Folk Song Karol Wachtel 10
 63459 Kadeci Gaskonscy (Cyrano de Bergerac) (E. Rostand) Recitation Karol Wachtel 10
 Piesn Styxa (z operetki "Orfeusz" (Offenbacha) Karol Wachtel 10
 63460 Krakowiak (Soprano) Folk Song 10
 Roza Kielbassa Kwasigroch with Orch. 10
 Na Wawel, Na Wawel (Male Quartet) Folk Song 10
 Chopin Conservatory Male Quartet with Orch. 10
 63461 Jas i Marysia (Piesn Ludowa—Folk Song) (Duet) 10
 B. Rybowski-Poleslawa Iza Wawrzynska with Orch. 10
 Polak nie Sluga (Piesn Patriotyczna—Patriotic Song) Mixed Quartet 10
 Chopin Conservatory Mixed Quartet with Orch. 10
 THE VICTOR NOVEMBER SPECIAL.
 Ten-inch Purple Label.
- 60059 Melody of Love from "Gypsy Love" (Lehár) Lucy Marsh
 Twelve-inch.
- 31883 Gems from "The Spring Maid" (Smith-Reinhardt) Victor Light Opera Company Chorus, "At the First Class"; Solo, "Day Dreams"; Duet, "Two Little Love Bees"; Solo and Chorus, "The Fountain Fay"; Solo, "How I Love a Pretty Face"; Finale, "Day Dreams." Ten-inch Double-Faced.
- 16985 There's a Girl in Havana from "The Never Homes" (Goetz-Sloane) Lyric Quartet Spring Maid Waltzes (Smith-Reinhardt) Victor Band
- 16978 In the Shadows (Herman Finck) Victor Orchestra Kiss Waltzes from "The Kiss Waltz" (Ziehrer) Victor Orchestra
- 16982 Rolling Stone (Havez-Botsford) Wm. F. Hooley and Quartet That Mysterious Rag (Berlin-Snyder) American Quartet
- 17000 Down by the Old Mill Stream (Taylor) Harry Macdonough and Chorus Oh That Navajo Rag (Williams-Van Alstyne) Murray and American Quartet
- 35203 Hm! She is the One Girl from "The Siren" (Smith-Fall) Raymond Dixon Gypsy Love Waltzes from "Gypsy Love" (Lehár) Victor Concert Orchestra
- 35206 Count of Luxembourg Waltzes (Lehár) Victor Military Band Siren Waltzes (On Motives from "The Siren") (Leo Fall) Victor Concert Orchestra

DEALERS' COMMITTEE MEET.

Executive Board of the Eastern Talking Machine Dealers' Association Meet and Prepare for Open Meeting on November 21.

The executive committee of the Eastern Talking Machine Dealers' Association met at the Hotel Lion d'Or, Twenty-fourth street and Sixth avenue, New York, Monday, October 23.

A brief business meeting and dinner were the main events. It was decided to hold an open meeting on November 21, and committees were appointed to make the necessary arrangements. Representatives from the various manufacturers and jobbers will be invited, and a general discussion of advertising and trade topics will be in order.

Those present were: Frank C. Storck, president, of Redbank, N. J.; Abe Lustberg, secretary, Huntington, L. I.; A. Lasus, treasurer, New Rochelle; R. Montalvo, Jr., New Brunswick, N. J.; E. F. Glover, Plainfield, N. J.; Meyer Goransky, Yonkers; Mr. Bremner, Orange, N. J., and Thomas Riddell, Brooklyn.

ENORMOUS VICTROLA TRADE.

Reported by Manager Williams of the New York Talking Machine Co.—Sales Far Ahead in All Lines of Any Previous Year.

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, is optimistic regarding the business outlook. To date this year sales are far ahead of any previous year's showing, and it bids fair to be the largest fifty-two weeks in the history of the concern. Not only is local business exceptionally good, but out-of-town orders are coming at a rate to tax the shipping department to its utmost. The demand for Victrolas of all styles and prices is enormous, and is steadily increasing.

GREAT SELF-CONTROL.

"What makes you so sure you have a right to consider yourself a good trust?"

"The fact," replied Mr. Dustin Stax, "that we have been kind and patient and forbearing. For a while everybody was yelling 'down with the trusts!' But we never retaliated by saying down with anything—not even prices."

KEEPING CLOSE TO CUSTOMERS.

Some Timely and Helpful Suggestions to Talking Machine Dealers on This Subject.

The Columbia Phonograph Co. appear to have about the right idea regarding their dealers securing the names and addresses of customers for the purpose of compiling a mailing list. Each month it is their suggestion that the dealer mail their customers a copy of the monthly record supplement, and in that way stimulate the trade and keep their patrons interested. In this connection, they say further in the Columbia Record:

"Every customer has a name. Yes! Every one of your customers has a name and address, and you ought to have both on record.

"A name with an address tacked onto it should be a pretty good lead to business, and when it is the name of one of your customers, or of any person owning a talking machine, how much more valuable it is.

"Every person to whom you sell a Columbia should have his name and address properly indexed in your little card filing system. When you have some interesting news to tell him (he may be particularly fond of accordion music, for instance, and you have just received new records by Guido Deiro, and you certainly can't get a better way of putting the monthly record supplement in his hands regularly), you have only to turn up your file and pick him out with the others who may be interested in accordion music or to whom you send the monthly record supplement.

"Get all the names and addresses you can of people who own talking machines and of people who are interested in music. People who have bought from you need to be constantly kept alive by little reminders and the mail bag is the easiest, quickest and surest way of getting their personal attention. By constantly bringing your goods to the notice of the musically inclined you are eventually going to arouse their interest in what you have to sell.

"At least you certainly ought to have the names and addresses of every person who comes to your store and makes a purchase. Surely there is no difficulty in obtaining such information. Your clerks have only to request it: 'May we have your name and address, as we should like to send you our monthly list of records reviewing all the new records as they are issued'—with pencil and paper handy he has got it. Keep a mailing list and keep it growing."

This is truly a timely talk.

REGENT TALKING MACHINE CO.

The Regent Talking Machine Co., New York, has been incorporated with capital stock of \$400,000 for the purpose of engaging in the manufacture of talking machines. The incorporators are: Thomas G. Dorey, Jacques Cahn and Chas. W. Fernald.

NEW RECORD ENVELOPES

Of Special Crafts Paper to Be Used With All Victor Records—Re-enveloping by Dealer Prohibited—Circular to the Trade.

The Victor Talking Machine Co. have just sent out to their dealers samples of a new record envelope of Crafts paper, strong and attractive in appearance, and in which all Victor records will be delivered in the future. The new envelopes have been adopted to make it unnecessary for the dealer to re-envelope the records. In their letter to the trade the Victor Co. say:

"This improvement is undertaken at a great cost to us, and as Victor records will now be delivered in a satisfactory envelope in every respect, we must demand that our ruling in reference to using only Victor envelopes as supplied by us with Victor records be adhered to strictly.

"In order to cause as little loss as possible to dealers, who are now using special envelopes, we will postpone the enforcement of this ruling until January 1, 1912.

"Therefore, let it be distinctly understood that after January 1, 1912, Victor records are to be sold and delivered only in Victor envelopes as distributed by us. A disregard of this ruling will result in an immediate withdrawal of Victor privileges.

"This ruling is not made in the spirit of exercising arbitrary authority, but for what we consider the greatest good of the greatest number of Victor dealers.

"We will be prepared early in November to supply these envelopes in quantities at the following prices to dealers through our distributors: Single or double-faced, 10 inches, \$4.53 per thousand, net; single or double-faced, 12 inches, \$6.30 per thousand, net.

"Remember that a clean-appearing record stock is a most valuable selling asset. Brighten up your stock shelves by getting a supply of these envelopes and re-enveloping your records."

TAKE ON COLUMBIA LINE.

The Crown City Music Co., who handles the Baldwin piano as their leader in Pasadena, Cal., have taken the agency for the Columbia line of graphophones and grafonolas.

To the young man seeking success and happiness in life there is one suggestion to make. It is the only rule a man need follow to win his way. Always give of the best that is in you. Feel your responsibility toward yourself and your work. Never be content with a compromise with work. Give your employer the best that you have in you to give. And always remember that if you play fair you are bound to win.

Give out the generous thought, the self-reliant, helpful, honest desire to benefit and bless, and all doors open at your touch.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS



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Jobbers! Write us for samples and prices of our famous

PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

Daily Plant Capacity
Two Million Needles

JOHN M. DEAN, Putnam, Conn.

Leading Jobbers of Talking Machines in America

HARGER & BLSH
JOBBER
VICTOR 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

Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.


We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
Cincinnati and Chicago
Two points of supply; order from the nearer

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.
Victor Distributors
Talking Machines, Records and Supplies.]
Everything in stock all the time.
The best service in IOWA

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EDISON JOBBER

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 December list.


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Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 1816 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., Wash. Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1408 Main St.
Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Little Rock, Ark., Hollenberg Talking Machine Co.
Livingston, Mont., Schenber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway
Louisville, Ky., Columbia Phonograph Co., 207 Fourth Ave.
Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1100 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 871 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Darnes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1811 First Ave.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Avenue
Springfield, Mass., Columbia Phonograph Co., 208 Wortlington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1212 F St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.
Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

The **Oliver Ditson Company** are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.
Stocks always complete
Deliveries always prompt
MACHINES and RECORDS always in prime condition
Our turn-over is so large that accumulations of defective Machines and Records are impossible.
We would value your business and invite correspondence.
OLIVER DITSON COMPANY
150 Tremont Street, BOSTON, MASS.
CHAS. H. DITSON & CO.
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IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
... of ...
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EXCLUSIVE VICTOR DISTRIBUTORS
"If it's made we ship it the same day order is received"

Marguerita Sylva in Gypsy Love on Edison Amberol Records

Have you ordered these Sylva Records from your jobber yet? These are great records—this wonderful prima donna sings four of her new songs from the biggest light opera hit of the year—Gypsy Love, by Franz Lehár, composer of the Merry Widow. In two of these records Sylva is assisted by Arthur Albro and Carl Haydn, principal tenors of the New York production.

This is only the opening gun in a big campaign on record talent and music of this character—half way between Grand Opera and ragtime. Get these Sylva Records—they will sell Edison Phonographs for you.

Write your Edison jobber today.


Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 15, 1911



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



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MUSICAL INSTRUMENTS

List Price From \$20.00 to \$75.00

We will equip the \$50.00, \$60.00 and \$75.00 Machines with the Music Master Wood Horn at no extra charge.

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Our new catalogue of foreign Double Records is ready for you on request.

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We will be glad to mail you catalogue in any language as per above.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

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Fourth and Race Streets PHILADELPHIA, PA.

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Tampa.....Turner Music Co., 604 Franklin St.

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Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 78 Fifth Ave.

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Grand Forks.....Stone Piano Company.

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Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 689 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1831 Arch St.
Philadelphia.....S. Nittinger, 1303 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

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Milwaukee.....G. H. Eichholz, 553 12th St.
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The Talking Machine World

Vol. 7. No. 12.

New York, December 15, 1911.

Price Ten Cents

THE SALESMAN AND THE MERCHANT.

The Close Relationship That Should Exist Between These Two Important Factors in the Business World—Good Salesman the Retailer's Best Business Friend, Says Edward J. Courtney in Forceful and Timely Words.

The retailer should learn to look upon the traveling salesman as his best business friend. He should extend to him such courtesies as he can, for in so doing he is adding to his own profits. The present-day traveling man necessarily makes long trips. He must accommodate himself to railway timetables and trolley cars, making such drives only as are absolutely necessary.

He is more important to the retailer than any customer and should receive first attention when he visits your place of business. As he comes periodically into your store he will meet you with a smile and a new story. He is prepared to do business in the shortest space of time. He does not want to waste your time and you should not cause him to waste his. A few words, a survey of his samples, and you soon learn the orders you want sent in. Sent through him, they go promptly. Though his handwriting may not be legible to you the house can understand it, and you always get the goods ordered and in nearly every case they come as promptly as required.

How different, should you be too busy to interview the traveling man and two days later find that you are short in certain kinds of goods. You hustle around and look up the catalog. You have difficulty in selecting the goods wanted from the many varieties. You spend the next day making up your mind just what to order. You send your order in a style of writing that puzzles the house. You are getting out of your line of business. You watch the mail, the express and the freight train, and cannot understand why your order has been delayed. In the meantime your best customers have gone to deal with someone who has on hand the goods which you failed to order at the proper time.

Some few retailers seem inclined to look upon the "drummer" as the source of all their ills. Like the small boy who, when his teacher said, "Willie, you have a new brother at your house," began to cry. His teacher wishing to console him said, "I think you should be pleased to have a brother to play with." Willie answered, "Taint that, pa will blame me. He blames me for everything." They blame the drummer for everything. They meet him with a frown. They suspect that he is trying to "do them." They are surly when he calls. They know all the bad points of the goods they have purchased from him, the good qualities are never mentioned. Someone eventually comes along who does "do them" good and plenty. They invariably invest in a "gold brick" which lands them in the bankrupt court. Suspicious of everyone they become a prey to some smooth shark who sells them an order of staple goods far below cost, in order to get them to bite. And they do bite.

Now, the true salesman does not wish to fill your shelves with dead, unsalable goods. That always injures his future success. He tries to keep in touch with the market in your vicinity. He has wide experience. He wants you to order such goods as you can readily dispose of. He wants increased business. He studies the popular will and in most cases talks to you frankly and truthfully. He wants your confidence. Having obtained that confidence he wants to retain it. This he must do in order to succeed. Your interests and the interests of the traveling salesman are identical. You must succeed together. Of course, it is to be expected that you will closely examine the goods purchased from him, that you will learn that the house from which you purchase always gives you a square deal, that there is no misrepresentation.

In order to do business promptly there must be confidence. You expect your customers to have confidence in you. Give to the salesman and the jobbing house your confidence. Let them know that you rely upon them. Should they deceive you, then turn them down hard and buy elsewhere.

SIX NEW CARUSO RECORDS.

Four Solos and Two Duets with Amato Announced by Victor Talking Machine Co.—The New Selections—Recent Notable Additions to the List of Exclusive Victor Artists.

One of the most interesting announcements made by the Victor Talking Machine Co. for the month is that to the effect that they are now in a position to offer four new solo records by Caruso, the great Italian tenor, and two new duets by Caruso and Pasquale Amato, the well-known baritone. The new Caruso solos are "Ballo in Maschera-Barcarola, Di' tu se fedele" (The Waves Will Bear Me), by Verdi; "Eteramente" (For All Eternity), by Mascheroni; "Boheme-Testa adornato," by Leoncavalla, and "Core n'grato" (Neapolitan song), by Carulli, all the numbers being sung in Italian. The two Caruso-Amato duet records are, "Forza del Destino"—Duetto Atto IV, Invano, Alvaro! Parte I (In Vain, Alvaro), Verdi, and "Forza del Destino—Duetto Atto IV, Le Minaccie, i fieri accenti! (Your Fiery menaces), Parte II, Verdi.

The Victor Co. are especially pleased to offer the new Caruso records, as during the past few months there has been made a constant demand upon Victor dealers and through them upon the factory for new records by that famous artist to supplement the already large and choice list on the market. Caruso himself was most enthusiastic regarding the choice of selections that had been made for his first engagement of the season at the Victor laboratories, and those who have heard the records themselves share in the singer's enthusiasm. The Victor Co. state that the new Caruso records are one of the many record sensations that they have planned for the coming year.

Among the recent additions to the long list of artists who will sing exclusively for the Victor Co. are included Pasquale Amato, the great baritone, three of whose solo records are to be found in the January list and who will be heard in the near future in duets and concerted numbers; Jan Kubelik, who stands close to the head, if not at the head, of the violin virtuosi of to-day; Vladimir de Pachmann, whose genius as a pianist is not to be disputed and who enjoys an international renown among the lovers of piano music; Edmond Clement, the famous French lyric tenor, who was for many years the leading tenor at the Paris Opera Comique; Boris Hambourg, the distinguished 'cellist and brother to Mark Hambourg, the pianist; Christie MacDonald, the popular star of "The Spring Maid." All the foregoing are names to conjure with in the making and selling of talking machine records.

OPEN AIR "TALKER" CONCERTS.

British Dealer Who Has Met with Great Success in Giving Free Gramophone Concerts in City Parks Points Out Great Opportunities Waiting for American Dealers.

Wm. Grimshaw, a progressive talking machine dealer of Prestwich, near Manchester, Eng., whose success in the giving of free concerts by means of the Gramophone in the public parks of the city has been commented upon in previous issues of The Talking Machine World, gives it as his opinion, in a recent letter, that there is an immense field for the same sort of exploitation in the United States, and that such an enjoyable method of getting the people into the open air should receive the enthusiastic support of public officials.

In discussing the open-air talking machine con-

certs Mr. Grimshaw says: "As arrangements for the concerts must be made with the authorities several months ahead, now is the time for dealers to begin. Let us impress upon them that they must have the very best records (we use only "His Master's Voice"). They will be astonished at the interest created, and as these concerts take place in the summer when the trade is quieter, they will thank you for your part in introducing to them an innovation which will also produce a stimulating effect upon the trade."

The opportunities for the live talking machine dealer in this country in giving of free open-air concerts are not to be overlooked, for the success of the plan as carried out in a small way in certain sections is proof of what may be accomplished by going into the matter on a large scale. Several cities have already shown encouragement to dealers who have planned such concerts, and others will no doubt be very willing to follow suit. The value of the advertising thus created is incalculable for the name of the machine used and the number and name of the records may be prominently set forth on the program which is distributed at each concert. That the doubting Thomases will have excellent opportunity to learn just what the talking machine can do is also a fact that cannot be overlooked. At every concert given by Mr. Grimshaw in Manchester the park has been crowded almost to suffocation by those anxious to hear the music and who voiced their appreciation in no uncertain manner, as some interesting photographs taken on the different occasions prove.

TALKING MACHINE EXPORTS.

Figures for October Presented—Reports Show Increase as Compared with Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1911.

In the summary of exports and imports of the commerce of the United States for the month of October (the last 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 October, 1911, amounted to \$203,211, as compared with \$276,261 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,362,755.

PHONOGRAPH COMPANY ASSIGNS.

(Special to The Talking Machine World.)

Marietta, O., Dec. 7, 1911.

The Marietta Phonograph Co., 153 Front street, made a voluntary assignment for the benefit of their creditors last week and N. B. Putnam was named as assignee of the stock of talking machines, records, musical goods, furniture and furnishings carried by the company.

TO BEGIN OPERATIONS SOON.

(Special to The Talking Machine World.)

Newark, N. J., Dec. 9, 1911.

The Vitaphone Co., of New York, have purchased the W. H. Rogers factory in Plainfield and will have their plant in operation some time this month. The company will engage in the manufacturing and assembling of mechanical parts for talking machines and expect to employ about seventy workmen at the outset.

Don't waste life in doubts and fears; spend yourself on the work before you, well assured that the right performance of this hour's duties will be the best preparation for the hours or ages that follow it.—Emerson.

You may be better than the other fellow and still not be what you ought to be.

TRADE IN SAN FRANCISCO.

Benj. Curtaz & Son Featuring Talking Machines in Elaborate Window Displays—Growing Demand for Hornless Machines—Wiley B. Allen Co. Prepared for Heavy Holiday Business—A Sherman Clay & Co. Record—Busy Columbia Men—J. Raymond Smith Co. to Give More Attention to Talking Machines—Shortage of Stock Reported.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 5, 1911.

Benjamin Curtaz & Son are featuring talking machines in one of their show windows, and as an attraction to draw crowds they have engaged a lightning artist, who paints oil paintings in three minutes at work in the window. This firm are meeting with success with their Victor record album, the handy novelty recently put on the Coast market. Business with the hornless machines continues to improve also. W. Gardner, Jr., who was formerly in business for himself in Los Angeles, is now in charge of the talking machine department of Benjamin Curtaz & Son.

Babson Bros. are doing a satisfactory business with the Edison goods as usual, but are making no special advertising campaign at the present time.

Preparing for Heavy Holiday Trade.

The Wiley B. Allen Co. are making preparations for the fine holiday trade in prospect. For some time this company have had difficulty in getting enough Victor machines from the factory, especially the smaller sizes. Business in the various Coast stores of this firm is good both with machines and records. The Portland store, which has hitherto had no separate department for talking machines, is to carry a complete assortment of these goods by the middle of December, when the necessary alterations will have been completed. This department will be modern and up to date in every way. "The tendency of the trade for better-class records," says Frank Anrys, manager of the Allen Co., "is due largely to the introduction of hornless machines. People who have never taken kindly to talking machines because they objected to the horn are now enthusiastic over the hornless machines. Naturally people who are particular about the appearance of an instrument are more apt to be discriminating in musical taste." Mr. Anrys has of late become very enthusiastic over the outlook of the talking machine department.

Best November Trade in History of Department

A. G. McCarthy, secretary of Sherman, Clay & Co., announces that the small goods department of his firm has enjoyed the biggest November in its history, and that the trade is running largely to the higher-priced machines. He expresses great

regret at the inability of the company to take care of orders for some of the new model Victrolas.

Fred Bates, of the talking machine department of Sherman, Clay & Co., was recently married to a young lady of Denver, Col., and is now on the way to Italy with his bride for a honeymoon trip.

Meeting of Columbia Men.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has returned from his trip through the Northwest and also from a short trip to Los Angeles. While North he met Geo. W. Lyle, general manager of the Columbia Co. at Spokane, Wash., and came down the Coast with him. At San Francisco the two were met by Frank Dorian, manager of the Dictaphone department, who has been making a visit to the Coast. Both Mr. Lyle and Mr. Dorian have returned to New York, after stopping off at Los Angeles and Salt Lake City.

Strong Demand for Victrolas.

W. M. Ringen, of the talking machine department of the Hauschildt Music Co., expects a large shipment of Victrolas this week. The demand for these goods holds up wonderfully, and the record sales also are heavy. Miss C. Mitchell has joined the sales force of the Hauschildt Co., Miss Marie Smith having resigned about a week ago.

A Popular Double Disc Record.

Peter Bacigalupi & Sons report a fine sale of the new Victor record, which has on one disc the two popular melodies, "Oceana Roll" and "Alexander's Ragtime Band." This firm continue to do a good business with the Edison business phonograph.

Kohler & Chase Featuring Graphophones.

Kohler & Chase have a show window this week devoted exclusively to graphophones and Grafolina goods. This is without doubt one of the most effective talking machine window displays ever arranged in the city.

Hard to Get Sufficient Stock.

A. R. Pommer, of the Pacific Phonograph Co., announces that he has difficulty in getting enough of the latest Edison machines to supply the demand. Mr. Pommer, who has been absent at a health resort on account of rheumatism, is now very busy making plans for the new year. He reports business steadily improving.

To Give More Attention to Talking Machines.

Since the incorporation of the J. Raymond Smith Co., by which Mr. Daniels will take charge of the piano department, it is expected that more attention will be given to the small goods and talking machine lines, as Mr. Smith will have more time free for such work. He has always specialized on small goods, having the most complete stock in the city, and reports an excellent talking machine business at both the Fillmore street and Market street stores.

THE RETURN OF THE DEAD.

Members of the Oak Park Club Listen to Songs and Talks of Aged Residents Recorded on the Phonograph—Hear the Voices of Men Who Long Since Passed Away.

(Special to The Review.)

Chicago, Ill., Dec. 8, 1911.

Two old settlers of Oak Park, both of whom died several years ago, recently kept an audience of nearly 100 members of the Borrowed Time Club of the western suburb in alternate laughter and tears with their jokes, songs and reminiscences of earlier days.

The two men, E. W. Hoard and E. F. Robbins, would have been 99 and 95 years old had they lived. But they died one five and the other six years ago.

The gathering of club members, all of whom are 70 years of age or over, had been looked forward to for weeks with anticipation. When the curtains hung across the platform of the club auditorium were drawn back two large portraits of the former members were shown, while on a table stood a small phonograph.

There was a pause, then after a twirl of the crank by the president of the club the familiar voice of Mr. Hoard was heard through the room.

For several minutes every eye was dim and every voice was hushed as the dead comrade told of his coming to Oak Park and then sang one of his favorite hymns. The record was taken on Mr. Hoard's ninety-third birthday, September 6, 1905.

Then, while the audience sat seemingly spell-bound by the strange reappearing of their former club member, another voice sounded from the past. Mr. Robbins was with them again. His high, quavering notes in an old-fashioned hymn rang through the room for a moment. Then the tension of the situation was relieved by the ghostlike visitor suddenly telling a story which brought forth roars of laughter.

While the old-timers still were smiling through their tears the president of the club announced that the strange program was over. The two former members had made good as entertainers.

FRANKNESS INSPIRES CONFIDENCE.

Frankness inspires confidence. People simply can't resist a sane man who is frank and brave enough to tell the truth when a lie would seem to be better for his own interests. When a man once sweeps away all false notions of deception and exaggeration his business begins to take root in public confidence, and growth is as natural as a healthy plant in proper soil.—Jed Scarboro.

1911 IS DRAWING TO A CLOSE

EDISON
PHONOGRAPHS
RECORDS
AND
SUPPLIES

and it has been for us the most successful year since our incorporation. Our sales for 1911 will far exceed any previous year. For a great measure of our success we thank our dealers for their loyalty to us and take this opportunity to solicit the continued patronage of our regular trade and request a trial order from any who do not know that Eastern Service is *good service*.

VICTOR
HORN INSTRUMENTS
VICTROLAS AND
RECORDS

And to all we extend our best wishes for

A MERRY CHRISTMAS—A PROSPEROUS NEW YEAR

EASTERN TALKING MACHINE COMPANY

177 Tremont St.
BOSTON, MASS.



The first and only instrument of its kind

We invented and developed the Victor-Victrola type of instrument.

And the Victor-Victrola is as supreme to-day as when it was first put on the market five years ago.

The Victor-Victrola is built on merit. It is the product of the Victor Company and is right up to the Victor standard of quality.

It is fully protected by patents and is backed by the entire resources of the immense Victor organization.

It exerts to-day an influence on the development of music which is absolutely without a precedent.

It has educated people everywhere to an appreciation of the world's best music, and made American operatic productions the most stupendous ever known.

And the influence of the Victor-Victrola keeps on growing every day and opens up a greater field for every Victor dealer.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak \$200.
Circassian walnut \$250.



Victor-Victrola VIII
Oak, \$40



Victor-Victrola IV
Oak, \$15



Victor-Victrola VI
Oak, \$25

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS:

- Albany, N. Y. Finch & Hahn.
- Atlanta Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Austln, Tex. The Talking Machine Co. of Texas.
- Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. E. E. Forhes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Sons.
Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsit Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa. Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Musical Echo Co.
Wulschner-Stewart Music Co.
- Jacksonville, Fla. Florida Talking Mach. Co.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Louisville, Ky. Montenegro-Riehm Music Co.
- Memphis, Tenn. E. E. Forhes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Wisconsin Talking Machine Co.
- Minneapolis, Minn. Laurence H. Lucker.
- Mobile, Ala. Wm. H. Reynolds
- Montreal, Can. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Talking Machine Co.
- New Haven, Conn. Henry Horton
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Lindsay Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

- Oklahoma City, Okla. Schmelzer Arms Co.
- Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa. The Talking Machine Co.
Louis Buehn & Brother.
C. J. Heppe & Son
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co. Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
- Portland, Ore. Sherman, Clay & Co.
- Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, Utah. Consolidated Music Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange
- Spokane, Wash. Eiler's Music House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

Question: What is the *one* musical instrument that has no substitute?



Chorus: Ask it *right!* There are *three* Grafonola "Regents!"



Columbia Phonograph Co., Genl., Tribune Building, New York

ACTIVITY IN CLEVELAND TRADE.

Approach of the Holidays Serves to Keep Talking Machine Dealers Busy Meeting the Demand—Better Understanding of the Possibilities of the Talking Machine Prevails—U-S Phonograph Co. Plant Rushed with Orders—New Agents for That Line—What the Various Dealers and Managers Have to Report Anent Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 9, 1911.

The activity in the talking machine trade noted last month still prevails, accelerated by the approaching holidays. The dealers are all unusually busy, and the only expression of discontent heard is the fear that they will be unable to obtain sufficient machines to meet the demand. December started with an impetus to the business indicative of an unusually large trade, and already some of the dealers are keeping their stores open evenings to afford those unable to make purchases in the daytime an opportunity to buy. Increasing inquiries are being made, more interest is manifest and a higher appreciation of the unlimited musical possibilities of the talking machine are in evidence, and sales are larger, including a greater proportion of the higher-priced instruments and records than in any former period.

More and more people are coming to an understanding that during the long winter evenings there is no better way of furnishing entertainment than to treat their friends to a musical feast, and with a talking machine and selection of records hours may be spent pleasantly and instructively.

Business at the factory of the U-S Phonograph Co. is booming, and the manager states they are pressed with orders, which are constantly increasing. The new \$50 hornless called the "Royal" has made an instantaneous hit, and the "Rex," another hornless model at \$25, is now ready for shipment. H. D. Benner has opened a phonograph store at 36 The Taylor Arcade and is handling U-S goods exclusively, both jobbing and retail. The Brooklyn Piano Co., of this city, have just put in a full stock of U-S phonographs and records.

The News, Cleveland's leading evening daily, is conducting a "Book Lovers' Contest." Among the prizes offered are a U-S Peerless phonograph, value \$200, a U-S Royal, value \$50, and a U-S Banner, value \$45.

Whaley, Royce & Co., of Toronto, Canada, have taken on a jobbing stock of U-S phonographs and records, carrying complete stocks at both Toronto and Winnipeg.

The Barfield Piano Co., of Jacksonville, Fla., report great success with U-S phonographs and records. This is a branch of the same concern at Columbia, S. C., and at Augusta, Ga.

The manager of the Talking Machine Co., in The Arcade, reports business, for some unaccountable reason, very dull. He said the conditions were unusual for this season of the year. However, he expressed hopefulness of a profitable holiday trade.

One among the many busy marts of trade in the city is the talking machine store of W. H. Buescher

& Sons Co. The company's large display of Victor machines and elaborate stock of Victor records is one of the attractions of the "Sixth City." "Our present trade," said Mr. Buescher, "is unsurpassed in the history of the company. We are busy from morning to night and find it difficult to keep up our supply of either machines or records."

George R. Madson, manager of the Columbia Phonograph Co.'s store, is very enthusiastic over the present flattering prospects of a large holiday trade. He said: "The new models of Grafonolas are great favorites, and our trade in these, as well as in the various priced graphophones, is very brisk. Our volume of business in November was large and we closed an exceptionally good month. All our retail dealers locally and throughout this section of the State are ordering good-sized stocks for the holiday trade, and report business good and improving."

The Witt Music Co., one of the oldest talking machine dealers of Cleveland and Lorain, have just put in the full line of Columbia products at the latter city.

Among other recent new Columbia Ohio dealers are F. C. Bowman, Collinwood; J. R. Emerick, Nottingham; J. A. Baldwin, Bellevue; E. E. Schaefer, Fairport Harbor, and J. C. George, Gencva.

Geo. W. Lyle, general manager, and Marion Dorian, auditor of the Columbia Phonograph Co., were recent visitors to the company's store in this city.

Activity is manifest at the store of the Eclipse Musical Co., both in the wholesale and retail departments. A. L. Parson, manager of the retail department, said trade was constantly expanding, and that the sales were mostly of the highest-grade Victor and U-S goods.

A. O. Peterson, manager of the Lawrence H. Lucker Edison jobbing house, said: "Business is good, better than expected when we opened here, both in machines and records. The retail dealers generally will have a good holiday trade this year, judging from the receipt of daily liberal orders." Mr. Lucker, on his way East and again on his return, stopped over for a few hours at his new store the latter part of November. He stated that business at Minneapolis was unusually good.

The B. Dreher's Sons Co. have met with instantaneous success in the new talking machine department at their piano warerooms in The Arcade. F. B. Guyon, manager of the department, said: "Business is fine—way past expectations in both machines and records. We are delighted with the trade, which is daily increasing."

The talking machine trade at the store of the W. F. Frederick Piano Co. has opened up very satisfactorily. Norman H. Cook, manager of the department, reported a very substantial business, considering the time the department has been opened.

Business in the talking machine department of the Bailey Co. is very satisfactory, said Mr. Friedlander. The demand for machines, especially Victrolas, is surprisingly good and is constantly increasing. The combination Edison machines and Cygnet horns are also selling well.

Geo. J. Probeck, manager of the Dictaphone department of the Columbia Co., says business is

good and has appreciably improved since the company placed the new Model 6 on the market. He made the first sale of the new machines, or rather the customer, to whom he showed his samples, insisted he leave them and take a check in payment. Probeck says he couldn't help himself, he had to leave them and telegraph the home office for another set.

Phil Dorn, of the Collister & Sayle Co., reports business good in both departments, retail and wholesale.

O. E. Kellogg, manager of the McMillins talking machine department, also expressed satisfaction with conditions.

H. D. Scroxtton, manager of the Caldwell Piano Co.'s talking machine department, stated conditions generally were fine and trade good. The demand, he said, for the Victor-Victrola XVI, is greater than ever. The record business is also very good, especially from the Red Seal lists.

The A. D. Coe Piano Co. reports the U-S talking machines of the various models in high favor, and together with the Everlasting records meeting with ready sales. Mr. Coe believes there is a grand future for the U-S products.

R. Svehla, of the West Side Columbia store, is doing a prosperous business in talking machines and records, pianos and musical instruments generally. He carries a large list of foreign records and does an extensive trade in that line.

Flesheim & Smith are making a good display and report an excellent trade in Victor machines and records and Zonophones.

Aldrich, Howey & Co. are doing a fine business in the different grades of graphophones and are having a large demand for records. The company have made preparations for a big holiday trade.

NEWS FROM THE NORTH COAST.

Formal Opening of Branch of Eilers Music House in Spokane—Open House for Apple Show—Eilers Branch in Albany Removes.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 1, 1911.

The new store of the Eilers Music House in this city, which was occupied some time ago, was given a formal opening last week, the celebration to extend over three weeks, during which time special musical programs are to be rendered and special arrangements made for the entertainment of guests.

The local store of Sherman, Clay & Co. is keeping open house this week in honor of the Apple Show now being held here. All out-of-town people are invited to visit the store and enjoy the music which is provided. The store is being kept open evenings throughout the week.

G. H. Graham, outside manager for the Eilers Music House, and A. T. Nunnally, of the Portland store of the same company, are spending the week at Dallas, Ore., assisting at the special sale being held by the Stockwell Music Co.

The Albany, Ore., branch of the Eilers Music House has been moved into fine new quarters in the Odd Fellows building in that city. The management of the Albany store has been put in charge of W. S. Mitchell.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 5.

In our last talk we determined that MAN-POWER in BUILDING any business was a matter of working in harmony with NATURAL LAW.

It was stated that while the NATURAL LAWS OF SUCCESS are many, they may be boiled down to FOUR BASIC INJUNCTIONS, the first of which is, MAN KNOW THYSELF AND HOW TO DEVELOP YOUR SUCCESS QUALITIES.

We promised that in this talk we should discuss that injunction.

SELF-KNOWLEDGE.

MAN is a BODY plus a Mind. He has a SOUL, too, doubtless. Personally I do not doubt it, but that is another story. Its discussion belongs to the clergy, and we shall leave it to them.

We are talking BUSINESS and HOW to build it, and we shall discuss the PHYSICAL and the MENTAL MAN. As such, he is a BODY plus a MIND.

As to the body, this brief series of talks does not permit of an extensive analysis from the physiologist's point of view, nor does it permit of a very long discussion of health laws. The best I can do is to challenge your attention to a few basic facts concerning the body and the care of it.

NO ONE can OBEY the NATURAL LAWS OF SUCCESS in the BUSINESS WORLD unless he takes CARE of his BODY.

THOUSANDS disobey enough NATURAL LAWS at the breakfast table every morning to throw them out of harmony with many other NATURAL LAWS OF SUCCESS all day long.

Millions are digging their graves with their teeth—eating too much, and not properly chewing that which they eat.

The cigarette fiend or the man who is constantly frequenting the bar for "bracers" is not going to possess the PHYSICAL ENDURANCE or the NERVES to stand the strain and stress of modern business.

Millions of men and women are breathing backward—which is only half breathing at best.

Watch the animal or the little baby before it is afflicted with civilization and you will note that when it inhales the abdomen expands; when it exhales the abdomen contracts.

Watch your own, for it may be going just the other way. If so, you are breathing backward.

This is an unnatural breath—a bad habit against the laws of health, therefore a violation of NATURAL LAW in the BUSINESS WORLD.

Know the LAWS of KEEPING WELL, then follow the LAWS and the HEALTH that gives ENDURANCE and SUCCESS will be yours.

However great your ABILITY, however high your reputation for RELIABILITY, however strong your WILL to DO THINGS, except these splendid powers are backed by HEALTH, you will never be able to win COMPLETE SUCCESS.

If you have to contend with the "gnawing rat of dyspepsia" or lungs so weak that every draught brings a cold, you are handicapped.

It is said that a sick stomach helped to lose Napoleon the battle of Waterloo.

Ill-health is a cause of pessimism—and it is not the PESSIMIST that wins in the great COMMERCIAL WORLD to-day, but the OPTIMIST.

The man who radiates sunshine, whose handshake is warm and cheerful, whose voice has the ring of satisfaction, who sees the "silver lining"

within the clouds—he is the man you want to buy from; he is the PROMOTER, the man whose vibration is so high that he "must be up and doing."

If you would know the real reason this man is so happy—is so inspiring—IT IS BECAUSE HE IS SO WELL. His physical machinery is working in order. His lungs, his stomach, his teeth are all right.

HE WEARS THE ARMOR OF PERFECT HEALTH; THAT IS WHY HE IS SO WELL PREPARED TO FIGHT THE BATTLE OF LIFE.

Energy comes from HEALTH, and without ENERGY what business man can hope to SUCCEED?

Endurance comes from HEALTH, and without ENDURANCE what business man can hope to SUCCEED?

Can the carpenter build without tools? He must have all the tools he needs for his craft, or he will be a bungler and a botcher. He can't saw with a hammer or chop with a plane. He must have THE TOOL for THE WORK if he is to be a MASTER BUILDER.

Would you be a MASTER BUSINESS-BUILDER? Then you must have the tools for your work—and one of the most IMPORTANT TOOLS is a HEALTHY BODY.

"HEALTH IS GOD'S BEST GIFT."

To keep his health is the sacred duty of every man who would succeed. Nature offers you the means: fresh air to breathe, clean water to drink, to bathe in, nourishing food to eat. Make your choice wisely—and be well.

ONE OF HEALTH'S CHIEF LAWS IS EXERCISE—USE.

Use your muscles, and your muscles become strong; use your lungs, and your lungs become strong.

Abuse or neglect your muscles, and your strength departs; neglect your lungs—don't breathe properly—and tuberculosis may be the result.

IT IS SO EASY FOR THE NORMAL MAN TO BE WELL THAT IT IS A CRIME FOR HIM NOT TO BE WELL.

The laws of Health are so simple, Nourishment and Use, that it looks as if we should learn to obey them, since they mean so much in the battle of life.

Is not the man mad who in the "MONEY-CHASE" destroys his body? Logic says he is; for money, after all, is only PURCHASING POWER in the COMMERCIAL WORLD, and the THINGS WORTH WHILE THAT MONEY CAN BUY are the THINGS WORTH WHILE TO THE WELL MAN ONLY.

To the sick man "the earth and the fulness thereof" means nothing.

One Cause of the sick man's failure is his terrible selfishness; the man who is compelled to think continually of "his own ills" is not the MAN TO GIVE THE WORLD SERVICE.

To be able to give the world REAL SERVICE you must be able to forget yourself and think of YOUR WORK ONLY.

Only the WELL MAN can LOVE HIS WORK, and only the MAN WHO LOVES HIS WORK can render EFFICIENT SERVICE, and only the man who can render EFFICIENT SERVICE can be a BUSINESS-BUILDER, and only the MAN WHO CAN BE A BUSINESS-BUILDER can be a SUCCESS in the BUSINESS WORLD.

Since you are in the BUSINESS WORLD you want to become a SUCCESS, and to get the reward of COMMERCIAL SUCCESS—MONEY.

That is a legitimate ambition. You should be proud of it.

THE MAN WHO HAS NO DESIRE TO MAKE MONEY IS UNWISE.

But you are an AMBITIOUS MAN, anxious to attain or retain your SUCCESS.

The first thing, then, to do is, BE HEALTHY. If you are so already, remain so. If not, follow the laws of health and attain it.

Remember, HEALTH IS THE FIRST STEP IN THE ATTAINMENT OF SUCCESS.

I shall discuss the second and third injunctions in TALK NO. 6.



Won't You Have a Lesson in Spanish?

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

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

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

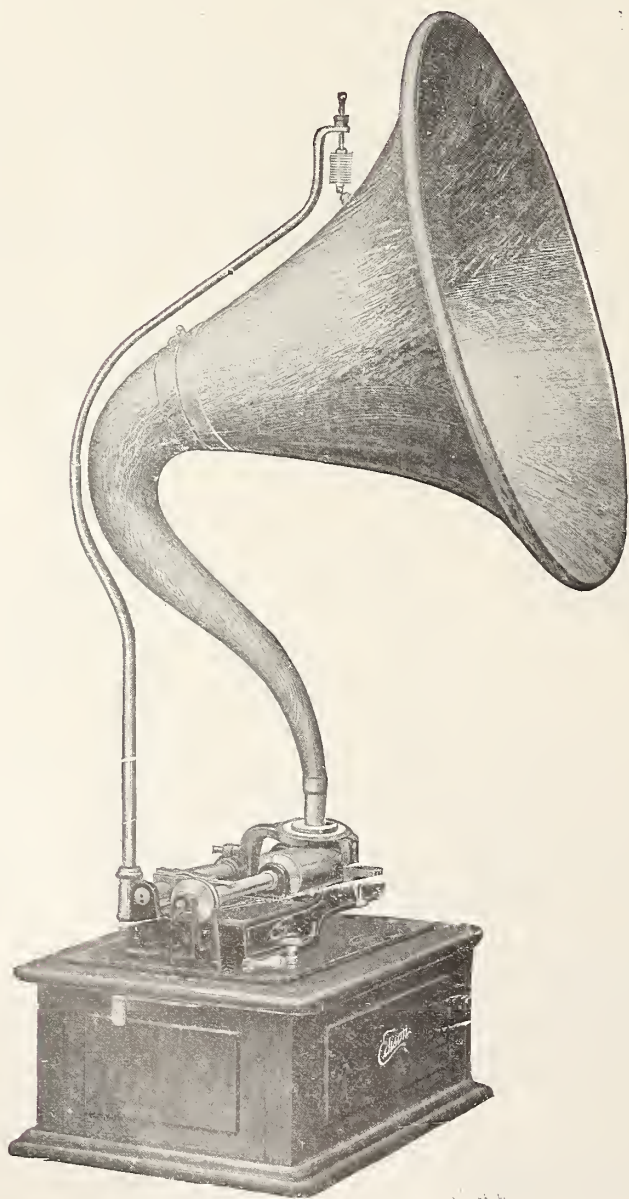
If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

ED I

Keep your Edison Christmas advertising and window display in full bloom right up to the last minute—



In spite of the fact that everybody says "do your Christmas shopping early," nobody does it. Most everybody shops late. Not only late in the month, but late in the day. Keep your store open and keep it bright—gas and electric light bills are a good investment at this season.

Keep your Edison Christmas newspaper advertising on the job—keep your follow-ups working. This is where you get your flying start on next year's business.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

SON

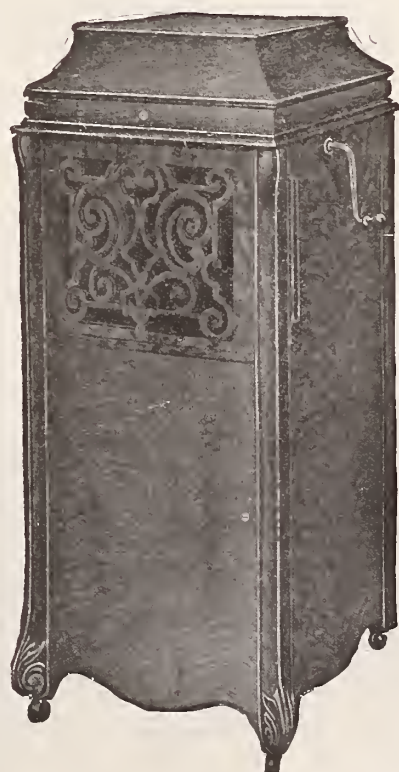
Don't let your Edison stock run low. A complete stock is a good salesman. The Christmas trade will make a hole in it—keep the hole filled. Keep in touch with your Edison jobber.

Don't be afraid of that "everything-slows-up-after-the-holidays" bogey—forget it. January is one of the best Edison Phonograph months there is—it's the month when all the regretters who didn't buy an Edison for Christmas decide not to wait for next Christmas and come back to buy. And it's the month when all the people who did buy an Edison come a-running for the new records.

Write your Edison jobber today.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



BUSY TIMES IN SO. CALIFORNIA.

Purser Talking Machine Co. in New Quarters—Independent Talking Machine Co. Enters Retail Field in Los Angeles—Some Interesting Personal Items—Numerous Talking Machine Concerts Help to Enliven Business—Music as an Aid to Penmanship in the Schools—Victor Machine Entertains Panned-Up Strike Breakers—Other Happenings of Trade Interest from Southern Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 24, 1911.

The past month has been very active with the dealers through all sections of Southern California, Arizona and New Mexico, and all are looking forward to December as the record-breaking month of the year.

The Columbia Nonpareil has created much interest among the people, and the prospects are very encouraging in regard to the future of the instrument.

The Victor Victrola VI is gaining popularity very rapidly, and is expected to hold its own in all parts of the country.

The S. C. Purser Talking Machine Co., with Eilers Music Co., have moved to their new quarters, 344 South Broadway. The talking machine department is fitted up in the most up-to-date manner, with several sound-proof salesrooms. This department occupies a large portion of the floor space on the ground floor. Victor, Columbia and Edison lines are handled.

C. W. Beatty, Edison dealer at Maricopa, Cal., has purchased another new Edison wagon and intends canvassing the entire oil field district on the west side.

The Independent Talking Machine Co., 2310 South Union avenue, of this city, have just opened up with a complete line of Columbia and Victor goods. W. R. Fremersdorf, proprietor, has been connected with the talking machine department of one of the largest music companies in Los Angeles for many years.

E. O. Tetzlapp, Edison dealer at McKittrick, Cal., reports great success in working the free trial offer.

Wm. Morton, traveling representative for Sherman, Clay & Co., of San Francisco, was in Los Angeles last week calling on the trade in general. He reports several new dealers installed in the San Joaquin Valley to handle the Victor goods.

One of the most appreciated concerts held in Los Angeles for several months was given by Mme.

Eames and Emilio de Gogorza at the Temple Auditorium, November 3. The entire audience seemed to be thrilled by the magic notes of both celebrated artists. This concert gave rise to new enthusiasm among Victor record purchasers, who fully appreciate their wonderful art.

R. S. Cadien has taken charge of the phonograph department of the F. E. Huffaker Co., of Visalia, Cal.

George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, accompanied by W. S. Gray, Pacific Coast manager of the same company, spent several days in Los Angeles during his Western trip.

The Delozier Furniture Co., of El Centro, Cal., have enlarged their talking machine department, which is being equipped in the most up-to-date fashion. The Columbia goods are handled with great success, and the Columbia Favorite has been a ready seller.

E. A. Hicks, an oldtime talking machine man of Kansas City, is now connected with the talking machine department of the Wiley B. Allen Co., of this city.

The Talking Machine Shop reports business increasing very rapidly, with large sales of Victor Victrolas and Columbia Grafonolas of the highest type.

J. L. Vinegas, of Yuma, Ariz., has just placed a large order for Columbia graphophones and grafonolas. He is establishing a large trade in this progressive little city.

The Music Store (Inc.) of Tucson, Ariz., is to be congratulated on the unique arrangement of their talking machine department. The record salesrooms are so constructed that they form a bungalow and present a most picturesque appearance, and patrons feel that they are hearing records identically as at home. The Messrs. H. J. Efker and C. E. Rule, proprietors, are enjoying an extraordinarily large sale in their various and exclusive lines, such as Steinway, Packard, Lyon & Healy and Hazelton pianos, and a very large stock of Columbia graphophones and grafonolas.

The Southern Pacific Railway Co. has purchased a Victor talking machine for the sole purpose of entertaining the several hundred strikebreakers which are confined within the stockades of the company's shops in Los Angeles. No expense has been spared for this purpose, for selections chosen were those of the very best that money could buy. The purchase included hundreds of records.

Smith Pharmacy, Norwalk, Cal., have taken the Edison agency for this district, and have installed almost a complete stock of machines and records.

Wm. A. Manson, Victor dealer of San Bernardino, has purchased the phonograph stock of the Le Roy Stationery Co. This gives him exclusive sale of Victor and Edison goods in this vicinity. Mr. Manson is putting two experienced solicitors out to thoroughly canvass the entire district.

A. G. Farquharson, special traveling representative for the Columbia Phonograph Co., General, has returned from a two months' trip visiting the trade in general throughout Southern California, New Mexico and Arizona, and states business conditions are looking very prosperous in all sections.

Fred E. Huffaker, Edison dealer in Visalia, Cal., has secured the services of H. S. Cadien, of Los Angeles, to take charge of the phonograph department. Mr. Cadien is an experienced man.

W. Muir, Bisbee, Ariz., continues to spread music throughout the canyons and pastures of the surrounding country through his Columbia, Edison and Victor lines.

The Dean Hardware Co., of Fullerton, Cal., report several good sales in the oil district in Edison and Columbia machines and records.

Clark Bros., of Upland, Cal., have excellent results from their free trial offer in both Edison and Victor lines. They predict a recordbreaking business for the remainder of the year, and have stocked their store accordingly.

The Palace Drug Co., of Globe, Ariz., reports a most wonderful success in the Victor and Columbia lines. H. C. Hanna, proprietor, relates the following story: "While camping near the Superstition Mountains of Arizona I spent an evening at the great Criswell Ranch. This is a large cattle ranch with a limitless desert range. The adobe ranch house, surrounded by suhwaros, prickly pears, chollas and other cacti, boasts a talking machine, and we, with a dozen cowpunchers, sat down to enjoy some music. We listened to several ragtime and vaudeville hits and then someone blustered out, 'Let's have "The Dog Fight."' No notice was at first taken of the request, but after a repeated call the operator complied with the demand. The record started and then imagine my surprise and consternation when I recognized in the cowpunchers 'dog fight' the immortal strains of the quartette from 'Rigoletto,' with Caruso as the dominating dog!"

James Pritchard, of Highland, Cal., one of the pioneer Edison dealers of this section of the country, is having great success with his line.

The Jewel City Furniture Co., of Glendale, Cal., have lately added a line of talking machines.

Elliott Pharmacy, of Rialto, Cal., reports the sale of several Amberolas during the last month and several good prospects for future sales.

The George J. Birkel Co. are featuring a series of Victrola concerts each week, held in their magnificent concert hall, built expressly for this purpose. Mr. Pittock, who has charge of the concerts, makes a specialty of taking up each opera and gives it as complete as possible. The Welte Mignon is used in connection with these concerts. The hall is always packed to the doors by lovers of high-grade music and the wonderful reproduction of the voice of all the best artists.

Through the kindness of the Southern California Music Co. the bowling teams were presented with a beautiful silver cup to be contested for by the individual team of each department. This has created much interest in the game, and each team is striving to win the cup at the end of the season, which closes April 1, 1912.

A large Victor machine and a number of records were loaned by a local dealer to the purchasing committee for the jury of the noted McNamara brothers' trial, which is now ended by their confession.

A new use has been found for the phonograph in the public schools, so that the students might wield the pen to the entrancing strains of music. E. N. Chickering, principal of the Monrovia High School, is having the students taught penmanship by exercises to the accompaniment of waltz and march music. The muscular arm movement is being taught by means of the phonograph, also by the Eleventh street schools of Long Branch. Results by this method are said to be very satisfactory, pupils writing in rhythm with the strains of music.

"BUEHN Service Excels"

"BUEHN Service Excels"

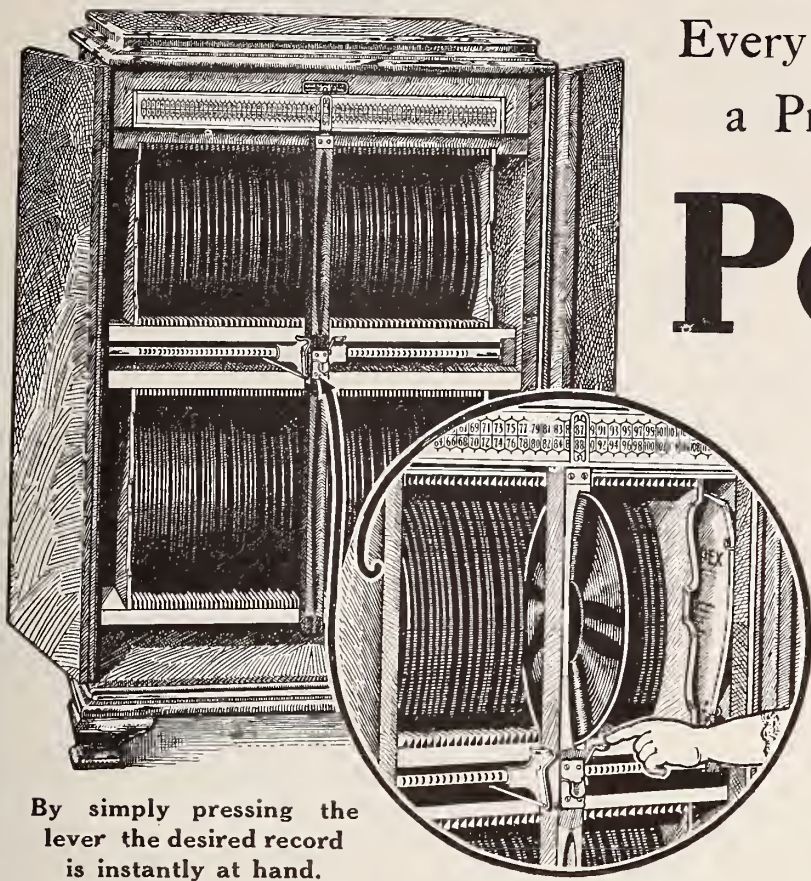
Our *Twelve Years* of "*Edison Business*" combined with our system for filling orders completely and accurately the same day received, should bring your orders to us.

Buehn Service Means Perfect Edison Service and the Only Edison Jobber in Pittsburgh. Exclusively Wholesale.

LOUIS BUEHN & BROTHER
713 Penn Avenue - - PITTSBURGH, PENNA.

"BUEHN Service Excels"

"BUEHN Service Excels"



By simply pressing the lever the desired record is instantly at hand.

Every Operatic Record Buyer is a Prospective Customer for a

Pooley Filing Cabinet

This class of patrons demands the best in music reproduction and naturally they want the best system for handling and preserving their records.

The working perfection of the

POOLEY FILING SYSTEM

needs only to be shown—it will sell itself. If your jobber cannot supply you write us to send you a cabinet on approval.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

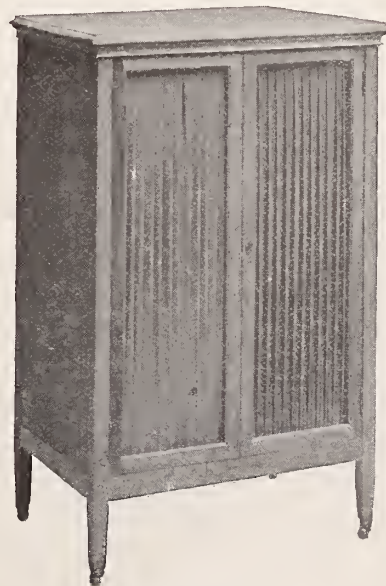
PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60



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NEW YORK, DECEMBER 15, 1911.

THE talking machine business is brisk and machines and records are in constant demand.

There is absolutely no question as to the activity incident to the holiday trade.

The record business has shown a tremendous increase during the past month and it is very evident that the new records put out by the great companies whereby the finest musical talent in the world can be brought directly into every home that has a talking machine had a great deal to do with awakening the interests of talking machine owners whose spirit must constantly be kept aroused in order to increase purchases.

A great many dealers and salesmen do not understand that unflagging interest on their part is necessary to supplement the splendid work of the creators of the business.

No matter how enthusiastic a purchaser may be over the possibilities of the talking machine, yet that interest must be kept well maintained else that particular person will not be a good buyer of records, and one strong factor in the talking machine business lies in the fact that when a sale is made the profits do not end—they simply begin to increase and that fact cannot be driven home with too great an emphasis. Talking machine dealers everywhere should bear this in mind.

Salesmen should be ever alive to stimulating interest at all times.

In a special trade the business man has not so many lines to work as the general merchant—hence he must have resourcefulness, tact and ability. He must make the most out of his single line.

There is nothing better to sell than the talking machine.

Its reproductive powers are apparent to everyone who listens.

It is a good profit maker, but every point which will make for increasing the interest of the purchasers must be constantly maintained.

No man can afford to lie down for a moment in a special industry.

He must ever be up and doing.

AN old reader of *The World* writes: "I am always glad to read some of your 'ginger talks' on salesmanship, and I do hope that you will give us from time to time some good, strong points along these lines, because I feel that they do the boys good everywhere."

Salesmanship, like all professions, demands study and research on the part of those who would excel.

A great physician never ceases his study or investigation.

A lawyer's library grows larger every week, whereas most

salesmen who are endeavoring to dispose of some of the finest products of man and brain simply view their profession in a most superficial way.

Now, to succeed a salesman must concentrate all of his faculties upon one unwavering aim and have a tenacity of purpose which will lead right on to victory.

Genius in salesmanship is intensity of purpose. A salesman with a single aim is the salesman who wins.

The world makes way for the man with an aim and a purpose in life.

One must have a purpose in order to succeed and concentration is a mighty good word for the salesman to study.

This is the age of concentration. A man to succeed must have a program and work to it.

The progressive salesman fixes his course and holds to it.

He maps out his plans and executes them.

He goes straight to his goal. Success comes to the man who forces himself to do one thing as well as it can be done.

NOW, if a salesman plans to sell a talking machine he should do it well.

He should post himself thoroughly as to the musical possibilities of his product.

He should know all about musical selections.

He should be able to explain if necessary some of the operas; but to simply put on a record and let the machine do the rest is hardly salesmanship.

Concentration in selling talking machines is just as necessary as in any other product of human brains, and there is plenty of opportunity and a good future in this special industry for young men of brains and ginger.

The constant changing of occupation and position is fatal to success. We have seen young men spend four or five years in one line suddenly change to another, thereby throwing away to a large degree the years of useful experience.

Thus they drift from job to job, learning only part of each, scattering their knowledge and ability, forgetting that experience is worth more to them than money and that men are paid for what they know.

Half learned lines pay half rate salaries. Do not spread yourself too thin.

TO enjoy a vocation or line you must completely master it. We have never yet talked to a big, progressive salesman who has not said that he enjoyed his profession.

In fact, the salesman who has made his place and become master of it, loves his work and gets a positive joy out of it.

To be successful is to find your work and do it, to get into your place and master it.

Do not allow any man to know your line better than you do. If you do he will succeed more than you. Mere energy is not enough. You must have an aim and a purpose—a fixed aim. Nothing can take the place of an all absorbing purpose. The purposeless life is always a failure.

Keeping everlastingly at it is not all of success. Working without a plan is as foolish as going to sea without a compass.

No two careers have the same gauge. Knowledge is not interchangeable.

You cannot jump from occupation to occupation doing one thing to-day and another to-morrow. Any business that is worth while is too complicated to learn in a day or a week.

All eminently successful men make a life work of one thing. It is the single aim that wins. It is the man who does one thing supremely well that comes to the front.

Success in all lines requires the whole man. The ability to concentrate all of your talents upon one point is the difference between success and failure.

The one thing to remember is that the best salesmen make themselves.

They absorb what is round about them, and it is reflected back in their work in an intelligent manner and one that pays.

To sell talking machines and sell them well is a good profession, with an expansive future.

And any dealer who can see through a ladder can guess whether we intend to keep those three "Regents" in the foreground through 1912.



Columbia Phonograph Co., Genl., Tribune Building, New York

BUSINESS GOOD IN OAKER CITY.

November Proves Very Satisfactory Month from Point of Sales—Bright Outlook for the Holidays—Shortage of Stock the Chief Complaint—Gimbel Bros. Enlarge Department—What the Various Jobbers and Dealers Are Doing—Strong Demand for Columbia Products—General News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 5, 1911.

The Philadelphia talking machine men are entering upon the last lap of the holiday trade in the most happy mood. All of them affirm that the month of November has been the best they have ever had, and they expect that December will wind up the year in a blaze of glory. It will be the biggest year the trade every has had, and they feel that they are to be congratulated, especially in view of the fact that so many other lines of business have had to suffer and that the complaints of business generally prevail so extensively.

Just what November business would have been had the dealers been able to get the goods can only be conjectured, but they have undoubtedly lost considerable money through the inability of the factories to give them the proper supply. But they feel that this business has not been entirely lost, for they are still hoping that in the end they will be able to get the goods, and at any rate feel that this big enthusiasm for machines portends well for the future.

As to next year several of the big dealers are looking with no little anxiety. The changed conditions, they believe, are going to upset business for a time, but they believe they will eventually adjust themselves to the satisfaction of all concerned. There is going to be a great deal of keen competition, and they don't know but that this will help the jobbers and retailers through the old adage that "competition is the life of trade."

Gimbel Bros. report that they more than doubled last November's business—almost tripled it. "The most difficulty we find," says Manager Stewart, "is to get enough of the popular selling records and the most popular machines to supply the demand."

Although Gimbel Bros. recently enlarged their department considerably, they contemplate very shortly to add three more soundproof rooms to the department. The rooms they have at present do not nearly meet the demand and frequently they are compelled to leave customers go away on account of having no opportunity to demonstrate the instruments. Their biggest trade has been on the No. 16 machines of the Victor Co., and the reason they assign for this is their extensive advertising that they will send this No. 16 for a thirty days' trial. The No. 9 is the most popular among their medium-priced sellers, but they have been having much trouble to keep a stock of this number of machine on hand. The interest in the Pooley cabinet, made in this city and handled by Gimbel's, they say is still maintained. It is winning high praise.

Louis Buchn & Bro. report that their business, both here and in Pittsburgh, has been most satisfactory. It was very much better than last year

in November, but they are still very much hampered by not being able to get sufficient goods, and the first week of December finds them with little prospect of relief in this respect. They have been having a big sale of the Pooley cabinets, and all of last week were demonstrating these cabinets in their window.

November has been the best month the Buchn firm have had in Pittsburgh, and as Mr. Buchn says: "Our branch store there now looks a success."

The Wanamaker talking machine department, managed by W. C. Holzbaur, has been enjoying an exceptional November business. Last week they put the finishing touches on their hearing parlors by laying handsome ecru carpets in all of the rooms, with electric lights with ecru shades to match. Everything about the department is now finished and Mr. Holzbaur is not anticipating any further changes whatever. One of their visitors the past week was Jack Fisher, of Miller & Co., of Pittsburgh, who is at the head of the talking machine department of the firm in that city. Mr. Holzbaur says it looks as if the holiday business of the firm was going to be very large. The firm have been making quite a hit on the Pooley cabinets.

The new talking machine firm of Conner & O'Neill, on Thirteenth street near Walnut, have been doing a very good business in the few months since they opened. Their store is one of the most attractive of the small stores in this city.

Manager Elwell, of the Hepe talking machine department, reports that their November business turned out all right, but that they could have done very much more business had they been able to get the goods. J. Harry Holt, a dealer of Mt. Holly, N. J., was one of the Hepe visitors last week. They have just about closed with several very important connections in nearby cities, and they expect through them to very materially increase their output. Hagar Bros., in Lancaster, the big department store there, who are supplied from the Hepe house, have been doing a very excellent business.

Manager T. K. Henderson, of the Columbia Phonograph Co., reports that the Columbia business in November was away beyond their expectation. It was very much better than last year, and a very much better month than October, both in sales and collections. Among their visitors were Marion Dorian, auditor, and T. Allan Laurie, assistant auditor of the Columbia Co. The latter was here for a few days in pursuit of his duties.

Manager Henderson was up the State for a few days last week in the vicinity of Wilkesbarre, where he says the talking machine business is better than it has been for years. They have succeeded in securing several new agents in that section.

The firm received this week the first shipment of the \$200 De Luxe Grafonola and they are very much pleased with it and believe it is going to sell here very well with the exclusive trade. They have had a very big sale on the "Favorite" \$50 machine and on the Nonpareil \$150 machine. The new Olitzka records and the Blue Label series have been going very well. Manager Henderson

has planned a very attractive Christmas window which will be put in place this week.

J. T. Packer, who is in charge of the grand opera box office in the Columbia store, has just announced his engagement. He has only been in Philadelphia a few months and there is a pretty bit of romance connected with the meeting and courtship of his fiancée, Miss Ella Strawbridge by name. On Friday night last he gave a party in honor of the announced engagement to most of the employees about the Columbia store.

THE PHONOGRAPH AS AN ACTOR.

Wherein the Invention of Thos. A. Edison Figures as a Histrionic Accessory.

Zealous producers of theatrical plays in the past have been at a greater expense to produce the cries of rebellious citizens behind the scenes, the sounds of conflict, the howling of wolves in the desert, the distant strains of song—in short, all the supernumerary noises that heighten the dramatic illusion—than they are put to in this era of applied science. It is an open secret now that the phonograph plays its humble but useful part in the theater. The street cries are not produced, as they were, by the prompter or one of his assistants, but by the carefully prepared talking machine in the wings. When we have the battle of Agincourt again, or the funeral of Julius Caesar, the shouts and howls of the sturdy yeoman of Henry V., or the inflamed citizens of Rome, will be supplemented by the cries of many more, reproduced mechanically. Perhaps, with this improvement, the visible mob can be induced to exercise its multitudinous voice a little less strenuously. Hitherto the citizens and soldiers have often overdone the noise. The illusion of witnessing an ancient Roman riot from a twentieth century orchestra chair has been destroyed. The clamor of the mob should be acting quite as much as the passion of the patriot. A phonograph, remotely placed, will act its part better than a company of supernumeraries devoid of the sense of proportion. Davy Crockett's wolves, if they are ever revived on the stage, will express their fury and their hunger to the audiences by means of the perfected phonograph. There are few sounds this machine cannot record and reproduce fairly well, and for theatrical purposes the distant tramp of soldiers, the whistling of the wind, can be produced by this simple means, though the thunder may be somewhat beyond the phonograph's capacity. We have more than a suspicion that many of the happiest illusions in current plays are thus produced, and we are confident that the phonograph has gone on the theatrical stage to stay. Of course, everybody knows how it has been used to enhance the effect of some of the moving picture shows, but, as the New York Times says, its substitution for "extra people," old-fashioned wind machines and other devices in the regular theatres deserves a note of comment.

System removes from the brain superfluous detail and leaves it free to plan and create.

The Talking Machine Trade in New England

SERVICE THE BIG FEATURE

In Building Up a Successful Jobbing Business Says F. H. Silliman, Manager of the Pardee-Ellenberger Co.—Some Pertinent Remarks.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 6, 1911.

Since the Pardee-Ellenberger Co. secured their Boston headquarters and offered the trade their facilities for Edison service they have met with very good co-operation from the dealers. F. H. Silliman, manager, is a young, old-experienced talking machine man, starting when the industry was in its infancy. He watched many new developments and says that service is the keynote of the whole situation.

To work in perfect harmony there should be no discord between servitor or service. In an interview with The World recently, Mr. Silliman speaks about service as being "it" with the dealers. "No matter what goods you might have it is the trade corporation that crystallizes into service. Shipping goods when wanted has made more friends than anything else, and with our New Haven (Conn.) establishment for southern New England and New York State, and Boston for the balance of this Eastern territory, we certainly hit the mark with our P-E exclusive Edison service."

1911 PROVES BIG YEAR

With Boston Talking Machine Jobbers—Shortage of Goods the Chief Drawback—What Some Managers Report.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 11, 1911.

Just a word about a general year summary from the Boston jobbers. That 1911 will round out a big year is unquestioned. "Couldn't get the goods" has been the trouble for not preventing a larger percentage of growth, but notwithstanding this drawback the gain has been tremendous. Here are the brief opinions, a reading of which will make optimists of us all:

Columbia Phonograph Co., by Arthur C. Erisman, manager: "Way ahead of 1910. Sales gained mostly with the higher-priced machines and records, but the small-priced hornless machines are selling very fast."

Oliver Ditson Co., Victor jobbers, by Henry A. Winkelman, manager: "Victor business, both wholesale and retail, shows a margin of growth that is decidedly pleasing. Lack of goods has prevented more sales."

Eastern Talking Machine Co., Edison and Victor jobbers, by E. F. Taft, secretary and general manager: "We are breaking sales records and could 'bust' them all to pieces if we could only get the goods we want. This goes for both wholesale and retail departments."

Pardee-Ellenberger Co., Edison jobbers, by F. H. Silliman, manager: "Naturally, establishing our new Boston offices has given a large impetus to our sales, and in figuring our gain over the previous year we are glad to say it is far ahead of a year ago."

M. Steinert & Sons Co., Victor jobbers, have likewise made big gains, based upon the reports heard from time to time.

NEEDLE ORDERS COMING IN LIVELY.

(Special to The Talking Machine World.)

Lowell, Mass., Dec. 9, 1911.

"They keep coming in," commented C. H. Bagshaw, of W. H. Bagshaw, the big talking machine needle manufacturers, pointing to some new orders from foreign lands for Bagshaw needles. The new Bagshaw slogan, "the needle of international fame," seems particularly fitting with this growing world demand, which is based on just "pure quality." It is apparently the "style" nowadays to pay more for quality; at one time it was "how cheap" and not "how good." This change is due to their discovering that good quality at a little higher cost actually means lower price. And this in a logical way, sponges for the large and growing foreign demand for Bagshaw talking machine needles.

"SCOTTI" THE EDISON AMBASSADOR.

J. W. Scott, of Maine, more familiarly known in the trade as "Scotti," passed through Boston on his way to his home in Newark, N. J., whither he went to spend Thanksgiving with his family. "Scotti," as the Edison Ambassador Extraordinary, is always given a cordial reception when he drops in upon the trade.

MEETS SUCCESS AS MANAGER.

Charles P. Trundy, in Charge of the Talking Machine Department for Geo. Lincoln Parker, Has Had Wide Experience in the Field.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 11, 1911.

Charles P. Trundy, of whom a likeness is here given, is the able manager of the Victor talking machine department of George Lincoln Parker, Colonial building, 100 Boylston street. Mr. Trundy



CHAS. P. TRUNDY.

has been associated with Mr. Parker for a year and a half, and in that time he has done a great deal toward building up this large section of the business, which is due in no small degree to an agreeable personality and his intense enthusiasm for the Victor machines and records, which are handled exclusively by this department.

When Mr. Trundy first became interested in talking machines several years ago he connected himself with the Columbia Phonograph Co., and later the Eastern Talking Machine Co. When the big Siegel department store was opened and it was decided to install a talking machine department, Mr. Trundy was invited to manage it, which he did successfully until he accepted overtures from the Edison Co. to become a traveling man.

NEW PLANT GIVES NEEDED FACILITIES.

(Special to The Talking Machine World.)

Putnam, Conn., Dec. 6, 1911.

"Puritone" needles are selling in a very satisfactory manner, according to Charles E. Dean, of John M. Dean, who since the occupancy of their new plant in this city, the output has been steadily growing. An illustration of this new factory, with a story of its equipment, was duly published in the columns of The World, and in the technical papers devoted to factories, a number of articles praised the modernness of the new Dean plant.

While the name of "Puritone" is worth thousands of dollars in reputation, the Dean Co. will, if asked by the jobber, forego that value and put these needles up in envelopes bearing the jobber's name, address, etc. The additional publicity gained by jobbers is valued by many.

Charles Caon, who lately has been with the W. G. Shaw Co., of Quincy, and who is well-known to the Boston trade through his frequent business trips, has made a change in his business association, and now may be found with W. D. Wilmot, of Fall River.

H. R. Skelton, of the phonograph sales department of the Edison Co., passed through Boston a few days ago on one of his periodic trips through the New England field.

Mr. Dealer, Where do you trade?

Mr. Wise Dealer answers, "All other things being equal, I patronize the jobber giving me the best service."

It is this point which we want to impress upon you, Mr. Dealer—

RIGHT SERVICE MEANS DOLLARS TO YOU

Our modern facilities for successfully handling enormous volumes of business enable us to fill accurately and completely all orders, and on the same day as received. You can make promises on our service and know your customers will not be disappointed.

Our two points of supply give to dealers in all parts of New England an equal opportunity to try our

P. E. SERVICE

Perfect Edison Service

66 Battery
Street

Boston, Mass.

THE PARDEE, ELLENBERGER CO.

96 State Street

New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 6, 1911.

One hears a great deal of talk just now around the city over the prospect of Greater Boston being flooded with foreign machines early in the spring or late in the winter. According to one story that has reached the ears of The World's correspondent, several German steamers lately arriving in Charlestown have had among their cargo a number of machines of German make, which are stored in bond in Charlestown and even in other parts of the city. These machines will not be put on the market until the very day of the expiration of certain patents, February 19, and then, as one dealer says, "look out." The story as one hears it in its varying versions at least is interesting; and one added chapter just going the rounds is that a large Boston dealer has had some of these incoming steamers carefully watched so as to learn as definitely as possible just how many of the German machines were arriving. It is further added that a pretty correct estimate has been made, too. It is understood that many German catalogs have found their way over here.

F. J. Peabody Co. to Handle Columbias.

One of the most important deals which the Columbia Phonograph Co. have made through their local manager, Arthur C. Erisman, is that whereby the Fred J. Peabody Co., of Haverhill, will handle Columbia machines and discs not only at the store in Haverhill, but at their branch establishments as well, for the Peabody Co. operates stores at Portsmouth, N. H., Newburyport, Amesbury and Gloucester. In all of these places a complete line of Columbia products always will be kept on hand. The deal had scarcely been closed before the windows of the Haverhill store blossomed forth with a most taking and well-arranged display. Another house to put in Columbia machines and a full line of American-made records is Harriott & Co. at Concord, N. H., and the firm reports the outlook very encouraging. A deal also has been closed with the W. A. Coleman Co., of Pittsfield. From two local houses, Boyle Brothers and the Grand Rapids Furniture Co., splendid reports of progress are heard. In the latter named concern Mr. Prussian, who is deeply interested in the development of the talking machine, is in charge of the department. George P. Metzger, the advertising manager of the Columbia Co., was a visitor to the Boston quarters a few days ago. Speaking of advertising, Manager Erisman, always on the alert for publicity propositions that promise well, has hit upon a clever scheme of using the back page of the leaflet or folder which is sent out each week by the Boston Opera House management to stockholders, subscribers and box holders. The plan is to use a picture of a grand opera star each week, coupled with some mention of his or her singing for the Columbia Co. The Columbia and its records also get a good notice in the first issue of *Musie*, which is edited by Alexander Kahn, the enterprising and energetic publicity promoter of the Boston Opera Co.

"Some" Sales.

Although Kraft, Bates & Speneer have not had their talking machines installed more than a few months they report a remarkable growth right from the start. While the October business was very large, the November output of machines and accessories was just double the preceding month, and at the rate that business is going just now a notable advance, even over November, is looked for. An instance of how sales are effected happened the other day. There was on exhibition in the window one of the new handsome Grafonola "De Luxe" machines. Mr. Speneer noticed outside a gentleman looking intently in the window, and soon entering he asked the privilege of listening to the machine. Immediately he was duly impressed with its tonal qualities and expressed the belief that his wife would be highly pleased with it in her house. Without much ado the gentleman arranged to have a machine shipped to his residence

in Brookline, which happened to be the abode of one of the wealthiest and best known citizens of that section.

Many New "Eastern" Accounts.

A coat of paint on the front of the establishment and windows so artistically arranged as to admirably exhibit the machines and other paraphernalia makes the Tremont street quarters of the Eastern Talking Machine Co., Edison and Victor jobbers, a conspicuous focal point this holiday season. That business is more than good is something that quickly is learned after a conversation with Manager E. F. Taft, who states that the trouble is his establishment will not be able to take care of all the business that is being rushed to the house, which means that there are far more demands for machines than can be met. This, in fact, is a complaint that has been heard for some time past, only the dearth of machines has become more pronounced as the Christmas season approaches. The Eastern Co. have considerably increased their field in the past few weeks and now are represented in a number of additional New England sections. Connections have been established with large dealers in Worcester and Fall River, Mass., and Woonsocket, R. I., as well as with dealers in Greater Boston, especially such places as Chelsea and Arlington and other nearby cities and towns. Besides these there are any number of small representations where the Eastern Co.'s goods will be sold.

About the E. T. M. A.

The "boys" of the Eastern Talking Machine Associates held another meeting at the office on the last Thursday of the month, but no special business was done. They had a good time, however, as they always do.

Pardee-Ellenberger Enterprise.

F. H. Silliman, manager of the Pardee-Ellenberger Co., Edison jobbers, reports business very good, and he says that as the holiday season draws near he expects it will be difficult to properly handle the business. The house have been shipping some large orders lately to points in Maine, New Hampshire and Rhode Island, not to mention some of the big cities in Massachusetts. Another consignment of the handsome oak and mahogany cabinets referred to last month have been received from the factory, for the first lot was disposed of in

short order. A few days ago, also, there was a large number of machines received, most of which already had been spoken for by the trade. A new list of records, "Timely Specials," as they are called, has been received. These include the principal song hits in plays now being presented at leading New York theaters.

Royer Visits Victor Plant.

Herbert L. Royer, manager of the talking machine department of the M. Steinert & Sons Co., left town yesterday for a few days' visit to the Victor Co.'s factory at Camden, N. J. A neat red leather memorandum book which has been got out by the Steinert Co. bears on the inside cover the suggestion: "Make a note of the numbers of the Victor records you want to hear." It is quite a serviceable little article. A recent demonstration of the Victor machines was made in the parish house of St. Peter's Church, Jamaica Plain, and gave pleasure to a large company.

F. K. Dolbeer's Popularity.

F. K. Dolbeer, general manager of sales of the Edison Co. at the Orange, N. J., factory, who occasionally is seen in the New England field, has returned home from a trip to the Pacific coast. His visits to New England always are eagerly anticipated.

"Business Better" Says W. O. Pardee.

W. O. Pardee, of the Pardee-Ellenberger Co., Inc., was in Boston for a day or two this week, and he was cordially welcomed by a number in the trade. Mr. Pardee states that there has been quite an improvement in business during the past month, and he thinks that, generally speaking, there is a decided advance everywhere. Mr. Pardee, whose headquarters are in New Haven, takes a run up here about once a month.

Chinese Publicity.

The Chinese of Boston are getting interested in talking machines. Your correspondent to-day was shown a circular got out by W. S. Ling & Co., a Chinese concern, wherein in Oriental hieroglyphics running down the page were set forth the virtues of Columbia machines. It is understood that similarly a number of circulars are being got out prepared by representatives of the Armenian, Greek and other nationalities, acquainting their respective countrymen with the merits of talking machines.

To the many jobbers of the United States and Foreign Countries, whose efforts have helped create the largest year's volume of business for Bagshaw Quality Talking Machine Needles—the needle of international fame—we extend our best Wishes for a Merry Christmas and A Prosperous New Year.

W. H. BAGSHAW, Lowell, Mass.

Needles since 1870. All styles, shapes and sizes of Talking Machine Needles



The hundred-dollar "Baby" in the "Regent" family makes the home complete.



Columbia Phonograph Co., Genl., Tribune Building, New York

BUSY TIMES IN DETROIT.

Constantly Growing Demand for Victrolas of All Kinds—Good Results from Printer's Ink—Columbia Sales Beat All Previous Records—Ludwig Proves That It Is Not the Location but the Methods of Selling That Count—Max Strasburg Adds Columbia to His Line—Other News of General Interest.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 9, 1911.

December opens for the talking machine trade in Detroit with the conditions of greater demand than supply which have prevailed since early September accentuated rather than abated. There have been no important changes except the taking on by Max Strasburg, the Victrola Shop, of a line of Columbias. His object is to convenience those of his patrons who like the table style of machine. The Victor line remains his leader.

The Victor trade has been running peculiarly favorable in the last two or three weeks to the \$200 Victrolas for spot cash. It can be explained in part by the holiday trade, many of the machines being held for delivery after December 20. But most of them are wanted at once, actually within an hour or two of purchase. That is a tribute to the efficiency of the demonstrations, particularly to the fibre needle demonstrations, which Mr. Strasburg is pushing as one of the greatest assets of the business.

The other side to the peculiar turn of business is that while the two century machines are going for cash, the \$15 to \$50 Victors are selling on contract. The manager of the talking machine department of Grinnell Bros., makes particular note of this. It happens this way, according to his analysis: When the talking machine trade was new in Detroit some house established the custom of selling on contract without interest. So it has been adhered to by all dealers ever since. And as the talking machine prices are flat, no discounts to friends or business co-operators, there is no object in paying cash. Records are cash. And if a man does not pay cash for his machine, even if it is only a \$15 one, he has just that much more money to invest in records. It is no uncommon thing for a man to buy a \$50 Victrola on time and pay spot for \$40 or \$50 worth of records. Thus the dealer makes a greater profit on his sale than he would by getting cash or by selling on instalments with interest added. His contracts call for

large payments, on the plea that he has to pay cash within thirty days himself and thus finds it impossible to make the time very long. The scheme works like a charm in Detroit and is a valuable precedent for such other cities as have not taken it up.

Never was the value of printer's ink as a business bringer more thoroughly demonstrated than in this fall's talking machine campaign. Heretofore machines have been only moderately advertised here. But with the removal of the Columbia headquarters to the new retail district east of Woodward avenue and the establishment of the Strasburg store in the same neighborhood, it was necessary to let people know where they were. Their advertising, big and bold, incited counter advertising by Grinnell Bros., the American Phonograph Co. and the Cable Piano Co., all in the old paths of traffic on Woodward avenue. They heralded in large space that they were still making things hum at the old stands. A large number of branch stores have joined in the campaign, until it seems that everybody in Detroit who doesn't already own a talking machine is talking of buying one.

As yet there is only an inkling of Christmas trade. The big stores of all kinds are still dull—except the music stores. Comparing these things with what ought to be when the rush comes portends the most tremendous holiday trade ever known.

"And that will be going some," remarked Manager Johns, of the Columbia branch, "for I've been in the business eleven years and I never knew a Christmas yet that I could get all the machines I had orders for. We are away behind now, so I can't imagine what conditions we will face two weeks from now."

The \$50 machines are the favorites everywhere. They seem to be the dividing line in the minds of the people who realize that they cannot be extravagant, yet who have respectable incomes. The men who can afford to spend more skip the grades between the \$50 Favorites and Victrolas and the \$200 machines and take the very highest priced instruments.

The demand for records is so great that they are ordered by express, and it is impossible to keep a complete library in stock.

The Ludwig Music House is demonstrating a thing that is new for Detroit. Mr. Ludwig is proving that talking machines can be successfully sold from a second-floor location. He handles the Columbia line, and the fact that he is placing dupli-

cate orders shows that he is doing business. Heretofore small goods of any kind from a second-floor location, unless in a public arcade, have been considered an impossibility. But Mr. Ludwig seems to have made good at it. Again, advertising tells the story.

HEAVY DEMAND FOR CABINETS.

Stock of Udell Works Practically Cleaned Out by Orders for Holiday Trade—New Line Ready Early Next Year.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 7, 1911.

The Udell Works, the prominent cabinet manufacturers of this city, report that they are experiencing a very heavy demand for all their various styles of talking machine cabinets this season and that it has been found difficult to supply promptly the orders on certain styles, especially in the new table cabinets fitting the Victor machines, numbers 4, 6, 8, 9, 10 and 11, as the reserve stock is nearly exhausted and the facilities of the plant are taxed to the utmost. The wisdom of a large number of jobbers in placing their orders well in advance and thus insuring a full stock of Udell cabinets on hand at the time when they are most needed to meet holiday demands has been well proven.

The Udell Works also announce that they are preparing to have a full line of all their many styles of cabinets ready for delivery early in 1912, and suggest that the jobbers place their orders for spring stock early in order to get prompt service.

PHONOGRAPH FOR CAMPAIGN USE.

A rather novel plan of booming Roosevelt for President is under way in Nebraska, despite the public statement of the ex-President that he will not participate in the coming Presidential campaign, at least as a candidate for the office of President.

These Nebraska boomers propose simultaneous dinners being given in fifty or more towns of the State, and Mr. Roosevelt will be asked to speak simultaneously at each of the dinners. This will be effected by the long distance telephone, Mr. Roosevelt talking into the transmitter and receivers being placed in each dining room. If this method is not feasible, it may be accomplished with the aid of the phonographs, the record being made in New York and turned loose at a given hour.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

Established 1856.

WURLITZER
REG. U. S. PAT. OFF.

Fifty-sixth year.

Eleventh-Hour Orders for Victor and Edison

Any machines, records and supplies you want now, you'll want quick.

A fine time to try the Wurlitzer Hurry-Up Service you've heard so much about.

Our stocks at both Chicago and Cincinnati are as nearly complete as the Victor and Edison factories can make them.

May we hear from you?

The Rudolph Wurlitzer Co.

CINCINNATI :: :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

They all three *look* their money's worth, and they all three demonstrate it. They all three make their own friends and keep them. The Columbia Grafonola "Regents" pay as they go.



Columbia Phonograph Co., Genl., Tribune Building, New York

IMPROVEMENT IN MILWAUKEE.

Retail and Wholesale Talking Machine Trade Most Satisfactory, and Jobbers and Dealers Handling the Various Lines Are Well Pleased with the Conditions Both Present and Prospective in Milwaukee and Vicinity.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 9, 1911.

Milwaukee retail talking machine dealers are finding themselves in the midst of one of the busiest holiday seasons experienced since the boom days of 1906. Dealers to a man declare that trade is much better than they had anticipated, in view of the fact that there is still depression in some lines. While the demand for high-priced machines has been increasing steadily, it is evident that the moderate-priced machine is sought just as eagerly.

One of the main reasons for the big improvement in local trade is the fact that decided improvement is taking place in the iron, steel and heavy machinery field. Milwaukee is distinctly a center for the manufacture of heavy machinery, and when business in this line is good it means an improvement in the whole field. The railroads are gradually abandoning their policy of retrenchment and are

coming forward with orders for steel rails and car material. This has accomplished wonders in adding new life to the local situation. The Chicago, Milwaukee & St. Paul railroad has just placed an order with its West Milwaukee shops for the creation of 500 cars and this will mean the steady employment of several thousand men.

While retail trade is good with the dealers in the smaller cities and towns of the State, it is evident that business in Milwaukee is somewhat more satisfactory. This is evidenced by the fact that dealers are ordering machines and records rather carefully. The outlook is fine, however, and jobbers say that before the season is over with the total volume of trade will be more than satisfactory. Conditions about the State are exceptionally favorable. Wisconsin crops were good last season, the farmer has been receiving record prices for everything, and there seems to be plenty of money. Jobbers say that collections are giving very little trouble.

"The holiday trade is opening unusually brisk," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "Demand is especially strong for Victrolas, with the Victrola XVI in the lead. Record sales are larger than usual. I think that the Victor Talking Machine Co. is to be complimented on its advertisement in the November supplement giving the list of ten records that ought to be in every home. It is surprising how this has increased and stimulated record sales. The U-S line of machines and records is coming to the front rapidly in Milwaukee. The new hornless machines selling at \$25 and \$50 are in leading demand just at the present time. These are the only medium-priced hornless cylinder machines on the market and they are proving popular."

Business is so good at A. G. Kunde's Columbia store, 516 Grand avenue, that the sales force has been increased and plans have been made for handling the largest holiday trade in the history of the store. The new Columbia Baby Regent was sold fifteen minutes after it had made its appearance at the Kunde store, and Mr. Kunde has placed a large order for these machines. The new De Luxe \$200 machine has also made its appearance in Milwaukee and promises to be a good seller.

Emil O. Schmidt, 310 Grand avenue, who recently installed the Victrola line, reports that business in the new department is exceeding his expectations. Mr. Schmidt has sold Victrolas to several prominent Milwaukee families recently.

William P. Hope, Wisconsin and Upper Michigan representative of the Thomas A. Edison Co., Inc., who was a recent Milwaukee visitor, is now on a business trip in southern and southwestern Wisconsin.

The New Idea Cabinet Co. are operating their plant at full capacity in the effort to keep up with the orders that are coming in from all over the country for the New Idea disc cabinets. Special attention is now being given to the manufacture of cabinets for Victrolas IV, VI and VIII. Lawrence McGreal, Edison jobber, who is interested in the New Idea Co., reports that the concern are unable to keep pace with the demands of the trade. William Schmidt, inventor of the cabinet, is manager of the plant.

Laurence Lucker, well-known Edison and Victor jobber of Minneapolis, Minn., stopped over in Milwaukee recently as the guest of Lawrence McGreal, while on his way East.

The McGreal retail store, in charge of Miss Gertrude Gannon, had the honor recently of selling a Victrola XVI to Governor Francis E. McGovern of Wisconsin for installation in the executive mansion at Madison, the State capital. Besides the sale of the machine the house sold \$100 worth of records, most of them of the Red Seal variety, to the governor. This is the first talking machine which has ever been installed in the Wisconsin executive mansion, and it is expected that henceforth the Victrola will play an important part in the social life in the governor's household.

Lawrence McGreal recently furnished an Auxetophone to help out in the way of entertainment at the annual banquet of the Milwaukee Advertisers' Club, held in the St. Charles Hotel.

The Union-Southern Pacific trains running from Milwaukee to California and the Union Pacific trains via the Chicago & North Western line are equipped with Victrolas, so that the traveler may enjoy Gadski, Eames, Caruso, Scotti and the other world-famous singers while en route. Three concerts are given each day in the lounging car that has been added to the special tourist sleeping car trains, and George J. Buckingham, traveling passenger agent of the Union Pacific, Milwaukee, says that the feature has worked out most successfully thus far.

Much interest has been aroused by the action of the Milwaukee Old Settlers' Club in deciding to preserve the voices of its members to posterity by talking machine records. The plan was first suggested by Jeremiah Quinn, a well-known citizen of Milwaukee and a prominent member of the club. Mr. Quinn was much impressed by a similar action taken by the "Borrowed Time Club" of Oak Park, Ill., some time ago, and he believed that the Milwaukee Old Settlers' Club, embracing as it does in its membership some of the best-known men in Wisconsin, should follow some such plan. The idea was received favorably at the recent monthly meeting of the club, and the plan will be inaugurated at the New Year's day celebration of the organization. A special program for that day includes addresses by prominent old settlers, and these talks will be preserved on records. A committee, made up of Jeremiah Quinn, Peter Van Vechten, Jr., and John H. Kopmeier, was appointed to arrange for the records.

One of the largest shipments of Victrolas received in Milwaukee this season has just been received by the talking machine department of Gimbel Bros. Manager L. C. Parker has been finding business so good in the Victrola line of late that he ordered \$10,000 worth of the instruments, but present indications are that these will not be enough to meet the demands of the trade. Under the able management of Mr. Parker Gimbel Bros. have been carrying on an aggressive advertising campaign for their talking machine line, and the results have been more than satisfactory. Manager Parker reports that his talking machine and record business averages about \$1,000 daily and that the prospects are that this record will be exceeded within the near future.



"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For All Types Edison Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade)

Manufactured by
Kreiling & Company
North 40th Avenue and
LeMoyno Street
CHICAGO, U. S. A.

TALKING MACHINE CO.'S STORE IN MINNEAPOLIS



We present herewith a photograph showing the interior of the new store recently opened by Archie Matheis, doing business in Minneapolis, Minn., under the name of the Talking Machine Co., located at 928 Nicollet avenue. Mr. Matheis claims this is the finest store of its kind in the Twin Cities. He has been open only a few weeks and has sold a number of Victrolas as well as Edison machines; he is also operating the old stand in

the Nicollet Hotel building. Here is a case of a man making good—started a few years ago with small capital, a stranger in the city, and now operating successfully two stores, with a growing business and the establishment of a name and splendid credit. It is another instance of showing what the talking machine business will do if brains are used and hard work is done. It is an old story but worth repeating.

EDISON CO. GLEANINGS.

Working Strenuously at the Edison Plant in an Endeavor to Fill the Many Orders Which Are Crowding Them—Movements of Edison Traveling Men—C. E. Goodwin's Latest Invention—An Interesting Description.

It would put a smile on the frowns to see the busy doings at the big plant of Thomas A. Edison, Inc., Orange, N. J., which is rushed to the limit in an endeavor to ship goods for the holiday season. Personal calls, telephones, telegrams, day letters, night letters, letters, postals and other hurry-ups are distracting to some of those higher up who are puzzling over shipping schedules. Naturally this is particularly pleasing to F. K. Dolbeer, sales manager, who, as the trade know, recently returned home from a two months' trip, going to about every city big enough to maintain a sandwich stop. And

perhaps some connecting link can be found between this trip and the present difficulty of knocking out the goods to the various members of the Edison field team.

James Healy and Mark Healy, the latter being accompanied by his wife, were recent visitors at the Edison plant. Both the Messrs. Healy expressed themselves as being greatly impressed with the Edison disc machine.

Around Thanksgiving the plant housed Messrs. Scott, Chew and Gill for a few days. The trade in France will recognize in Mr. Scott their old friend "Scotti," while the New York State merchants know the other two, all three, however, being great boosters of the Edison phonograph, exclusively and exhaustively.

C. E. Goodwin, manager of Edison salesmen, is quite an inventor, having designed an auxiliary power to his force of lead pencils. This little device is being worked with great success by him, to

the despair of the pencil maker's bank account, and in the course of a year saves a bunch of pencils. He originated this device when he lived in Chicago—perhaps that accounts for it—and it has the chain-gang principle put below the horizon. If Mr. Goodwin were to promote it he'd say: "Put the Goodwin time-lock on your graphite sticks and keep 'em home. No stealth, no truancy, no 'Oh! is that your pencil?' no invitations, no excuses. Every man wears his own pencil."

"But what is the device? Tell us what it is," someone asks.

Surely! Ever see a key with a log of wood on the end of it to prevent carrying it off via pocket or otherwise? The Goodwin pencil maintenance system operates along the same lines and is simply a great big piece of cork stuck on the pencil sky end. Inventor Goodwin says this device saves several dollars' worth of pencils a year; no one walks away with them and every man knows his pencil's biography.

The wife of J. Frank Stanton, Edison traveler in Pennsylvania, died last week at her home at Bridgeport, Conn. Mr. Stanton is very popular with the Keystone State coterie, and this announcement will bring sorrow to them. The World joins in extending sincere sympathy.

DROOP'S 54TH ANNIVERSARY.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1911.

The E. F. Droop & Sons Co., the old time dealers of this city, Nov. 17 celebrated their fifty-fourth business anniversary, and in this connection Edward H. Droop and Carl E. Droop issued the following statement:

"On this, our business anniversary, we desire once again to express to our friends and the public our deep appreciation of the patronage and consideration so liberally bestowed, and through which we have been enabled to build up a complete music establishment of such splendid proportions.

"Confidence is the basis of all trade relationship, and to win and hold it every business house must have and adhere to right principles and policies. We have earnestly endeavored to dispense quality wares only, and our prices have been based solely on quality—whether in the cheaper or more expensive lines.

"We are gratified and pleased at the recognition our efforts have won to establish and maintain a music house where one price prevails, where no uncertainty respecting values is possible. During the coming year we shall work toward still further increasing facilities in all branches of our business for promptly and satisfactorily serving our patrons. We shall strive harder than ever to merit your approval and continued interest."

JAMES I. LYONS
WHOLESALE AND RETAIL DEALER IN
EDISON PHONOGRAPHS AND RECORDS
10 WEST LAKE STREET, NEAR STATE ST.

CHICAGO, November 16th. '11.

Edward C. Plume Company,
417-421 So. Dearborn Street,
Chicago, Illinois.

Gentlemen:-

The writer believes he owes your Company a personal acknowledgement of the satisfaction your PYRO ONE LIGHT ELECTRIC SIGN has given him since its installation in front of his place of business several weeks ago.

I can truthfully say that I have never had publicity of any sort that has attracted so much favorable comment, or has brought our business so directly into prominence.

Even surrounded as it is, by numerous elaborate and expensive electric signs, it is without doubt, the most attractive and effective on the street -- both day and night.

Very truly yours,

James I. Lyons

READ THIS LETTER!

From one of the Pioneer Talking Machine Men of America

IT TELLS HOW A

Pyro ONE LIGHT Electric Sign

HELPS HIS BUSINESS

IT WILL DO AS MUCH FOR YOU

ONLY COSTS \$65 to \$125

AND ONE CENT AN HOUR TO ILLUMINATE

Send for Catalog and Price List

EDWARD C. PLUME COMPANY
417-421 So. Dearborn Street - - CHICAGO, ILL.

RESULTFUL WINDOW DISPLAY.

M. W. Waitt & Co., Vancouver, B. C., Enthusiastic Over Edison Window Displays—What They Say of Them as Trade Developers.

The excellent effects obtainable with the Edison window displays is well illustrated in the photo-

heavy Edison business in that section of the Dominion of Canada. The company state that the various Edison window displays have never failed to produce substantial results in the form of sales and prospects, and that in their opinion no Edison dealer, whether small or large, should be without them. The accompanying view of the window was taken at night and throws into striking relief the various strong points of the display, which, it

Pernambuco, 10 pkgs., \$581; Preston, 6 pkgs., \$244; Puerto Mexico, 7 pkgs., \$188; Punta Arenas, 20 pkgs., \$740; St. Johns, 2 pkgs., \$100; Sydney, 2 pkgs., \$5,891; Vera Cruz, 49 pkgs., \$1,175; Yokohama, 22 pkgs., \$1,948.

DECEMBER 5.

Asuncion, 2 pkgs., \$292; Antwerp, 52 pkgs., \$1,240; Berlin, 4 pkgs., \$107; Calcutta, 1 pkg., \$110; Caracas, 7 pkgs., \$340; Colon, 9 pkgs., \$194; 2 pkgs., \$143; Guayaquil, 2 pkgs., \$150; Havana, 42 pkgs., \$1,169; 7 pkgs., \$325; Lancaster, 12 pkgs., \$200; London, 508 pkgs., \$6,959; 4 pkgs., \$594; Macoris, 3 pkgs., \$112; Manzanilla, 5 pkgs., \$111; Para, 21 pkgs., \$1,133; Savanilla, 25 pkgs., \$2,357; Singapore, 3 pkgs., \$143; Soerabaya, 12 pkgs., \$433.

DECEMBER 12.

Berlin, 12 pkgs., \$352; Buenos Ayres, 111 pkgs., \$3,924; 9 pkgs., \$260; Colon, 3 pkgs., \$103; Guayaquil, 23 pkgs., \$549; 19 pkgs., \$130; Havana, 17 pkgs., \$625; 9 pkgs., \$510; Kingston, 12 pkgs., \$517; La Guayra, 5 pkgs., \$109; London, 46 pkgs., \$2,408; Santos, 5 pkgs., \$568; Soerabaya, 3 pkgs., \$136; Sydney, 326 pkgs., \$11,049; Tampico, 15 pkgs., \$535; Vera Cruz, 10 pkgs., \$320.

HEARD OVER THE 'PHONE.

(Special to The Talking Machine World.)

Philadelphia, Pa, Dec. 6, 1911.

"Hello! This the Victor Talking Machine Co?"

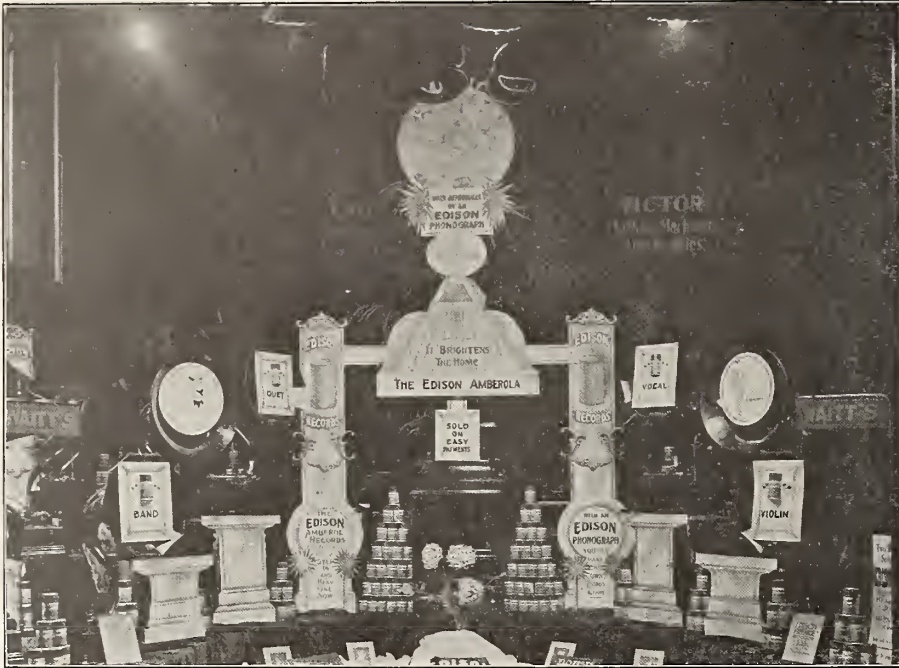
"Yes."
"Well, this is Louis Buehn & Bro. Are you shipping us some Victor goods to-day?"

Ten minutes later the same query from C. J. Heppe & Son, that to be followed by a similar conversation from the Talking Machine Co., and later H. A. Weymann & Son, Inc., and others.

The foregoing conversations occur every morning. Sundays excepted, and the Victor jobbers are certainly directing every effort to keep the wires across the river—from Philadelphia to the Victor plant at Camden—extremely hot.

They do not seem to get goods fast enough, and it not only shows that the jobbing fraternity are aiming to protect their trade, but it also shows to the trade of the country who are lacking goods that no favoritism is shown because of nearness of location. In fact, it works the other way, according to several leading trade members, and the fellow out West, down South or up North gets his goods before Philadelphia.

Louis Buehn, the Victor jobber, who by his qualifications of experience and knowledge of the talking machine field ranks as one of its leading men, remarked to The World man that he sat up a few nights trying to figure out how to ship goods from a rapidly emptying storehouse and then gave up the problem of something from nothing. Mr. Buehn is, however, sending out everything he can get, but he cannot get anywhere near the orders placed.



EDISON DISPLAY WINDOW IN THE WAITT STORE IN VANCOUVER.

graphic reproduction of the show window of M. W. Waitt & Co., Vancouver, B. C., who do a

might be mentioned, has already influenced considerable holiday trade.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)
Washington, D. C., Dec. 8, 1911.

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

NOVEMBER 13.

Berlin, 140 pkgs., \$2,642; Buenos Ayres, 254 pkgs., \$8,162; Dominica, 3 pkgs., \$132; Iquitos, 7 pkgs., \$254; Kingston, 15 pkgs., \$242; Liverpool, 1 pkg., \$120; London, 11 pkgs., \$705; 685 pkgs., \$8,188; 1 pkg., \$150; Melbourne, 161 pkgs., \$3,952; Para, 5 pkgs., \$434; Port Limon, 3 pkgs., \$102;

Rio de Janeiro, 11 pkgs., \$833; Santiago, 20 pkgs., \$451.

NOVEMBER 20.

Berlin, 19 pkgs., \$436; Callao, 18 pkgs., \$2,010; Cristobal, 5 pkgs., \$103; Guayaquil, 5 pkgs., \$750; Havana, 1 pkg., \$254; Iquique, 8 pkgs., \$185; Limon, 6 pkgs., \$174; Liverpool, 4 pkgs., \$281; London, 207 pkgs., \$7,612; 12 pkgs., \$847; Manila, 33 pkgs., \$1,715; Milan, 7 pkgs., \$185; Para, 15 pkgs., \$891; Singapore, 11 pkgs., \$452; Tampico, 8 pkgs., \$430; Vera Cruz, 238 pkgs., \$8,323.

NOVEMBER 27.

Bahia, 80 pkgs., \$7,092; Berlin, 38 pkgs., \$1,667; Bolton, 4 pkgs., \$107; Buenos Ayres, 309 pkgs., \$19,807; Chemulpo, 5 pkgs., \$282; Corinto, 6 pkgs., \$352; 5 pkgs., \$234; London, 15 pkgs., \$950; 658 pkgs., \$16,858; Manaos, 31 pkgs., \$1,505; Maracaibo, 3 pkgs., \$168; Montevideo, 23 pkgs., \$825;

MASSEY

DIAPHRAGM



Has been on the market for a long time. Tried and tested! Found in every way to be a "tone improver" of merit. Retail at a dollar. Good profit to both jobber and dealer. Your business card is good for a sample of this wonderful Massey. Send it to us to-day.

AUTOMATIC STOP



This little simple stop created quite a sensation the past month. Only on the market a short time and selling like "wildfire." Every Edison owner is a buyer. It's attached easily; simply remove two screws and place the attachment over the holes. Fifty cents retail price. Good margin for jobbers and dealers. Write us for more particulars about the Massey Stop.

J. A. FOSTER CO., Edison Dept., Distributors

PROVIDENCE, R. I.



To all those dealers who are now
doing business under the Sign of the
Two Notes—

And to all those others who are going
to do business that way just as sure
as sunrise—a

Merry Christmas

(WITH A GOOD BANK BALANCE)

and a

Happy New Year

(TWELVE MONTHS OF IT)

Columbia Phonograph Co., Gen'l
TRIBUNE BUILDING, NEW YORK

**Make this Christmas last all winter:
Sell somebody a Columbia Grafonola
"Regent" now, and then sell him records
till the swimming's good.**



Columbia Phonograph Co., Genl., Tribune Building, New York

ACTIVE HOLIDAY TRADE

Reported from Baltimore—Stores Being Kept Open Evenings to Supply Demands—Hornless Talking Machines in Great Demand and It Looks Now as if This Year's Trade Will Eclipse Its Predecessor by a Goodly Percentage—Strong Demand for Operatic Records—What Various Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 9, 1911.

Christmas business has already started in with the local talking machine people, with the result that all of them are on the go. While most of them started on the first of the month to keep open at nights, the remaining few will adopt this plan next week. In all of the stores there have been a large number of persons daily and the rush has only begun. All of the dealers are a unit on one point, and that is that December of the present year will be the best month they have enjoyed in the way of sales since being in business. This applies to all styles of the talking machines from the little fellows up to the highest grade. While the dealers still complain about the difficulty of getting in the proper number of machines to keep up with the heavy demand, most of them have a pretty good stock on hand to help out during the holiday trade.

Things are beginning to look like Christmas in the store of Cohen & Hughes, who handle the Victor. They have a pretty window display in which the Victors and records are a prominent feature. The electric sign in the center is kept going night and day and attracts considerable attention. Santa Claus is an especially favorable attraction for the children. Manager M. Silverstein reports the holi-

day trade to be in fine shape and his force is kept busy night and day looking after the customers.

Similarly roseate reports are made by Manager W. A. Roberts, of E. F. Droop & Sons Co., who handle both the Victor and Edison lines. Mr. Roberts says that he expects this December to break all previous sales records in both machines and records. The firm have been doing an excellent business during the first week of this month, while November was better than the same month last year. The firm have a good stock on hand, but as Manager Roberts says, the indications are that there will be little or nothing left of it after the holidays. Operatic records have been in heavy demand, while buyers have also been numerous for the records of the latest popular airs.

At Hammann & Levin's, who are Victor representatives, similar encouraging trade announcements are made. Both the machine and record business has been ahead of last year and the prospects for the Christmas trade are very promising.

Thomas Gordon, of the talking machine department of the Kranz-Smith Piano Co., declares that November with the Victors has been one of the best months of his business career. The firm have a nice display for the holidays, and judging from the buyers and prospective buyers seen in the store when The World correspondent called there is every reason to agree with Mr. Gordon that December is going to be a banner talking machine month.

F. A. Denison, the genial manager of the local branch of the Columbia Phonograph Co., still wears his broad, good-natured smile, and he says that he has more reason than ever for doing so, for the local business, both wholesale and retail, has shown a wonderful improvement during November and

has started in with the prospects of a great December. "All of my boys are working together here with the result that all departments are continually on the go attending to the wants of the customers, while my road men make dandy reports as to the trade conditions in the territory covered by the Baltimore branch."

William A. Eisenbrandt, of H. R. Eisenbrandt Sons, says that the firm's large stock of Victors will be exhausted ere the holidays arrive, while the record business and sales of machines have shown a great improvement the past month over last year.

Both the Victors and Columbias are going well at the Sanders & Stayman store, says Manager Albert Bowden, while others in the business in a smaller way are all happy with what they have accomplished in the past month and with the bright prospects before them.

COLUMBIA RECORDS BY MME. NORDICA.

The Columbia Phonograph Co. announce the recording of four new records by Lillian Nordica: "Tristan und Isolde," in German, with orchestral accompaniment; "Hungarian Aria," in Hungarian, piano accompaniment; "Annie Laurie," in English, orchestra accompaniment, and "Mandoline," in French, harp and piano accompaniment. These selections are of the same high excellence as those made in the first series of records by this wonderful singer.

The Victor Talking Machine Co., of Camden, N. J., were recent purchasers of several "Dictaphones" of the Columbia Phonograph Co., general. The machines are for use in their general offices at Camden.

THE NEW EILERS DEPARTMENT.

Talking Machines Occupy Prominent Position in New Spokane Store of Eilers Music House.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 5, 1911.

One of the most interesting and at the same

time successful departments in the new home of the Eilers Music House at the corner of Sprague avenue and Post street, this city, and where G. A. Heidinger, vice-president of the company is in charge, is that devoted to talking machines. Both Victor and Edison machines and records are handled and the business of this one department at

the present time is in excess of that of the entire store in the early days.

An excellent idea of the arrangement of the talking machine department in the new store is afforded by the accompanying views, one of which shows the exterior of the six soundproof demonstrating booths, and the other the interior of one



A CORNER IN EILERS TALKING MACHINE DEPARTMENT.



DISPLAY BOOTHS IN EILERS TALKING MACHINE DEPARTMENT.

of the rooms with a number of Victrolas placed on display. The rooms, which are handsomely furnished, are finished in white and provided with glass walls, which add materially to their attractiveness. A large line of talking machine and music cabinets are displayed in a separate room on the mezzanine floor of the store. The entire arrangement of the department makes for the comfort and convenience of patrons.

INCREASING RECORD SALES.

How the Victor Co. Pointed Way to Dealers.

On the back cover of the monthly list of records distributed by the Victor Talking Machine Co., Camden, N. J., for November, there was printed a "special list" of ten records that should be in every home and on which dealers were urged to place emphasis. As a result the Victor Co. announce that these records showed an increase in sales of approximately from 200 to 300 per cent., thus demonstrating what may be accomplished by a little effort.

It is the intention of the Victor Co. to make this "special list" a feature of their monthly supplements as often as space will permit. In this connection they state:

"We are convinced that every dealer can sell five times as many records as are now being sold, and as evidence of our confidence in what can be accomplished by placing our list of records before Victor owners in as attractive a manner as possible, we are handing you the December supplement which you will observe has been enlarged to 32 pages, for the purpose of placing before Victor owners not only the new records for the current month, but also lists the records in the two preceding supplements with equal prominence.

"This enlarged supplement will add \$45,000 yearly to the cost of our supplements, but notwithstanding this immense additional cost we know that we will be fully repaid by increased sales. We are leaving no stone unturned in our efforts to assist you in increasing your record sales, and if all our dealers will exert the same energy in the sale of records that they do in the sale of Victors and Victrolas, we are sure that every one will materially increase their Victor profits and make every Victor in every home give more satisfactory results and send more new customers to your store.

CONDON-AUTOSTOP CO. REMOVE


To New Quarters at 26 Front Street—Office and Factory at This Location—Increasing Demand for the Products of Company.

The Condon-Autostop Co., manufacturers of an automatic stop for talking machines, have just removed to 26 Front street, New York, where they have a splendidly equipped plant for the manufacture of their product and where in future their offices will also be located.

There is an increasing demand for the Condon-Autostop throughout the country, and for some time past it has been almost impossible to fill the orders with that degree of despatch which

will now become possible owing to the occupancy of their own establishment which is equipped with all the latest and most improved machinery for the careful and quick production of the Condon-Autostop. Wm. A. Condon, the general manager of the company, is well pleased with the development of his enterprise and most appreciative of the many compliments received regarding the merits of the Condon-Autostop. A very interesting announcement regarding this device appears in another part of this issue.

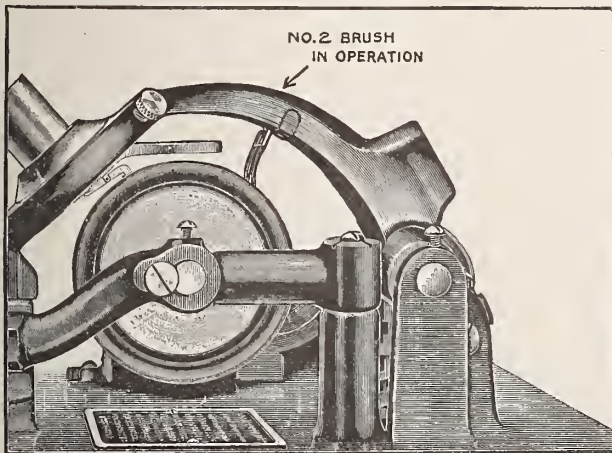
Says a leader in business: "Justice and loyalty on the part of the house and the sales manager compel a recognition of the fact that there are differences in men. Some need more attention and assistance than is needed by others. They likewise compel an acknowledgment of the fact that definite recognition of earnest effort is quite as necessary as is criticism of performances. The knowledge in the sales force that recognition is as sure as criticism, when merited, goes far to make constructive criticism effective. All of this requires a sales manager to approach his work every day in the attitude of an optimist. It is hard for a pessimist to invariably recognize the elements in the fair deal. There is such a demand in these days for hair-trigger promptness that time is seldom available for deliberation."

| | | |
|--|--|--|
| <p>FOR EDISON PHONOGRAPHS</p> <p>List Price 15c each</p> | <p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p> | <p>FOR VICTOR and COLUMBIA Talking Machines</p> <p>List Price 25c each</p> |
|--|--|--|

ANNOUNCEMENT

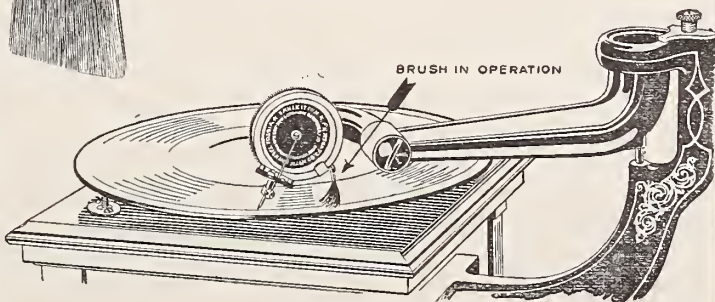
To the Trade:

Our line of RECORD BRUSHES has been increased. We now have a new style No. 20 to fit the Columbia Concert Grand Sound Box. The No. 20 we assure you is a valuable addition to the CLEANRITE family and we are not filling orders for the new style. Order at once so as not to lose any of the holiday business.



IT SAVES THE TONE

You can't afford to lose this protection.



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.

Write Now



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"

DEATH OF THOMAS H. MACDONALD.

Passing of the Consulting Engineer of the American Graphophone Co. Sincerely Regretted—Inventor of Renown in Talking Machine Industry—Sketch of His Interesting Career—Walter P. Phillips' Tribute.

In the death of Thomas Hood Macdonald, director, consulting engineer and chief of the experimentation bureau of the American Graphophone Co., the talking machine industry suffers the loss of one of its brightest and brainiest exponents, both from an inventive and progressive standpoint.

Mr. Macdonald's death occurred at his home at 1590 Fairfield avenue, Bridgeport, Conn., Sunday, December third. He was first taken ill in January last, but at that time it was not deemed anything of a serious nature and he soon recovered sufficiently to continue his work, and in April of last year he made an extensive business trip through the West. Returning from this trip he was taken very ill in Chicago in June, and his family, who were in Europe, were cabled for. He recovered sufficiently to be brought home. His physicians, Drs. C. C. Godfrey and D. M. Trecartin, advised an operation and this was performed



THOMAS HOOD MACDONALD.

by Dr. William Mayo, one of the most eminent surgeons of the country. Apparently it was successful and Mr. Macdonald returned to Bridgeport apparently much better. In August he suffered a serious relapse and for a few days his life was despaired of, but he rallied, and hopes of recovery were again entertained. Since August, however, he has been a very sick man, and required constant care. The best that medical science could do was invoked, but the malady had obtained too strong a hold.

A short time ago he suffered another relapse, and since then had been steadily sinking, although he retained consciousness and suffered little pain. Even the preceding Saturday he recognized those about him, and seemed very cheerful. The end of his long illness came peacefully and he passed quietly away surrounded by the members of his family.

Mr. Macdonald was one of the best known men of Bridgeport, and his death is a decided loss to the city, for during his residence there of about 20 years he was ever watchful of its interests, took a full share of the burdens of the government of the city, served in a number of official positions, and several times was urged to become the candidate of the Republican party for mayor.

During his twenty years with the American Graphophone Co. Mr. Macdonald contributed many inventions which are almost the foundations of the fortune of the company. Among these were the gold moulded records, the first device for the moulding of duplicate wax records, and

which enabled the production of records in almost unlimited numbers. He also perfected the Graphophone grand, for which achievement he was awarded a certificate of merit from the Franklin Institute. To him also belongs the credit of applying a spring as motive power to a phonograph. He is also credited with contributing materially to the perfection of the disc record, now so familiar, and which also opened up a wide field of usefulness for the graphophone.

Mr. Macdonald was recognized by all as an authority in the making and use of talking machines, and ranked as one of the foremost men in his field. In 1909 he was relieved of the charge of the factory of the American Graphophone Co., was made a director of the company and appointed consulting engineer and chief of the experimentation bureau.

Thomas H. Macdonald was born near Marysville, Cal., July 25, 1859, and lived in that place until he became a young man. He attended the public schools of that place, and after a year at sea he was graduated from the Napa county normal school and taught for a time. Afterward he entered the army and in a short time was transferred to Washington, where he served under the surgeon-general of the army and studied medicine. It was in Washington that he met Sophie Bild, and they were married in that city in 1891. Previous to his marriage, however, in 1888, he became connected with the North American Phonograph Co., at the time when talking machines were first coming into vogue. After two years with that company he went to Bridgeport, Conn., and cast his fortune with the American Graphophone Co., which he continued to serve in various capacities until his death.

Mr. Macdonald was an enthusiastic yachtsman and was the means of heralding the name of Bridgeport around the world when he built a challenger for the Seawanhaka cup, held then, 1902, in Canada. A number of boats were built, and the trial races were held off the Bridgeport Yacht Club, of which Mr. Macdonald was at the time commodore. After a series of races lasting over several days the boat built by Mr. Macdonald, the Tecumseh, was selected by the committee as the challenging boat. The races were held in Canada, but unfortunately the Tecumseh did not win, although she made a good showing under the conditions of the race.

For three years Mr. Macdonald was president of the Long Island Yacht Racing Association, commodore of the Bridgeport Yacht Club from 1902 to 1904, and was always prominent in water sports of all kinds. He was a member of and an ex-representative of the New York Yacht Club, and of the New York Athletic Club.

In social circles he was prominent and exceedingly popular. An ex-president of the Algonquin Club, a past master of Corinthian Lodge, A. F. and A. M., past eminent commander of Hamilton Commandery, Knights Templar; past potentate of Pyramid Temple, Nobles of the Mystic Shrine, and a 32d degree Scottish Rite Mason. He took a wholesome interest in all public questions and several times held important offices under the Bridgeport city government.

Mr. Macdonald is survived by his wife, Mrs. Sophie Bild Macdonald; a son, Russell Y., and a daughter, Miss Margaret Macdonald, and by several brothers and sisters in California.

The funeral was conducted by Hamilton Commandery, Knights Templar, with the full ceremony, and was held from St. John's Episcopal Church, of which he was a member, Wednesday afternoon, December 6, at 2:30 o'clock. Hamilton Commandery attended in a body and other organizations of which he was a member were represented. A large delegation of officers and members of the staff of the Columbia Phonograph Co., the employes of the American Graphophone Co., as well as other members of the talking machine trade were present. The interment was in Mountain Grove Cemetery at Bridgeport.

A really touching tribute was paid the late Mr. Macdonald by his old friend and associate, Walter P. Phillips, in the Bridgeport Morning Telegram the day of his death. It was written in a warm, intimate, appreciative style, and was a history of

1866

1911

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean.

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



the life of Mr. Macdonald from his earliest days to his death. It was a scholarly and graceful tribute that was worthy of the writer and of the man in whose honor it was written as may be judged from the opening and closing paragraphs herewith:

"When Bayard Taylor died suddenly in Berlin in 1878, Thomas Bailey Aldrich, his life long friend, said in writing of his contemporary that he could not make it seem that he had passed onward. He finished his beautiful tribute with the lines:

"But when the summer winds sweep over Cedar-croft
He'll come again—I cannot make him dead."

"I find myself sharing Mr. Aldrich's emotions when I attempt to realize that the angel of death has touched with his icy finger the strong valiant, powerfully endowed man who was with us, but yesterday and whom we shall not know again until we meet him face to face in the far beyond. Indeed 'I cannot make him dead.'

"Thomas Hood Macdonald was a man of whom it might honestly be said as Colonel Ingersoll said, in Washington, in 1879, as he stood near the casket in which rested all that was mortal of his beloved brother Ebon: 'The loved and loving brother, husband, father, friend, died where manhood's morning almost touches noon and while the shadows still were falling toward the West. He had not passed on life's highway the stone that marks the highest point, but, being weary, for a moment, he lay down by the wayside and, using his burden for a pillow, fell into that dreamless sleep that kisses down his eyelids still. While yet in love with life and raptured with the world he passed to silence and pathetic dust. This brave and tender man, in every storm of life was oak and rock, but in the sunshine he was vine and flower. He was the friend of all heroic souls. He climbed the heights and left all superstitions far below while on his forehead fell the golden dawning of the grander day. He loved the beautiful and was with color, form and music touched to tears. With loyal heart and with the purest hands he faithfully discharged all public trusts.

"But great as he was his most prominent characteristic was kindness. He was a natural follower in the footsteps of Matthew Arnold, the apostle of sweetness and light and his loss is something appalling to contemplate. Our only consolation is to say in reverent and submissive tones: 'It is God's way; His will not ours be done.'"

A method of preventing the raising of checks, which it is claimed is effective, is to place a piece of double-faced copying carbon paper against the back of the check, insert both in a typewriter which has a copying ribbon and typewrite the check. The amount will be printed on both the front and back of the check. Any attempt to change the figures will soil the paper and disclose the criminal act.

TWO NEW U-S MODELS



The U-S Royal Phonograph
An Ornament for Any Home

AN entirely new model, with a horn of non-vibrating material entirely concealed within the cabinet.

U-S PHONOGRAPHS are the most satisfactory that have ever been manufactured, and are unequalled in accurate sound-reproducing efficiency.

Dimensions: 20½ x 18 inches; height, 16½ inches. Price, \$50.00.



The U-S Rex Phonograph
Compact and Ornamental

A PHONOGRAPH of exceptional value at a very low cost.

The machinery and horn are entirely concealed within the cabinet.

By all odds the best low-priced phonograph manufactured, and a very neat and tasteful outfit.

Dimensions: 18½ x 14 inches; height, 12½ inches. Price, \$25.00.



U-S Everlasting Records The Positive Leaders in Sound Reproductions

THE name "Everlasting" is absolutely apt, for ten thousand playings cannot wear them, and they do not chip, break or crack, like old-fashioned records.

The very fact that U-S EVERLASTING RECORDS are indestructible becomes an assurance that even the most delicate notes are permanently recorded for a lifetime of enjoyment.

THERE ARE NO BROKEN RECORDS ON THE SHELVES OF DEALERS OR IN THE OWNER'S CABINET—they are imperishable—and that is an advantage for profit that the dealer cannot help but recognize and appreciate. IT MEANS A SAFE, SATISFACTORY, AND GROWING BUSINESS.

There is added each month an unequalled list of new numbers in classic and popular selections, grand opera, instrumental and vocal successes, vaudeville, and all of the latest and best in musical and speaking entertainment.

THERE ARE MORE LIVE SELLING POINTS TO U-S EVERLASTING RECORDS than to all others, and the U-S proposition may be had for the asking.

THE U-S PHONOGRAPH COMPANY
Associated with
THE BISHOP-BABCOCK-BECKER CO.
1013 Oregon Avenue, Cleveland, Ohio

57 Union Square, West, New York.
439-441 Lafayette St., New York.
219-225 W. Washington St., Chicago.
229 Cedar St., Milwaukee.
368-370 Broadway, Albany.
225-227 W. Fourth St., Cincinnati.

1106 Commerce St., Dallas.
1225 Main St., Kansas City.
960-962 Mission St., San Francisco.
421 Third Ave., Pittsburgh.
338-340 Minnesota St., Minneapolis.
Washington & Causeway, Boston.

16th St., and Sherman Drive, Indianapolis.
60 W. Mitchell St., Atlanta.
210-212 So. Broadway, St. Louis.
1639 Fremont St., Denver.
531 8th St., Oakland.



**Three Columbia "Regents" make a line.
One "Regent" sale makes good money. Every
"Regent" sale makes another. Every Columbia
"Regent" sells itself a record-outfit. And nothing
on the market to compete with them!**



Columbia Phonograph Co., Genl., Tribune Building, New York

NOW THE CONCRETE CABINET.

Thos. A. Edison, Inc., Has Now Announced the Production of Concrete Furniture and Even Cabinets for Phonographs—This Will Constitute a Suitable Equipment for the New Concrete Houses Also Mr. Edison's Idea.

Thomas A. Edison, who declared recently that he would make it possible to build a concrete house for \$1,000, has now announced that very soon he would put on the market concrete furniture, of which about \$200 worth would furnish nicely one of the \$1,000 houses.

The inventor has already made a reinforced concrete cabinet for the phonograph, and pieces of furniture of concrete are on their way to Chicago and back to show what they can stand in the way of resisting handling by freight men. At present the weight of the concrete furniture is about 33 1-3 per cent. greater than wood, but Mr. Edison expects to reduce the excess to 25 per cent.

The concrete surface can be stained, Mr. Edison declares, so as to look like any kind of wood desired. His phonograph cabinet has been trimmed in white and gold. Its surface is like that of enameled wood. Not only is the concrete cabinet cheaper, Mr. Edison said, but it has better acoustic properties than the old-fashioned wood cabinet.

Mr. Edison entertained in Orange last Thursday afternoon 150 visitors from the annual convention in New York of the American Mechanical Engineers. Hardly less interesting than his prediction as to the furniture was the exhibition to the visitors of the new home moving-picture outfit, which will be put on the market within the next three months at a cost of from \$50 to \$75 retail. The outfit, without the lighting device, is no longer than an ordinary camera case. Seventy-eight feet of the reels are equivalent to 1,000 feet of the ordinary reels. They can be carried in the pocket of the operator, while the ordinary reels to give the same number of "feet of story," would weigh twenty pounds.

On a film barely half as wide as those now familiar to the public three strips of pictures are printed, no one of which is larger than three-sixteenths of an inch square. The operation consists in winding the strip first one way and then another, and back again to get the "story." The operation, the visitors were told, is so simple that a schoolboy can easily master it. The films are to cost 25 cents a foot, but arrangements are now being made to have stations of exchange so as to relieve the consumer of the necessity of buying every foot of film he wants.

A Wonderful Invention.

The Magnetic Reproducer; conveys sound through electric current any distance. Attach this invention to the talking machine and you have the finest quality of tone and volume equal to any band or orchestra; just the thing for moving picture shows, theaters, etc.; special territory given dealers; write at once. Music Production Co., 5228 Michigan avenue, Chicago.

So small are the pictures on one of the films that they are scarcely discernible to the naked eye. The process of their manufacture is so delicate that the smallest speck of dust lodged on one of the pictures would be magnified so as to ruin the picture. For that reason the air is washed with water before it is allowed to enter the room where the films are made.

The home films are to cover just as wide a range of subjects as the ordinary reels of to-day, but special attention is to be given to religious and educational subjects. It is a hobby with Mr. Edison to get the moving picture into the realm of education.

The mechanical engineers saw also a demonstration of the Kinetograph, the combination of moving pictures and the phonograph, and heard a lecture by Miller Reese Hutchinson, one of Mr. Edison's engineers, on the storage battery. The disc phonograph, on which Mr. Edison has been working a long time, was shown.

VICTOR CO.'S EDUCATIONAL WORK.

Some Exceedingly Interesting Literature Just Issued Containing Graded Lists of Records for Practical School Use.

The Victor Talking Machine Co. have just sent out some interesting literature bearing upon their educational work in the schools. One volume contains graded lists of records for practical school use, which is a most admirable compilation and should prove of immense assistance in interesting teachers to give the Victor proposition consideration.

The school records include numbers for patriotic purposes, for marching, for use for folk games and dances, instrumental and vocal records for the primary, intermediate, grammar and high school grades. There are also studies in oratorio, a cleverly-selected compilation of instrumental music, covering all the different instruments of the orchestra, suitable for instruction and entertainment.

The value of this catalog is apparent from the fact that it is quite difficult for persons unacquainted with the Victor catalog, or, in fact, any catalog, to find just the right records for culture or educational purposes. This little volume supplies this want most admirably. It in many respects marks an epoch in the great campaign which the Victor Co. are now conducting so successfully to open up a larger vista of recognition for these instruments, particularly along educational and cultural lines.

They have also sent out some companion literature upon "How to Use the Victor in the Schools," which covers every phase of school work and will be found of exceeding value not alone to the dealer but to all interested in the great future for the talking machine along new and broader lines—lines which mean for the expansion of the business and a wider recognition of the talking machine as a factor in promoting musical knowledge and appreciation.

Other interesting literature turned out by the Victor Co. includes two opera stories—"Il Trovatore" and "Faust." Herein are given stories of

the operas, as well as the titles and numbers of the various records covering the operas. These will be found most convenient not only for school purposes, although they are listed by the educational department, but will be found most admirable for use in small communities where opera is seldom heard, or in the home.

What can be more interesting than a lecture-recital treating of these operas, in which the story is told of the various acts, illustrated by songs and instrumental numbers? Indeed, we know of no more interesting form of entertainment than this, apart from its conceded musical and educational value. This latest literature from the Victor Co. is splendid work which calls for the highest commendation.

MAKE EDISON RECORDS.

Some of the Distinguished Artists in the Operatic and Concert World Who Have Made Records for Thos. A. Edison, Inc.

The recent lists of high grade Edison records have been especially noteworthy owing to the number of prominent artists who have had a part in their making. Perhaps the most distinguished of the Edison artists is Albert Spaulding, regarded by many as America's greatest violinist, and whose genius is well illustrated in a number of records. Then there is Mme. Marie Rappold, a prima donna soprano at the Metropolitan Opera House, who in the comparatively few seasons since her "discovery," has risen to a high position in the ranks of the grand opera stars; Andre Benoist, the prominent French pianist, who has become familiar to the American music lovers during his eight transcontinental tours, and who during the present season will be heard in this country as accompanist for Albert Spaulding, the violinist, and Mary Garden, and the Tollefsen Trio, the capable ensemble organization of which Mme. Schnabel-Tollefsen is the pianist; Paul Kefer, the 'cellist, and Carl Tollefsen, the violinist. The Trio has been heard many times in this country since its organization in 1904-1905, and is highly esteemed.

MUSIC FOR LIFE SAVERS.

Manhattan Capitalist Presents Phonograph to Southampton Station.

Life savers stationed at Southampton, Long Island, will be provided with music ranging from ragtime to grand opera when on duty this winter through the munificence of Henry Sandford, a Manhattan capitalist, who has been living with his father-in-law, Newbold Edgar, on South Main street.

Sandford has loaned the life-savers a new \$500 phonograph and a collection of 300 records. Permission from the authorities at Washington had to be asked before the instrument could be installed in the station. Having received the necessary permission Sandford installed the power and had the wires run through the building at his own expense, for the phonograph requires electricity to operate it.

John Wanamaker

VICTOR-VICTROLAS

For Sale to Dealers

A large quantity on hand for Christmas business.
 We particularly refer to Style XVI, in Mahogany.
 All new Victrolas in original cases. Orders promptly filled.

We are prepared to handle with promptness and despatch a few more active accounts with dealers.

Trade prices quoted on request.

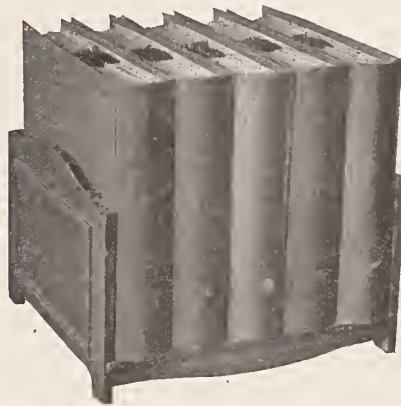
SEVERAL EXCLUSIVE SPECIALTIES

ORIGINATOR,
Record Cabinet



(closed)
 Made in Mahogany, Oak
 or Mission
 Finished all four sides
 Has disappearing doors

ORIGINATOR, Album Rack



Made in Mahogany, Golden Oak or
 Mission
 Retails with 5 Albums, \$10.00
 " without " 3.50

ORIGINATOR, Record Cabinet



(Open, showing Twelve Albums)
 Retails with Albums, \$40.00
 " without " 25.00

Although not officially listed, we are regular jobbers of the Victor and Edison lines. Our stock of merchandise is the largest in New York. Our Automobiles deliver goods free.

JOHN WANAMAKER - - New York

Victrola Section. First Gallery
 New Building

EIGHTH TO TENTH STREETS
 FOURTH AVENUE TO BROADWAY

EDISON PLANS TO AID TAFT VOICE.

Calls at White House and Offers Use of Combination Phonograph and Picture Machine in Campaign—Cartoon from N. Y. World.

Politics waited and President Taft's pen was suspended over the closing words of his message to



Congress the other day while Thomas A. Edison talked of a new invention which he regards as a political asset for a national campaign. The inventor came by appointment to pay his respects at the White House and left in a very happy and satisfied frame of mind.

To a man who is a candidate, but barred from making speeches because of precedent, the suggestion of Mr. Edison was bound to appeal. It cov-

ered the intricate details of a picture talking machine which he has perfected.

Through the use of his machine, Mr. Edison maintained, Presidential swings around the circle could be obviated. Not only will it give the words of a speaker, but it will also reproduce his form and gestures upon a screen.

No deal was closed for any of the Edison ma-

able aid of the phonograph record and the moving picture, views from actual life will be preserved for future use.

Alexander Konta, who was instrumental in organizing the new society, is quite enthusiastic over the prospects of the association.

"TALKERS" IN OUAKER CITY SCHOOL

To Be Used in Instruction of Foreign Children in Philadelphia—How Plan Is Developed.

(Special to The Talking Machine World.)

Philadelphia, Pa., December 6, 1911.

The talking machine is the latest innovation to be placed in the public schools of Philadelphia to assist in the instruction of foreign children. The School Committee of the Board of Education, at a meeting held in Room 296, City Hall, yesterday, decided to install talking machines and records in the new Southwark public school, Tenth and Reed streets, and the night school at the Falls of Schuylkill, to instruct the pupils who cannot understand English, the orders in learning the art of calisthenics.

Records in foreign languages will be run off on the machine and the teachers will go through the proper exercises, the children following and listening to the orders from the machine at the same time.

A LIVE PITTSBURGH CONCERN.

The Talking Machine Shop, Which Recently Entered the Field, Have Most Attractive and Comfortable Quarters.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Dec. 7, 1911.

The Talking Machine Shop, one of the latest additions to the list of Pittsburgh talking machine retailers, and who handle the Victor exclusively, have fitted up one of the finest establishments of its kind in the country and have adopted the slogan in their advertising, "For real music lovers, the only place of its kind in existence." No expense has been spared in the arrangement of the premises and every effort has been made to insure the comfort of the customer and make him feel perfectly at ease. Comfortable chairs are provided in abundance, the floors are covered with heavy rugs, and large portraits of the famous artists who make Victor records are hung close together on the walls. The Talking Machine Shop handles the Victor line exclusively.

HERE IS SOMETHING FROM SEATTLE.

We have a customer who cooks eggs with the assistance of her Columbia graphophone. For a son who likes medium boiled eggs she leaves the egg in while the "Herd Girl's Dream" is playing; for her husband, who likes them harder, she plays the 12-inch "Merry Widow Waltz," which she says plays four minutes and twenty seconds. I haven't tried any of this, but for scrambled eggs I recommend "Chicken Reel."—The Columbia Record.

"It will be all the same a hundred years hence," said the sluggard. "Not if I can help it," rejoined the man of action.

Wants to Make Change.

A WIDE-AWAKE buyer and manager, at present employed, desires to make a change; thoroughly experienced in the Talking Machine, Piano Roll and General Music Line. "V. E. M.," care The Talking Machine World, 1 Madison Ave., New York City.

Position Desired.

Young man with 8 years' experience as salesman, both retail and traveling, and manager of retail and wholesale stocks, wishes to connect with Victor house after Jan. 1. Am thoroughly familiar with line, especially Red Seal catalog, and can produce results. References furnished. Address BOX 100, care Talking Machine World, 1 Madison Ave., New York City.

SWAP 3,000 Edison 2-Minute for Zon-o-phone, Columbia, Star or Peerless Records, or machines, disk or cylinder. DENINGER, 335 North St., Rochester, N. Y.

SONG WRITTEN BY STANLEY.

"In the Golden Afterwhile, Nellie Dear," Being Featured in Record Lists and by Music Publishers—Royalties to Mrs. Grinsted.

As is known by the majority of his friends, Stanley W. Grinsted (Frank C. Stanley), the prominent recording artist who died about a year ago, had written an attractive ballad entitled "In the Golden Afterwhile, Nellie Dear," of which the prominent house of M. Witmark & Sons are the publishers. Following the benefit given some time ago for the family of Mr. Grinsted, the publishers and the various talking machine companies continued their efforts to provide additional means for the family of the deceased and the result is that the ballad mentioned is being featured in the December list of the Victor Talking Machine Co. and also of the U-S Phonograph Co., while the Columbia Co. and Thomas A. Edison, Inc., are to follow shortly. Witmark & Sons have given special attention to the pushing of the song for the purpose of developing large royalties for Mr. Grinsted's family, who own the copyright, and have in other ways proved of great assistance in the matter. It is the hope of the recording artists that the dealers will also feature the ballad with a view to creating as many sales for the records as possible, as the royalties will be paid over promptly to the family of the composer.

VICTOR-VITAPHONE LITIGATION.

Decree Enjoining the Vitaphone Co. from Manufacturing and Selling on the Grounds of Infringing the Berliner Patent Modified by Judge Lacombe on December 1st.

Judge Lacombe in the Circuit Court of the United States on November 18th directed the issuance of a decree enjoining the Vitaphone Co. of New York from manufacturing, selling or using a machine called the Vitaphone and manufactured under the Repp patent, on the grounds of infringing the Berliner patent.

The matter came up again before the same justice in the Circuit Court of the United States for

chines. That will be up to the campaign managers, but the man whom Mr. Edison regards as the Republican candidate is impressed at least.

the southern district of New York on December 1st, when on the motion of Otto Munk, for the defendant, and Horace Pettit, appealing for the complainants, the decree of November 18th was modified by adding thereto the following proviso in accordance with the opinion of the court heretofore entered:

"Provided, however, that the defendant may advertise, if it chooses to do so, that after February 19, 1912 (the date of the expiration of the Berliner patent in suit), it will manufacture and supply the trade."

MAKING REAL HISTORY.

The Modern Historic Record Association Organize and Elect Officers—The Splendid Objects Which This Association Has in View.

The Modern Historic Records Association, which was recently incorporated to preserve records of modern times for all time, as reflected in the moving picture and the phonograph, held a meeting at the National Arts Club, Gramercy Park, last Saturday, when the following officers were elected: Herbert L. Bridgeman, President; Gen. Grant, Alexander Konta, Dr. George F. Kunz, and Rear Admiral Peary, Vice-Presidents; W. T. Larned, Secretary.

At this meeting certain documents comprising the record of the society's organization and printed on material of a permanent character, was enclosed in a glass jar. This will be placed in a tube of tiling and the whole sealed in solid concrete with copper plate indicating the contents which will then be affixed to the end of the concrete cylinder.

The next object preserved to history will be the record, said to be the only one in existence, of the voice of Thomas Edison. It was placed on a phonograph and for the last time those who filled the room heard the inventor tell something of the progress of electrical science and predict its future development. There was applause as the last words were heard and the record was taken away to be preserved.

It is the intention of the new association to erect a fireproof building where with the invaluable

A LIVELY CHICAGO CENTER.

Some of the Activities of the House of Lyon & Healy—L. C. Wiswell Visits the East—Higher Grade Machines in Great Demand—First of New Edison Amberolas Received—Employes of Record Department Attend Maud Powell Recital—Enlarged Record Sales Department Completed—Arrangement Is Most Admirable—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 12, 1911

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a visit to both the Victor and Edison factories and to New York. He found the plant rushed to the very limit to supply the demand for goods. "It is, naturally, a source of gratification to me to find that, notwithstanding the introduction of the low-priced machine and the consequent heavy demand for them, that the high-priced hornless machines are still in just as great demand as ever, and, in fact, our sales of Victrola XVI's this season have been in advance of last year."

The first of the new style Edison Amberola machines were received by Lyon & Healy this week. Mr. Wiswell expressed his admiration of the new type, referring particularly to the spiral drive motor and to the splendid tonal quality of the instrument. Substantial orders for the new Amberola have been booked.

Mr. Wiswell and his assistant, H. B. Hopkins, with their wives, chaperoned a party of about twenty of the young women record clerks and other feminine employes of department H at the recital of Maud Powell at Music Hall last Wednesday evening. They were the guests of the famous violiniste, as she sent over the pieces of cardboard requisite for admission. Miss Powell has always taken an interest in the young women at the big store, and the fact that it is thoroughly reciprocated is shown by the remarkable sales of her Victor records.

H. B. Hopkins is a man of fine mental poise, but he has been in a rather perturbed state for the past two weeks. He has been on jury service right in the midst of the holiday trade. Therefore, if he has inadvertently slipped in something about machines when discussing damage cases in the jury room, or if the words "personal injury" have obtruded themselves into the "remarks" on order memoranda at the store, he is certainly to be excused.

The enlarged record sales department at Lyon & Healy's is now completed. Photos have been taken, but too late for reproduction in this issue. Four new demonstration rooms have been added, making sixteen in all. A large and tastily furnished reception room opens off the elevated and makes a most convenient place for people to wait the coming of the rest of the family, in order that the selections may please all. There are some unique features calculated to give valuable pointers to visiting dealers. A detailed account, however, is postponed until next issue when illuminative cuts will be presented.

ALBUMS GROW IN POPULARITY.

The many dealers in talking machines throughout the country are having calls for talking machine record albums from customers to whom they have sold records and who do not possess a record cabinet. The average housewife is neat and orderly, and the placing of records on window sills, tops of mantelpieces, in fact in such inconceivable places as under beds, particularly in New York flats, have rendered record users more discerning and anxious to avail themselves of modern methods of disposing of accumulations in all departments of the household.

There are several record albums on the market, but it was not until the Victor Company demonstrated on a very broad scale the usefulness of the album for records in their Victrola that the demand became so gigantic. At this time, conservatively estimated, there are not less than a half million albums in use.

In the old country the album has superseded

every other device for filing, arranging or storing discs. Large libraries of music have been accumulated in many towns in Germany, and there one can go and hear an entire opera by selecting two or three volumes, which contain the entire music of the composition.

In this country the Echo Album Co. have made the greatest stride, for it was in 1907 that the first application for a record album was made to the patent office for a design and instruction that is now in general use. The inventor of this album was Louis Jay Gerson, who was then managing the Musical Echo Co., of Philadelphia, for which the Echo Album Co. was formed for the purpose of marketing this invention.

In another column the advertisement of the Echo Album appears, and the dealers in talking machine records who wish to keep up with the times would do well to write for particulars.

MAKING A STUDY OF TYPES.

Reasons and Arguments Should Vary According to the Type of Men Approached.

"The proper study of mankind is man," and to be a good salesman one must know at least something of man. And it will not do to consider self or employer as "the" man. Granted that each individual is a type, it must also be granted that there are very many types. Whether type makes environment or environment compels type need not be discussed. Everything stable is based on concrete fact—type is a fact. Each type stands for separate taste, inclination, views as to income and expenditure.

Yet all civilized people live in houses, wear clothes, eat and drink, sleep and wake, read and write, think and act. In the matter of doing these things type is accentuated. And type rarely changes in a generation. It may be susceptible to variations, as many standard musical compositions are. But the stem stands out sturdily—the first chord struck establishes "Home, Sweet Home," no matter how strong an effort is made to disguise it afterward by trills and quavers.

Resultful salesmanship, even of something that almost everybody can use, must be many stringed. One reason for its use will appeal to one type, another reason to another type, and so on—there is no single reason that will appeal to all. If the thing to be sold has positive type limitations, woe to the man who attempts to exploit it unmindful of those limitations. There would be no failures in salesmanship if humanity was understood as it should be by salesmen.

Most is accomplished in anything by working along the lines of least resistance. The line of least resistance in salesmanship is the line of the type. It pays to study type—obviates the casting of pearls before swine, and the offering of things to folks who have no need of them. The good salesman offers to a type what that type can appreciate.

LANDAY'S BROS.' BIG TRADE.

New Store Attracts Many Buyers of Victor Goods—An Erroneous Statement Set Right.

Coincident with the occupancy of their palatial new quarters at 563 Fifth avenue, Landay Bros. have been carrying on a very striking campaign of publicity in the daily papers which has brought gratifying results in the form of orders for Victor machines, particularly the higher priced ones, as well as records.

The success which Landay Bros. are achieving in their new quarters is only another illustration of what can be achieved by up-to-date methods in the conduct of the talking machine business. And this brings to mind that in The World last month an erroneous statement was made that Landay Bros. were conducting the talking machine department in the new store of J. L. Kesner Co., Sixth avenue and 23d street. As a matter of fact they merely sold them a full line of Victor machines and accessories. They acted as jobbers, that is all, and have no connection in any way with the establishment.

AN IMPORTANT MOVE.

Wanamaker Engages Distinguished Musical Critics to Lecture on Victrola Records of Grand Opera During Christmas Week.

Through the efforts of Mr. Gerson, of the management of the talking machine department of the John Wanamaker New York store, the services of H. E. Krehbiel and Henry T. Finck have been secured whereby a season of opera recitals are to be given in the Wanamaker Auditorium, starting in with Christmas week.

Mr. Finck and Mr. Krehbiel will render their lectures, and the public will have an opportunity of hearing on Tuesdays and Thursdays the greatest musical critics and writers of opera lore in this country. These gentlemen are known to all the musical world, and the seats at their four o'clock lectures will be in great demand.

Mr. Krehbiel's program covers the German School of Opera, while Mr. Finck will take the Italian and modern French schools. Their programs are as follows:

Mr. Krehbiel's lectures: 1—Parsifal; 2—Origin and Nature of the Lyric Drama; 3—Wagner and His Art Work; 4—Rheingold; 5—Wagner Tragedy and the Ring; 6—Meistersinger; 7—Tristan and Isolde; 8—Hansel and Graetel; 9—Don Giovanni; 10—Tannhauser.

Mr. Finck's lectures as follows: 1—Verdi and His "Aida"; 2—Puccini and "Madam Butterfly"; 3—Grieg and His Music; 4—Bizet and "Carmen"; 5—Gounod and "Faust"; 6—Liszt and Hungarian Music; 7—Massenet and His Operas; 8—The Waltz King's Operas; 9—Victor Herbert and American Opera; 10—Some Opera Singers; or, The Making of a Record.

CHICAGO DEALERS MEET.

Election of Officers at Next Meeting to Be Held in February.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 11, 1911.

Considering that we are now in the midst of the holiday season a large proportion of the membership of the Chicago Talking Machine Dealers' Association was present at the meeting this afternoon at the Great Northern Hotel. President Van de Mark and Secretary Reynolds were in their accustomed places and Treasurer Selbman was on the job collecting the not too burdensome dues. Various matters of trade interest were discussed, several of which will come up for definite action at the next meeting. It was decided to hold the next meeting on the second Monday of February at the usual place, skipping the January session on account of the usual rush aftermath of the holiday trade. In the meantime a strong canvass of all the dealers in the districts outside the "loop" will be made by an organizer authorized by the organization at to-day's meeting and whom President Van de Mark promised to appoint at the earliest possible moment. The usual election of officers will occur at the February meeting, which will be followed by a "smoker" and "Dutch lunch." Arrangements for the "blow-out" are in the hands of a committee consisting of Messrs. Deuther and Reichardt.

A FINE TRIBUTE.

Elsewhere in this issue is published a letter from James I. Lyons, one of the country's pioneer talking machine jobbers, in which he tells his experience with a Pyro electric sign. He has found that this sign, while comparatively inexpensive, has attracted much favorable comment, has brought his business into prominence, and while surrounded by elaborate and expensive electric signs, it is, to quote Mr. Lyons' own words, "The most attractive and effective on the street." In other words, the Pyro signs, what they do, how they do it, and what it costs to have them do it, can be obtained by writing the E. C. Plume Co., 417 South Dearborn street, Chicago, Ill. They are being used by talking machine men everywhere.



When a customer wants Grafonola, he is a customer to sell Some

(“Trying is believing”)

To begin with, there's no sense in trying to, unless some Co
Right gives him control.

These three members of the “Regent” family are a distinct
themselves.

There's nothing else that even **looks** like them.

Naturally, in figuring up the reasons for the great Col
becomes powerfully evident that the “Regents” had a lot to do

Every dealer in this country who shut his doors against
Shut his **own** daylight out. Lost his **own** money.

No use rubbing it in, though. Maybe those dealers couldn't
as we were in a position to see it.

But there's a big field open—and we have only just begun
put that stronger, and you will still be inside the mark.

Next season—that is, **this** season, beginning right now—we
incomparable musical instrument” the biggest profit-payer that C

Not forgetting the beautiful “Nonpareil,” or that fifty-doll
Nor any other Columbia in the catalog.



Columbia Phonograph

Tribune Building, New Yo

Creators of the Talking Machine Industry. Pioneers and Leaders in the T
Fundamental Patents. Largest Manufacturers of Talking Machines in the
Exclusive selling rights granted where we are not actively

Regent" ty hard ng Else

er's Exclusive Selling

strument line all by

ce during 1911, it

money on the deal.

as coming as plainly

show us how we can

to make this "one
alers ever uncrated.

e "Favorite," either.



The Columbia Grafonola "Baby Regent" at \$100.



The Columbia Grafonola "Regent Junior" at \$150.



The Columbia Grafonola "Regent" at \$200.



Gen'l,

e Art. Owners of the
Dealers Wanted:
d.

CHICAGO BRIEFLETS.

Crowded Out of the Regular Western Department, But None the Less Interesting.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 12, 1911.

The Talking Machine Shops, with stores on Michigan avenue and on the ground floor, Jackson boulevard side of the Steger building, are having an excellent holiday business. They made heavy preparations and secured large wareroom space on the seventh floor of the Steger building. They stocked it with Victrolas, but the supply is melting away like a dewdrop before the rising sun. The Davidson boys are hustlers.

At the Aeolian Company.

O. C. Searles, manager of the talking machine department of the Aeolian Co., has been having a great Victrola business. Even in their aristocratic location on Michigan avenue they find a good sale for the new \$25 and \$40 types, but do not figure that they have sold any of these machines to people able to buy a Victrola XVI. The sales of the latter machine have been remarkable. The Victor department has shown an increase every month this year over the corresponding month of 1910.

Mr. Searles finds the illustrated song device made by the Picture Disc Co. of Los Angeles of great value in interesting prospects in the Victor. He has already taken quite a few orders for the Picture Disc device which throws views illustrating the record on a screen synchronously with the progress of the song.

Victor Visitors.

George Ornstein, general manager and traveling salesman for the Victor Co.; Sam Goldschmidt, Mr. Ornstein's assistant in Western territory, and V. B. Taylor, the Victor representative in Northern Illinois and Southern Wisconsin, were all in Chicago this week.

U-S Royal a Big Seller.

The U-S Phonograph Chicago office reports a remarkable sale on the Royal, their \$50 hornless style. The World correspondent was given a look into the order book for the past week or so and corroborates the statements made. The Chicago office has men out in Illinois, Indiana, Iowa and southern Wisconsin, and results are of the most satisfactory character. Not only are sales large on the entire catalogue of U-S Everlasting non-breakable records, but the grand opera list, which is extensive, is meeting with splendid reception.

VELVET TONE NEEDLE BALANCE.

For many months there has been advertised in this paper the "Velvet Tone" Needle Balance, and many live dealers in talking machines and owners of same have both produced and adopted this very useful device for the purpose of not only saving wear and tear on the records which are used in demonstrating, but for the preservation of their own records, which cannot help but be worn and injured through the continual wearing of the needle on the surface of the record. The theory that the needle should be softer than the record and thereby wear instead of the record, is well thought out, but hardly ever practical. When a needle does not wear the record must wear. Anything as sharp as a needle point being dragged into grooves of a record cannot help but change the sound reproductions if used continually.

The dropping of water will wear the hardest rock. This is an old saying, but aptly quoted in this instance. Now where does the "Velvet Tone" needle balance come in? Just this. It lifts the needle up and keeps it from being pushed down hard on the record. What pushes it down? Why, the weight of the heavy sound box, and this has just the effect that a glazier's diamond has being drawn across a sheet of glass. It cuts.

The "Velvet Tone" needle balance is like apothecary scales; you counterbalance the weight and give the needle just "good measure," that's all! "Good measure" is just simply a little downward tilt, just a little more weight for the needle side, so that it will rear the tack to the bottom of the

groove without any excess weight or "drag."

There are many people who decry attachments of various kinds, saying that some are cumbersome, some are bothersome, and some are useful. This is in the latter class. It is useful to those who wish to keep the records in good condition, and not throw them away when they have been played a dozen times or so.

The "Velvet Tone" needle balance is marketed by A. D. Macauley, at 417 Walnut street, Columbia, Pa., from where it is shipped directly to the jobbing trade. Dealers purchase "Velvet Tone" needle balance directly through their jobbers, or in cases where the jobbers do not have them in stock they can be purchased direct. The advertisement on page 54 fully covers the article in question.

WANAMAKER VICTROLA EXHIBITION.

The largest Victrola exhibition that was ever held in New York was just concluded at the Wanamaker stores. The large auditorium was used, and over three hundred Victrolas were placed on the main floor, which has a seating capacity of nearly one thousand persons. The decorative features produced by flowers, rugs, hangings, lamps and regular "stage settings" gave the appearance of a typical Eastern bazaar.

The seats in the gallery were not disturbed, and five to six hundred people remained throughout the day listening to the recitals of the Red Seal record artists which were featured continuously, in fact all day long.

The pipe organ accompaniment to these records was wonderful and put the seats at a premium. Many records, principally the Broadway hits and popular numbers, were also accompanied on the piano.

The Victrola daily sales were the largest in the history of the Wanamaker store, and exceeded all previous records. No type of Victrola less than \$50 were sold, and none but the style XVI at \$200 were shown at all in the exhibition.

The exhibition was especially attractive, inasmuch as every style wood and finish were represented, not only the \$200 style, but it included the De Luxe Louis XV in gold and Verni Martin, also the imported Moorish mother of pearl design made at the Alhambra, which is price marked at \$750.

The marketing of Victrolas on this high plane is only a continuation of the Wanamaker's method of doing business, and which outgenerals all competitors, and which is wholly due to the experience and foresight of the management, which is vested in the buyer of the New York store musical department, Louis Jay Gerson, who has been in active charge for the past three years.

Mrs. Elizabeth Kiley, who recently attained some publicity in the New York daily papers through the fact that in celebrating her ninety-first birthday she danced to her favorite waltz like a youngster of twenty, is also a great admirer and believer in the talking machine. At her recent birthday celebration Mrs. Kiley spoke into an Edison phonograph with recording attachment, following a custom established in the family several years ago. Former records she had made were then played, much to the entertainment of the guests, among whom were a son and several grandchildren and great-grandchildren.

The Victor Talking Machine Co. have sent out a communication this week notifying dealers that they can place the four new Caruso records as well as the two duets of Caruso and Amato on sale as soon as they receive them. A large window poster announcing these new Caruso records will be sent with the regular opening day advertising matter.

There is a story in connection with the study of physics about finding the keynote and fiddling down a bridge, that can be applied in commercial life to the smoothing down of disgruntled customers. They can all be gotten in a good humor if you can strike the right chord and play on it long enough.

A HANDSOME TEXAS STORE.

New Quarters of Dallas Talking Machine Co. Among Finest in the South—Handle the Victor Exclusively—A Live Establishment.

(Special to The Talking Machine World.)

Dallas, Tex., December 7, 1911.

The new store of the Dallas Talking Machine Co., who claim that they do the largest exclusive Victor business in this State, is now completed and offers a most attractive setting for their large line of all models of Victor machines and the big stock of records. The general scheme of the decorations is a combination of the Colonial and the French



DALLAS TALKING MACHINE CO.'S NEW STORE.

and proves decidedly effective, with the color scheme of white, green and gold and heavy French plate glass windows in all the demonstration rooms. The accompanying view, while illustrating the general character of the decorations and the arrangement of the store, does not show off the demonstration rooms to best advantage, but it might be said for them that they are well furnished and attractive little parlors in every way. While the decorative work carried on by the company has proven very expensive they feel that the results are well worth the cost, for they now have one of the finest talking machine stores in the South.

The Dallas Talking Machine Co. is under the general management of J. O. Elliott, J. H. Corder, the secretary of the company, being sales manager, with a live staff of salesmen under his direction. The company have made special efforts to handle a heavy holiday business and have been carrying on an extensive advertising campaign with that end in view.

Mr. Elliott states, incidentally, that every member of the staff reads The Talking Machine World and gets much valuable information therefrom.

ATTENDED AUTOMOBILE RACE.

V. W. Moody, of the New York Talking Machine Co., New York, was one of the guests at the recent automobile races in Savannah, Ga. He journeyed to the South via the New York Special, carrying with him a Victrola and records to entertain those on board. Mr. Moody returned to New York after the races on the Special, saying he had "one good time."

A BEAUTIFUL CHRISTMAS WINDOW.

One of the most attractive Christmas windows on West 23d street is that of the Columbia Phonograph Co. One window is devoted to Santa Claus, with the usual accessories, and the other to a beautiful oil painting of the various artists singing for the Columbia Phonograph Co. Crowds always surround the windows and Manager Cleveland is to be congratulated on his very effective work.

In theory one man is as good as another, but in practice it is a lie.

No one wants you to come and see him as much as he pretends he does.

THE KEEN-O-PHONE



New Idea Sound-Blending

Talking Machine



KEEN-O-PHONE Jr.
Price \$40.00

The Latest Invention in the Talking Machine World

Has been enthusiastically received by the public and is now creating widespread interest and attention



THIS IS THE KEEN-O-PHONE
"TRADE MARK"

BEAR IT IN MIND WHEN BUYING
IT APPEARS ON ALL
KEEN-O-PHONE PRODUCTS

PATENTED IN THIS and
FOREIGN COUNTRIES

Only one grade of needle is necessary to produce any volume of tone, for, with the KEEN-O-PHONE, one can by means of the PATENT TONE MODULATOR soften or increase the tone at will WITHOUT CHANGING THE NEEDLE.

Any make disc record may be played on the KEEN-O-PHONE, and it is the only Talking-Machine on the market with a movable table which feeds the needle and saves the wear and tear on records.

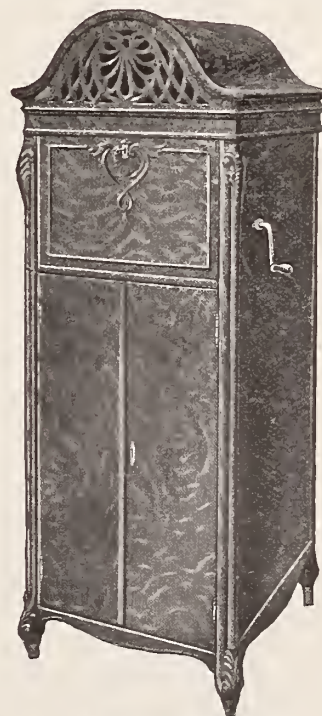
It is only necessary for you to compare our products with others in order to be convinced of their SUPREMACY.

Every ambitious dealer—eager to enhance his prospects and increase his business profits—will write us at once and secure the agency NOW.

BIG MONEY FOR JOBBERS and LARGE PROFIT TO THE DEALER

AGENCIES NOW OPEN

WRITE AT ONCE FOR CATALOGUE AND DETAILS



KEENOLOPHONE
Price \$210

THE KEEN-O-PHONE COMPANY

136-138 SO. FOURTH STREET

PHILADELPHIA, PENN., U. S. A.

**Columbia Grafonola "Regents" at \$200,
\$150 and \$100. The only three-of-a-kind
that make a full house.**



Columbia Phonograph Co., Genl., Tribune Building, New York

ABOUT THAT HOLIDAY CAMPAIGN.

Talk with Dealers Relative to Their Christmas Trade, Which the Writer Hopes May Prove Beneficial in Every Way.

Once more the russet and gold glory of the autumn has faded into ermine clad winter and the Christmas bells are in tune, awaiting the hand of the gray haired sexton to send their wild clamor of iron music through the land.

There should be joy everywhere, the spirit of "good will toward men" reigning supreme.

Your talker shop, Mr. Dealer, should glow like a rare gem with the splendid display of phonographic accessories. All through the fall you have, of course, been steadily rounding into shape for this merry season that comes but once a year—the gladsome time when even the pessimist must cease his doleful wailings. And now behold! your whole establishment, from the head salesman down to the office boy, has the cheer of Christmas engraved deep upon the matrix of its business heart. It shows in the jolly sparkle of the eye, in the buoyancy of the walk and in the smiling deference paid each customer. The head salesman forgets his frown and the office boy his freshness. Things are as they should be—it's Christmas time.

This holiday season, Mr. Dealer, should bring you wealth untold, for you certainly have the goods. He must be a cynic, indeed, who cannot find something intensely to his liking in the almost limitless variety of 'phones, 'graphs and 'olas which make your show window such a beautiful picture. You have a talker for the millionaire and you have one for the laborer. The small merchant, the clerk, and, in fact, all those who walk along the modestly prosperous walks of life can find with you exactly what they and their pocketbooks desire as a yuletide gift for wife or sweetheart.

Out in the country, where the snow sweeps in eddying gusts against the oaken door and the wind moans and whistles through the naked branches of the elms, the tiller of the soil awaits the talker. The advertising campaigns of your very dear friends, the manufacturers, have reached such gigantic proportions by now that there is no farm house, no matter how isolated, whose inmates are not taught to believe that the talker is the greatest musical instrument on earth. However, they may not all realize what an especially interesting companion it will prove during the long winter evenings. Do you suppose Joshua Billings, of Lonesomehurst, knows that he can hear "The Folies Bergere" right in his own kitchen? He can, you know. Ethel Levey and Laddie Cliff will do their sensational "Down the Strand" act for him if he desires it, and the sensuous "Spanish Love" is his for the asking.

I have spoken to you before, Mr. Dealer, about our rural brethren, but I believe the subject to be well worthy of repetition at this time. When you once acquire the trade of a well-to-do countryman he is more apt to be a permanent customer, and also to purchase more extensively than his city cousin for several reasons.

In the first place the average farmer has more money than the metropolitan.

Secondly, he does not have the same chance at

other mediums of amusement, such as theatrical performance, the travelogue, the concert and the opera, and therefore he is all the more enthusiastic over the talking machine, for it will bring all these things to him.

If I were you, Mr. Dealer, I would make a thorough canvass of your customers and find out from them as much as you can about their friends



ENJOYING BROADWAY ON THE FARM.

in the country. Having obtained the names and addresses of a sufficient number who are eligible for membership in the Order of the Talker to warrant such a step, send out a circular letter, reading something like this:

THE SIGN OF THE TALKING MACHINE.
JOHN SMITH, Proprietor.
No. 23 Broad St., Blanktown, N. Y.,
Dec. 15, 1911.

Mr. JOSHUA BILLINGS,
Lonesomehurst, N. Y.

Dear Friend:—Have you arrived at a definite conclusion regarding the investment of your Christmas money? If you have, and your decision has to do with a talking machine, then this letter is not for you. But if you have not decided to purchase the instrument that will bring the whole world of mirth, melody and pathos to your fireside—then read!

The evenings are going to be long this winter, Mr. Billings. After the evening paper is scanned and the gossip of the farm is exhausted, it is still much too early for bed. The old clock on the mantel shelf only points to the hour of eight. You sit and watch the sparks fly up the chimney for a while, fairly content, perhaps, but wishing just the same that things were less quiet down Lonesomehurst way, and that the city was not quite so distant. When these thoughts come upon you, would it not be fine to have a talking machine bring the city to you? Do you know there is not an operatic star, if you care for that sort of music, or a vaudeville headliner, if you like funny talks and frothy songs, but will perform for you through the medium of a talking machine?

You have heard John Philip Sousa, Santleman and his President's Own, or perhaps, Vessala, stir thousands to tumultuous applause. You can hear them all again, if you will, in your own home, and the financial outlay will be modest in the extreme.

What could you possibly give mother or the boys that would bring them even a small part of the pleasure that will be theirs when the talking machine arrives?

Have your sons developed a tendency to drift out of evenings after the chores are done? Do they congregate at the village store, the pool room or hotel? If they do, the entrance of a theatre into their homes will keep them there and the desire to seek amusement elsewhere will surely evaporate, for the simple reason that at no other place can they have as much real fun as at home with the talking machine in attendance.

Then, at those country dances you are going to give this winter, it will be rather high-class to have the Washington Marine Band render the Virginia Reel for you, will it not? They will do it if you say so, and loud enough for the neighbors to hear, at that.

Another accomplishment of the talking machine that will especially appeal to the older folks is the glorious rendition of the songs of long ago. The ballads you whistled when a boy, and that she sang to you beneath the maples. Do you remember how sweetly her voice used to sound as you strolled down the lane at twilight. The shadows were gathering across the meadow where the cattle waited at the pasture bars, and a young moon hung in the western sky. She lifted her rich soprano and the beautiful words of "In the Gloaming" floated like a benediction to meet the approaching night. You can hear "In the Gloaming" again, and exactly as she sang it.

You want a talking machine for Christmas, Mr. Billings. It will brighten your life, keep the boys at home, and place you in as close touch with the musical doings in the city as though you lived there. The city fellow will have "nothing on you" if you purchase a talking machine for Christmas.

We enclose catalogues of machines and records, and next Saturday evening our salesman will call upon you with a demonstration outfit. If, after hearing an extensive and varied concert, you feel sufficiently enthused to give him your order, we shall be honored to serve you.

If you should prefer to have the demonstration take place in our hearing-rooms at the store, kindly notify us of the fact on enclosed postcard.

Awaiting your pleasure, we are,
Yours for a musical Christmas,
THE SIGN OF THE TALKING MACHINE.

You should let the optimism that comes with the Christmas season work for you, Mr. Dealer. At no other time in the whole year will you find the average man so willing to listen to you as now, because he is in a buying mood. When a gentleman comes into your store on the eve of Christmas you know he is there for a purpose and you can delve deep into your selling talk without the usual preliminaries.

You must also pay particular attention to detail during your holiday campaign. The crowds that will surge about your showrooms from now until New Year's Day will be mightily particular. Their eyes will glimpse nothing but beautiful things elsewhere, and your establishment must not disappoint them. A slovenly store at Christmas time will send trade scampering.

Another thing, Mr. Dealer, do not allow your stock to grow low. You want to make hay while the sun shines, and you can only do this by having a succulent crop to draw from.

You must remember that every new customer gained now means record sales indefinitely, so go after them. If your selling force is inadequate obtain the services of additional salesmen during the holidays. It will pay you.

Flood your old customers with advertising matter accompanied by the request that they distribute it among their friends. An endless chain will work as well in talkerdom as anywhere.

Tell them also that even though they have talking machines, records make dandy gifts, and that your December list is a corker.

Suggest to them that they celebrate Christmas eve with a concert composed entirely of selections appropriate to the occasion. You have these records on your shelves; why not get them into circulation? That is the purpose for which they were created.

Now, by way of finale: Be just a little more courteous; have a window display with a little more dash than the other fellow; have a corps of salesmen who will stand by you, treating the trade with the consideration it deserves, and you will make a glorious success of your holiday campaign.

Here's good luck to you and a very merry Christmas!

HOWARD TAYLOR MIDDLETON.

MRS. CLARK'S SUCCESSFUL WORK

In Regard to Developing Interest in the Great Educational Campaign Now Being Conducted by the Victor Talking Machine Co.—Her Remarks Before the Philadelphia Normal School Make Deep Impression.

Thanks to the efforts of Mrs. Clark and the splendid support she has received from Louis F. Geissler, general manager of the Victor Talking Machine Co., and the advertising force of that institution, the new educational department devoted to the exploitation of the use of the Victor talking machines for teaching music in the schools of America is proving most successful. Dealers, too, are rapidly recognizing how their business may be developed through the support of this campaign.

Speaking of this movement, Mr. Geissler said: "Personally I desire to acknowledge my obligations to Mrs. Clark for the really masterful manner in which she has launched and developed this young department. Her personal work across the whole of America has accomplished more in a few months' time than we might have hoped to have accomplished in a much longer period by the usual method of display advertising, circulars, etc."

"Just this morning there was handed to me by a gentleman who was present the enclosed comment and rough copy of what Mr. Pearson, the Supervisor of Music in the Public Schools of Philadelphia said at a recent meeting at which Mrs. Clark presided. It is worthy of careful reading."

"This is only an example of what has been said and done in many of the largest cities of the country, from Boston, New York and Philadelphia through to San Francisco, Cal., and these influences have already borne fruit in the form of genuine sales of hundreds of Victors in the respective cities for public school uses, and all at full retail profits to our dealers."

"A Minneapolis distributor told us yesterday that over 40 machines had been sold to the public schools in St. Paul and Minneapolis by the various dealers there. Of course, we have no satisfactory means of knowing as yet the extent to which sales have been made. We shall try to tabulate this information later. As said before, the idea is a very broad one and its influence will reach far into the future."

This is the letter from H. J. Shurtle bearing upon Mrs. Clark's talk at the Philadelphia Normal School and to which Mr. Geissler refers:

"Mr. Pearson, Superintendent of Music in the Philadelphia schools, opened the meeting at 3 o'clock by introducing Mrs. Clark and giving a general outline of her work and her former position in school work. Mrs. Clark talked along the same lines as she did at the meeting in Wanamaker's New York store on the previous Saturday. The talk lasted for about two hours, and it seemed to be more than well received and appreciated, as the entire audience of about sixty or seventy supervisors and heads of departments remained

for over two hours and appeared to be intensely interested in everything Mrs. Clark said. To show how interested the teachers were they requested us to play over a number of records after Mrs. Clark had finished her talking, and it was nearly 6 o'clock before we left the school.

"Mr. Pearson's closing address was full of the highest kind of praise for Mrs. Clark and the Victor. He said: 'I sat here this afternoon, not because I wanted to, but because Mrs. Clark has convinced me of the great possibilities of the Victor talking machine for teaching music in our school. You sat here this afternoon, silent and sober, because your sense of responsibility is great and your sense of responsiveness was awakened by the wonderful tones pouring from this horn by some of the greatest singers and musical organizations, made possible only by the Victor talking machine.'

"Only a few years ago I thought the schools had no place for the mechanical musical instrument, but after talking to Mrs. Clark and listening to her earnest appeal I am now fully convinced that it is one of the most wonderful instruments for teaching music to our children. You can leave here this afternoon and say to your friends and pupils that the Victor is absolutely of no value for teaching music in our schools, that it is simply a mechanical machine made solely for pleasure, or you can go out and say that the Victor is one of the most valuable treasures we have for teaching music to our children, and when you say that people will believe you and sooner or later you will find Victors in nearly all homes and school rooms in the United States."

"A number of years ago I purchased a player-piano with a general collection of ragtime, Mozart, Mendelssohn, Schumann, Schubert and Chopin. I had a boy who at first ignored this player-piano, but eventually he became interested and said, 'Pop, may I try this?' And he did. At first he played only ragtime, but gradually he became interested in the better class of music, until finally the ragtime was buried at the bottom of the pile and was never used. Now that boy has grown into manhood, is an accomplished and thorough musician, possessing a wide knowledge of the literature of music, and he started with a mechanical instrument. Some few months ago a neighbor of mine purchased a player-piano and a general assortment of ragtime, but gradually he began to purchase music of a better class, until now he has nothing but classics in his collection."

"These illustrations merely show the powerful influence the mechanical musical instrument has in teaching good music. However, while I consider the player-piano a big help, I consider the talking machine far more valuable, because it is within the reach of all people. Some of these instruments can be purchased for only a small sum, while the player-piano requires an expenditure of several hundred dollars."

"Now, I want all of you who can honestly endorse the Victor in its highest terms, just as I

can, stand up!' (Everybody stood up.) Mr. Pearson went on to say that, at the present time, the only kind of music the majority of children are fed on is ragtime, but since the schools have introduced music in the regular course of study there is bound to be an increased demand for music of a higher class. 'The Victor Co. realized this, and they have established an educational department, with Mrs. Clark at its head. While, at the present time, the Victor Company can only furnish us with a few records suitable for teaching music in our schools, I feel confident that within the next year they will be able to furnish us some wonderful records suitable for school work, through Mrs. Clark's efforts.'

"When I speak of Mrs. Clark I feel as though I want to say something that is just as smooth as oil, or something beautiful. I wish I could find words strong enough and beautiful enough to express my appreciation, for I feel that in future generations we are going to be greatly indebted to the Victor Talking Machine Co., through Mrs. Clark's work, for raising the standard of music.' Mr. Pearson went on to say, 'We know the Victor is the proper instrument to be used in conjunction with our school work. I want you all to understand, and everybody else, that I am going to work hand in hand with Mrs. Clark to introduce the Victor into every school in Philadelphia, and I hope, if I can make arrangements with Mrs. Clark, to have her talk to all of the principals of the Philadelphia schools in the near future.'

LOOKING AFTER THE DEALERS.

J. Newcomb Blackman Discusses Shortage in Stock, but Is Looking After Dealers' Needs to the Best of His Ability—The Cleanrite Brush and Playrite Needles in Demand.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor and Edison jobbers, 97 Chambers street, New York, in a chat with *The World* recently, said: "Business would be mighty good if we were able to get prompt shipments from the factory. As it is our sales are not quite up to the record of last season. This condition we attribute to our inability to supply the goods. We have the orders and more than enough to put us even and far ahead of any previous year. For instance, we need 400 machines, No. 4 Victrola, to even up orders now on hand, and it is the same with other models in a lesser number."

"It has been the policy of this house," continued Mr. Blackman, "to give our regular customers the preference when there is a shortage in product for shipment. At this season, with everyone crying for machines, we have great difficulty in making the dealers understand our predicament and that we are making every effort to accommodate them. It would be a comparatively simple matter for us to dispose of all the stock we could secure at this time in large lots to the big dealers and department stores for cash. But, suppose we did this, where would the small dealer come in? After struggling along all summer under a load of bad business and poor collections he looks to the holiday trade for recuperation. If we should turn him down and give preference to the department stores for the sake of quick, cash sales, the ultimate result would be our loss of many a good customer and nothing gained."

"I want particularly to impress upon our regular patrons that the Blackman Talking Machine Co. is doing all in its power to supply them with machines and extras and that we shall continue to adhere strictly to the principle outlined above."


The Blackman Talking Machine Co. are having a tremendous demand for their new Cleanrite brush, which promises to be one of the big sellers with this house. It is described elsewhere, and is worthy the consideration of dealers. They are also putting up the Playrite needles in tins of three hundred each, which will retail for twenty-five cents, there being no change in the wholesale price.

When a man talks to you about bad luck, he more than likely means bad management.


Would you hire yourself for the job were you the boss? Introspect.



The Interior View of the Retail Department of the Eclipse Musical Co.'s Store, Cleveland, O.



We know several dealers who would like to meet the man who told them the Columbia Grafonola "Regent" was an experiment!



Columbia Phonograph Co., Genl., Tribune Building, New York

"COUNTRY NEEDS MEN OF BRAINS, NOT POLITICIANS."

Edison Foresees Little Progress in Nation Till "We Get Real Statesmen," Perhaps in 50 Years—Sherman Law a Farce, Dissolution Under Way a Sham, Says Inventor.

Thomas A. Edison visited Washington the other day for the first time in eleven years. He called at the White House and told President Taft all about a talking picture device which he invented recently, which may save politicians a great many sore throats.

The machine is a combination of moving picture and talking apparatus by which the gestures and words of a speaker are given to an audience simultaneously. He told the President that the Republican National Committee might use it with great effect next year.

In an interview with the New York World correspondent Mr. Edison drew a doleful picture of national legislation. He sees no present solution of the great economical questions with which the country is grappling. The caliber of American statesmanship is too low at present, he said.

"We are a raw, young people and will continue to suffer for our ignorance just as we have since the foundation of the country," Mr. Edison said, in summing up the situation presented by the great economical problems with which Congress is struggling.

"Herbert Spencer evolved the theory and established the fact that all legislation on economical subjects is of a lower grade than the poorest intellect in the body from which it emanates.

"I believe that when Congress passed the Sherman anti-trust act it actually meant to curb the trusts. It failed, absolutely. After almost a generation the court decisions show that this act was a farce. The dissolution of the Standard Oil Co. and the American Tobacco Co. is a sham. It might be called a distribution, but not a dissolution of monopolies. It is the result of poor legislation which, while striving to curb trusts, actually assisted and accelerated their growth.

"The same group of men and the same money controlled these two trusts to-day that controlled them before the Supreme Court ordered them dissolved.

"Now, it would be a simple matter to pass legislation that would forever settle the trust question to the satisfaction of the people and the interests. The only obstacle is the class of men on whom this duty devolves. They are not equal to their duties. They are speechifying politicians. If they were men who knew the technique of business, the inner workings of commercial life, we might expect some results from their laborious efforts.

"In fifty years from now I hope that we will have evolved a class of men who are capable of grasping the great tangled mass of basic principles upon which our industrial life is founded. Until this class of men appears on the national horizon I expect little real progress.

"In the meantime what will we have? We will have just what we have had in the past, a disturbed commerce bearing burdens which are the

outgrowth of uncertainty and ignorance. We will have panics and financial eruptions from time to time with regularity. Laboring men and mechanics will be thrown out of employment, just as they have in the past, and a few men will continue to gather together the profits that always accrue from such untoward uprisings in the financial world.

"There is one thing that Congress might do to stop the effects of its blunders—go more slowly in putting into effect its economical legislation and give the world of commerce time to adjust itself to new conditions. Business can adjust itself to an almost inconceivable amount of damaging legislation if it is but given time and opportunity.

"For instance, when Congress starts out to make a great cut in the tariff or to increase it in parts, business should be given an opportunity to adjust itself to the new order of things. A cut or a rise in the duty on an article should not be made in one year; it should be distributed over ten years or so.

"Of course, compromise is one of the greatest curses of our form of government.

"We should study more legislation, and experiment; at least in so far as to get the benefit of foreign systems.

"Our national life is built upon commerce; it is the source of our power and our real great holding. Some day when men of brains take the place of politicians we shall have a development that will be infinitely greater than anything the world has ever seen."

SOME KEEN-O-PHONE FACTS.

Interesting Data Regarding This New Machine as Well as Special Features Claimed for It—Now Being Sold by a Number of Well-Known Concerns.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 9, 1911.

"Keen-O-Phone" is the name of the "new idea sound-blending talking machines" created and manufactured by the Keen-O-Phone Co. in this city. Their factory is located at Frankford Creek and Orthodox street, while the executive offices are at 136-138 South Fourth street. The registered trademark of the company shows a bandmaster with a baton standing before their model "Keen-O-Phone, Jr.," with the text, "Leads them all."

Prices on the Keen-O-Phone line range from \$40 to \$260. The Keen-O-Phone, Jr., is the \$40 instrument, the Keenole, Jr., is the \$100 machine, while \$210 is the retail price of the Keenolophone. These are furnished in various woods and metal finishes, being an up-to-date line in every particular.

In every machine is built the "Modulator"—a patented device—which permits control of the volume of sound without the change of needle. The company says: "With the touch of a finger the Keen-O-Phone will 'fill' an opera house, or the sound be so reduced as to be grateful to an invalid. This is done without sacrifice of purity or melody."

In the folder that they issue, "Some Reasons for Preferring the Keen-O-Phone," the company say:

"The Keen-O-Phone is practically indestructible. Its mechanism, far from intricate, is constructed on scientific lines of the highest efficiency. The material is the finest obtainable; the workmanship is that of skilled craftsmen—those who love their work and make it an art. Using the Spiral Tone Arm principle, sound is blended harmoniously; the 'scratch,' 'rasp' and other discordant sounds are removed. The needle touches the record always at the same angle, with the effect of lengthening the life of the record. A great saving is thus made."

Any disc record may be used on the Keen-O-Phone. In their recently issued catalog, which, by the way, is a fine specimen of printing, are illustrations of all styles, together with the talking points of the line. This will be sent free upon application.

Emil Bauer, a young old-experienced man in the musical instrument field, is manager of sales, which position he has occupied with success for the past year or so—ever since the formation of the corporation. Mr. Bauer is very enthusiastic over the Keen-O-Phone, and through his efforts is building a fine sales record. In Philadelphia, for instance, Blum Bros., the big department store, have a Keen-O-Phone department, while the Schubert Piano Co. have been selling them for some time. Keen-O-Phone products are also reported to be selling well at New York and other cities.

POPULARITY OF MASSEY SPECIALTIES.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 6, 1911.

Since the announcement of the Massey Auto-Stop for Edison machines to retail for 50c., quite a bunch of inquiries for it have been received by the J. A. Foster Co., distributors, of this city. This little device is the creation of John A. Massey, manager of the Edison wholesale and retail departments of the Foster Co., who is also the inventor of the Massey Diaphragm.

"There has been a great need for an automatic stop," continued Mr. Massey, "as every one knows the bother of running to a machine and stopping it when the piece has been played. With the Massey Stop one can enjoy the composition thoroughly, without any thought of being on edge to stop the machine at the conclusion of the piece. The Diaphragm is likewise holding its own in the matter of sales, and I am confident, from the way the orders continue, that the trade find it a money-making and pleasure-giving specialty."

NEW CONCERN IN JACKSONVILLE.

(Special to The Talking Machine World.)

Jacksonville, Fla., Dec. 5, 1911.

The new store of the Ransom Talking Machine Co., at 23 Forsyth street, this city, was formally opened on December 1, and business started off with a rush. The new company handle the Victor line exclusively and will conduct a large repair department to care for machines of that make.

Willis H. Ransom, head of the new company, was formerly in charge of the wholesale and retail talking machine department of the Carter & Logan Co. store in this city.

THE OLD AND NEW WORLDS VISITED.

Edward N. Burns, Manager of the Export Department of the Columbia Phonograph Co., General, Describes in an Interesting Way His Recent Visit to Quaint Old Spots in Europe and from There to That Live Center of South America, Brazil—Talking Machine Conditions Described at Various Points Visited

To a person who desires to take a long sea trip and have a smooth sea with agreeable weather, I suggest a trip to Rio De Janeiro or Buenos Ayres, starting from Europe.

Should you care to go on a finely-equipped steamer, excellently run, with splendid deck space and agreeable passengers but poor food, take the English line. If time is a factor and you want to reach there as quickly as possible on an elegantly equipped steamer, take the Italian line at Genoa, or await her arrival at Barcelona, and the trip to Buenos Ayres on this ship will not take much longer than the trip across the North Atlantic on the slower boats.

However, should you desire a comfortable boat with friendly passengers and good meals, take the



PANORAMIC VIEW OF LISBON.

German line. Both the German and English ships make frequent stops on the way.

After leaving Southampton in the morning you arrive in the afternoon at Cherbourg, at which point the large passenger contingent bound for Brazil and Argentine board the boat.

The first stop is at the quaint and picturesquely situated Spanish town of Nigo, surrounded by high mountains and a center of the sardine industry. It was in this harbor that the English-Dutch fleet attacked and sank the Spanish "Silver Fleet" in 1702, capturing much of the treasure. There are few talking machines in evidence and none of American make. On account of a royal grant to certain European companies, giving them a monopoly of recording in Spain, it is necessary for the other talking machine companies who desire to make records of Spanish singers to take the singers out of Spain. The result is that such recordings are usually made in Portugal or one of the towns in the southern part of France. This, combined with the excessive duty charged by Spain on talking machine products, being at the rate of about \$1 per pound weight, has had a bad effect on



VIEW OF PRINCIPAL AVENUE, LISBON.

the sale of talking machines and records. To overcome this handicap the company holding the record monopoly have established a stamping plant in Spain, but even so the industry is poorly developed. The copyright situation has still further complicated the talking machine business in Spain, making all the stronger the European company in control there, and together these make formidable

barriers for the development of any business for the American companies in this country.

A day's journey, and early in the morning, we arrive at Lisbon, considered by many who approach same from the sea one of the most beautiful cities in Europe—certainly it is one of the cleanest. We go ashore in small boats and are surprised at the number of elevators running from the lower to the upper part of the city. Lisbon is as hilly as our Kansas City. Among the many interesting points in this city one that never fails to surprise an American is the church where reposes the bodies of the many former rulers of Portugal. These are placed in elaborate caskets on a platform raised about six feet above the floor, and covered with richly-embroidered velvet coverings. The tops of many of the caskets are glass, and an accommodating attendant carries a step-ladder around with him, removes the coverings, and invites you to go up and inspect the royal remains. Among others you are shown the bodies of Don Carlos, the Emperor of Portugal, and his son, Don Pedro, first Emperor of Brazil; also his grandson, Pedro, second and last Emperor of Brazil.

The body of the young prince killed several years ago with his father, the king, is also shown. This casket presents a most gruesome and revolting sight.

The talking machine business here is in poor condition. What product there is is low-priced European machines, and these are only found in a few of the poorer-class shops which cater to people in humble circumstances.

Several days after leaving Lisbon we reach



RAILWAY TO SUMMIT, MADEIRA.

Madeira. Before the vessel even comes to a full stop numbers of young boys swarm all over her, and little fellows not over seven or eight years offer to dive from the highest deck into the water on payment of a sixpence. They are wonderful swimmers, with tremendous endurance—are almost constantly in the water from the time the ship arrives in the morning until the time for departure in the evening.

The town is largely given over to the selling of goods to tourists, especially Spanish drawn work, although both here and in Lisbon the Chinese and Japanese work, on account of its cheapness, has almost entirely driven the Spanish work out of the market. The methods of conveyance in Madeira are most unusual and interesting. The town lies on the side of a hill and all the streets have a tremendous slope. The pitch of the streets is so great that you do not see a wheeled vehicle. All the merchandise of the city and the inhabitants are hauled around in sleighs, although snow is never seen on the island. The streets are paved with small round stones and the sleighs are pulled up hill by oxen. The picture will give you an illustration of this means of transportation.

The first suggested point to all tourists on landing in Madeira is the railway to the summit, from which a splendid view of the harbor can be secured. The descent from the summit is made in sleighs controlled by two men, each of whom have a rope attached to the side of the sleigh. Three



TRAVELING UP AND DOWN STREETS OF MADEIRA.

passengers are placed in each sled, and where the descent is very steep the men run behind and act as a brake, and where the descent is less steep they get in front and pull it.

The selling of talking machines is an unknown industry in this island. I did not see a single merchant who was handling them, and while not a large market, the people seem rather prosperous and should be fair consumers of our product.

After leaving Madeira it is a long trip until the next stop—ten days. The sea generally is as calm and placid as a river and seasickness is an unknown malady on board these ships from here on. Frequently, however, very severe weather is encountered in the Bay of Biscay, but after Lisbon is reached you can count on very placid, calm, balmy weather until the end of the journey.

On the way to Brazil you pass through the dismal-looking group of St. Vincent islands, but this is the only sight of land until you reach the coast of Brazil. The first stop in Brazil is Pernambuco, where they have the most luscious pineapples in the world. Few passengers go ashore, as there is no protected harbor and the ship lies several miles out from the city. The passengers are hoisted overboard in a huge basket and dumped into a small boat. The trip to shore is an exceedingly rough one, and frequently people are ill on this boat who have been able to stand rough weather on board ship without trouble.

The next stopping place is Bahia. This city seems to have caught the spirit of Rio De Janeiro, are cleaning up their dirty places, widening their streets, tearing down old buildings, making parks and generally beautifying the city. Extensive work of this kind is going on. In fact, plans are about to be carried out for the tearing down of a large



CARRIAGE RIDE IN MADEIRA.

section of the city on the hill and turning that part of Bahia which is at present occupied by many ramshackle places into one of the very finest residence sections of the city. The outlook from this section of the city is very beautiful. Being high
(Continued on page 38.)

Don't wait to get on while the train is moving. 1912 is going to be a great year for "Regents."



Columbia Phonograph Co., Genl., Tribune Building, New York

THE OLD AND NEW WORLDS VISITED.

(Continued from page 37.)

above the lower or business section, it is reached by numerous elevators.

Here you first begin to get a glimpse of the high prices in Brazil. The duty has been placed so high on beer that no foreign beer is imported into the country, and the local breweries only make the beer in quart bottles, getting high prices for same. Pint bottles of local mineral waters sell for 50 cents gold, pint bottles of Apollinaris for 50 and 75 cents. Everything one buys, in addition to



MUNICIPAL THEATER, RIO DE JANEIRO.

paying the duty, is a government stamp of various values attached to same. This applies to the goods of local factories as well as the foreign factories. A pair of shoes manufactured in Brazil pays the government a tax of 12 cents gold. The laborers are well paid. Living and house rents are very high, and generally it is the most expensive country to live in I have ever visited.

Quite a large talking machine business is done in Bahia. Many of the machines are of cheap European manufacture, but when it comes to the better grades of machines practically all of them are of American manufacture.

On account of the patent situation in Brazil, one of the European companies has had practically a monopoly of the record business in Brazil for some time, and as their whole Brazilian business has been controlled by a jobber in Rio De Janeiro, the business in the other parts of the country is not well developed.

Oranges of the highest grade grow in Bahia.



SOME RIO SCENERY.

They are large, juicy and very sweet, and excel in quality the high-grade Florida oranges.

Several days after leaving Bahia we arrive at Rio De Janeiro. The approach to the harbor is beautiful, and the harbor itself is the most beautiful in the world. The entrance to the harbor is very narrow, high mountains rising on each side. Behind the whole city of Rio rise high mountains. In fact, a good part of the city is built on the slope of these mountains, and on account of the level spaces between the base of the mountains and the bay being very narrow, this city of over a million population winds around the various mountains, and on this account it is a long journey from one extreme of the city to the other.

Two very striking objects on entering the harbor are the two new dreadnoughts belonging to the Brazilian government, which recently had the city at their mercy as a result of a mutiny, led by one of the sailors. As a result of this mutiny the ships at the present time are manned by just enough sailors to keep them in condition and repair.

Here, as at most of the Brazilian cities, the steamer does not land. It lies out in the harbor and the passengers are carried ashore in small boats. At times this is rather embarrassing, as the



MONROE PALACE, RIO DE JANEIRO.

passengers are left to the tender mercies of the various boatmen, and at times it is an exciting bargain to get yourself and baggage on board one of the boats before she sails.

Not being many tourists in Rio De Janeiro, there are few hotels—two fairly large ones in the city, one far distant from the business center being the better, and one in the center of the city being exceedingly wretched. Most of the foreign population patronize the hotel beautifully located on the crest of a hill overlooking the harbor.

Rio De Janeiro is one of the most beautiful cities I have ever visited. Ten years ago when I was there the streets were narrow, the houses low, and it was typical of what you would expect of a tropical city. All this has been changed. The new builders and designers of the city seem to have laid a ruler across the map in various directions, ruthlessly cutting through block after block of buildings, laying out broad avenues, well lighted and concreted, and all the old narrow streets have been widened to more than twice their original width. Hardly a vestige of the Rio of ten years ago can be found anywhere in the city. In place of same is a modern, up-to-date, busy city, bearing

every evidence of tremendous wealth and prosperity.

The talking machine business is in flourishing condition in Rio De Janeiro. In fact, one of the largest talking machine dealers in the world is located here. He has a large wholesale warehouse, in which he seldom has a stock of less than 3,000 machines, thousands of records, and a number of retail establishments scattered throughout the city. The cheaper European machines predominate, although American makes are preferred when it comes to the higher-priced product. For a number of years the disc record business in Brazil has been controlled by a European company, and their agent in Brazil, on account of the ownership of a double disc patent which has always up to this time been maintained against all litigants. This patent covers double disc records stamped of a homogeneous plan.

Recently the Columbia Co. secured a patent from the Brazilian government covering their process of making double disc records. The Columbia Co. is the only one not using a homogeneous plan in the manufacture of their double disc records. The Columbia record is a built-up record, cheaper material being used on the interior of the record, and as a result of this process the surface of the record is of the highest grade material, much more expensive than could be used if the whole record was made of this material. This causes the record to possess extra long wearing qualities, splendid surface, natural tone, and great stability with highly-polished faces.

The Brazilian government has allowed the Columbia Co. a patent on this record, and as a result the Columbia Co. are now at liberty to send into Brazil double disc records.

Many talking machine stores are located in various parts of Rio De Janeiro. The prices charged for records is very high, \$2 gold being the present price of the ordinary class disc records. In spite of this Brazil is one of the largest markets for talking machines and records. Selling on instalments is almost unknown; nearly everything is cash business, and it is not infrequent to see customers purchase at retail from 50 to 100 records at a time.

Rio De Janeiro has one of the handsomest opera houses in the world. The Brazilians rightly are proud of it. It is situated in an admirable location to show off its splendid lines. The people are fond of grand opera, and many records of operatic and classical music are sold. The typical Brazilian music is attractive and the people are music-loving.

The Brazilian copyright law is modeled to protect the Brazilian composers and publishers, only the music of the rest of the world being unprotected. The compositions of foreign composers is issued without their consent, and there are generally several issues of popular European and American successes. The question of whether the present law covers talking machine records is an interesting one which no doubt will be bought in the courts of Brazil at an early date between a European company and the Columbia Co., each of whom claim the ownership of most of the Brazilian compositions.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Manufacturers and Jobbers Generally Complain That Dealers Withhold Orders Until a Very Late Date with the Result That Congestion Is Inevitable Despite the Fact That Dealers Are Advised to Order Early—Labor Question Still a Live Issue—The Copyright Bill in the House of Lords—Phonograph Utilized as an Aid to Composers—Imposing List of "His Master's Voice" Records—The Kaffir Piano—Caruso Enjoys His Own Voice—Changes at the Klingsor Works—National Co.'s Imposing List—Edison-Bell Staff Dinner—Columbia Co. Advertising Plans—Some Recent Columbia-Rena Records—Other Items of News from Across the Big Pond.

(Special to The Talking Machine World.)

London, Eng., Dec. 6, 1911.

Father Knick, may not have arrived yet, but his coming has been felt, and very strongly, too, for the last few weeks, during which period the factories have been more than ordinarily busy preparing his ammunition. But before I speak of the great prosperity of talking machine business here, let me embrace this opportunity of extending to my readers my very heartiest wishes for a right merry Xmas, and in all ways a profitable New Year.

In the course of my peregrinations around the trade, I have found—not that I sought it—a general feeling of dissatisfaction existent, principally amongst the wholesale firms. It appears that while manufacturers, anticipating a lively season, had exerted all their best energies in the direction of producing sufficient goods to satisfy all requirements, their calculations have fallen very considerably wide of the mark. Clamor as they will, it is impossible for the factors to obtain deliveries of machines quick enough to keep even with the demand from their dealers. This is doubtless due to a repetition of the old practice of withholding orders until the last moment. The manufacturers and even the factors had prepared themselves with large stocks, but these were soon depleted, and the dealer has only himself to blame if he cannot obtain immediate fulfillment of his orders.

The foregoing applies more particularly to machine orders, but I estimate that the same condition of things will prevail in the record field by the time these lines appear. Our average talking machine dealer is not blameable for everything laid at his door, but certainly he lacks that foresight which stamps the really live man, for, after all, the plea that he cannot forecast with any certainty the likely amount of sales is not worth much sympathy, now that the country generally is in a settled state and employment in the chief industries good. They seem to forget that while the output of manufacturers generally is based on a liberal estimate of the Christmas trade, any sudden inundation of orders must necessarily cause delay in deliveries. Everybody cannot be supplied at a moment's notice, but this fact seldom enters into the calculation of the unbusinesslike retailer. Still the goods are selling, and it is to be hoped that manufacturers will eventually make good any deficiencies of wisdom on the dealer's part.

Continued Unrest in Labor Circles.

As indicated in my last report, the chances of another great railway strike unfortunately still exist. At present things appear to be fairly normal in this section of the labor world, although the possibility of a sudden stoppage of transport facilities is not at all unlikely. The trade unions have issued a ballot to ascertain whether or not the men are in favor of the findings of the commission appointed by the Board of Trade to determine some basis upon which peace may be assured for some time to come. So far as it goes, there is not wanting ample evidence that the men will fight; and if they do arrive at this disastrous attitude, the trade of the whole country must inevitably suffer. However, we must hope for the best.

Excellent Demand for Talking Machine Goods.

Despite the foregoing state of things, talking machine firms are experiencing a splendid demand for their wares, doubtless as a result of the enormous expenditure on advertisements in the magazines, illustrated weeklies and daily newspapers. In this connection pride of place must be given to the Gramophone Co., whose splendidly designed and well-worded announcements meet the eye repeatedly. Next in order of merit comes the Columbia Phonograph Co., General, and here again unstinted praise must be accorded for the effectiveness and striking range of copy which emanates from this live house. Particularly attractive, too, are the advertisements of the National Phonograph Co., Ltd., who have allocated a big outlay in this connection. Outside these three concerns there is little to choose between the others, who, however, must in the aggregate be responsible for a very considerable amount of press publicity, which is to be commended. In comparison with last year, this season's advertising in point of quantity and quality is far and away ahead, and its educational value is undeniably great. To this increased expenditure, coupled with the fact that general trade conditions are good, one can mainly trace the present prosperity of the talking machine industry. May it long continue!

Little Change in Copyright Bill.

The British Copyright Bill, having passed its second reading in the House of Lords, has now reached what is known as the committee stage. So far as can be ascertained, no material modifications may be expected. There have been tentative suggestions on the part of certain record manufacturers to approach members of the Upper House with the object of inducing them to oppose those clauses which do not find favor with mechanical music firms, but at the moment of writing and to my knowledge no movement of this nature has been attempted. There appears to be little chance of getting the bill amended, anyway.

In the House of Lords, on October 31, Viscount Haldane, moving the second reading of the Copyright Bill, said it was a measure of very great magnitude and importance. In the first place, it went as far as was practicable in establishing a complete code of the copyright law; next, it made provision for international copyright; and, in the third place, it laid the foundations of a uniformity of copyright systems throughout the Empire. The bill swept away the whole of the common law and the whole of the statutes, with very small exceptions, and substituted a code. Consequently the law of copyright for the future would be comparatively easily ascertained by anybody by reading this bill. One other step of a distinctly forward character was the extension of copyright to the right of reproduction. The report of the commission over which Lord Gorell presided was the foundation of nearly everything in the bill. In dealing with foreign nations the general principle was to allow them to share its benefits if they gave this country reciprocal advantages. The Imperial principle embodied in the bill was that it extended to the whole Empire, subject, of course, to the power of the self-governing Dominions, to deal with it as they pleased. In order for the bill to be made operative in any Dominion the Dominion had to adopt it formally, when it became the law of the Dominion. In that way it was hoped there would be a uniform system all over the Empire. Some Dominions might not like to go the whole way in adopting the provisions of the bill; others might adopt it altogether. As to foreign countries, some would certainly go the whole way, while others would not wish to go so far. But, at any rate, a great step forward had been taken in putting the law into such a shape that it was easy for those things to be done.

Lord Gorell said this bill simplified and consolidated the whole law on the subject, which had

been in progress of evolution for nearly 200 years. Broadly speaking, the bill deserved to pass as a great consolidation measure and as improving matters in many respects, but it would require some careful consideration on many minute points. After further discussion the measure was reported as having been read a second time.

LATER NEWS.

The bill was further discussed by their Lordships, and finally passed the committee stage without material alteration as affecting the interests of the mechanical music industries.

New Conundrum Record.

His Master's Voice Co. have announced a conundrum record, the contents of which is wrapt in considerable mystery. The needle, it appears, decides the tune and, from what we gather, the idea is worked out on somewhat similar lines to the recent Zonophone puzzle-plate.

Phonograph as Aid in Composing Music.

One of the most interesting sales of the business phonograph, says the Edison Phonograph Monthly, was made recently to Signor Leoncavallo. The famous composer uses the business phonograph, when improvising at the piano, to immediately record spontaneous themes.

The machine is fitted with a 26-inch recording horn, and is placed behind the piano with the pneumatic foot trip, which controls the cylinder, just at the side of the pedals in front. Before commencing to play, the phonograph is started, and when the master strikes a chord he desires to remember, he presses the foot trip, the cylinder revolves and the recording stylus cuts into the wax the impression of the notes.

Signor Leoncavallo first used the machine at his rooms at the Savoy Hotel, and his delight is expressed in the cordial letter of appreciation we have since received and which is reproduced on the opposite page.

Signor Leoncavallo's adoption of the business phonograph for use when composing opens up a wide field in the world of music. He was particularly impressed with the purity of tone which made it possible for the composition to be written out in music form without any doubt as to the correctness of the transcriptions.

This only serves to show the immense future that lies before the business phonograph. It is rapidly taking its place in the front rank of the many wonderful inventions that have been placed on the market from time to time, and opens up big trade possibilities for live dealers.



STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

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150 Tremont Street BOSTON
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Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

Jan Kubelik to Make "Talker" Records.

There are few of the world's celebrity artists who do not entrust their art to wax, and there are few who do not record exclusively for "His Master's Voice" Co. The latest recruit is Jan Kubelik, a series of whose records the Gramophone people have just issued. Under their latest system of recording, the company claim to have recorded all the most delicate shades of tone-color with a degree of publicity never before secured in connection with violin records. New issues will appear at regular intervals, for the great master has recently come to an exclusive arrangement to make records only for "His Master's Voice" Co. This contract covers a period of years.

Mme. Kirkby Lunn, the great operatic contralto, has made a number of new records which can only be described as the best she has ever made, and that is saying a lot. These new issues will certainly command a big sale.

Latest "His Master's Voice Co." Record List.

As may be anticipated, "His Master's Voice" December list contains a real galaxy of titles appropriate to the festive season. Here is the complete impression: "Mr. and Mrs. Smith," by Miss Clarice Mayne (accompanied by "That"); "Wot var do u luv oi?" (West), Mr. Albert Chevalier; "Gems from H. M. S. Pinafore," No. I and II (Sullivan), Light Opera Co.; Dance Program—"Claudine Valse" (Pedro de Zulueta); "Spring Maid" waltz (H. Reinhardt); "Quaker Girl" lancers—Figs. I and II, III and IV, and V; Monckton, arr. by Higgs; "Burglar Bill Two-Step" (Godin); "Love's Last Word Waltz" (Cremieux); "Beautiful Spring Waltz" (Lincke); "Louisiana Two-Step" (Barnes) and "Love Me Waltz" (Stolz), Herr Gottlieb's Orchestra. Scottish Records—"Land o' the Leal" and "Medley March" (traditional), Pipers and Drummers of H. M. Scots Guards; "A nicht wi' Burns Lancers," Figs. I and II, III and IV, and V (Taylor), Iff's Orchestra; "March Past of Scottish Regiments" (traditional airs), The Imperial Bandmen; "Songs of the North," Selection I (Lawson),

Mayfair Orchestra; "Will Ye No Come Back Again" (traditional), Miss Nina Horsburgh; "My Heart Is Sair" (traditional), Miss Jenny Taggart; "March of the Camcron Men" (traditional); "Loch Lomond," "Jenny's Bawbee" and "The Hundred Pipers" (traditional), Mr. Robert Burnet. Ballads—"Slave Song" (del Riego), Mme. Kirkby Lunn; "Star of Bethlehem" (Adams) and "A Perfect Day," Mr. Evan Williams; "The Corporal's Ditty" (Squire), Mr. Harry Dearth; "The Token" (Squire), Mr. John Harrison; "The King's Minstrel" and "When Bright Eyes Glimmer" (Hedgecock), Mr. Thorpe Bates; "Absent, Yet Present" (Diehl), Mr. Geroad Elwes. Quartet—(a) "God So Loved the World" ("Crucifixion"), (b) "Sevenfold Amen" (Stainer), Miss Percival Allen, Mme. Edna Thornton, Messrs. John Harrison and Robert Radford. Christmas Records—"O Salutaris Hostia" (Sid Ed. Elgar); "Motet Ave Verum Corpus" (Mozart); "Sanctus," from "St. Cecilia," "Messe Solennelle" (Gounod); "In Sorrow and in Want" (Sir F. Bridge); "When the Crimson Sun Has Set" (Arr. by Greathedge), and "Ring Out With Jocund Chimes" (Sir F. Bridge), Westminster Abbey Choir; and "The Conundrum" (a paradox) Humorous—"He's Awfu' Guid ta Me" (MacDonald and Williams), Miss Jean Aylwin; "Maisie Lou" (Lawrence and Arthurs), Mr. G. H. Elliott; "When Richard the First Sat on the Throne" (Manning), Nelson Jackson; "Now I Have to Call Him Father" (Collins), Miss Vesta Victoria; "I Wore a Little Grey Bonnet" (Monckton), Miss Gertrude Millar.

Peculiar African Musical Instrument.

Richard Northcott writes the following interesting description of an African native instrument: "Kaffir piano" is the white man's name for the zange or senza, a musical instrument which has been popular in Africa certainly for over 1,000 years. It consists of a hollowed slab of wood on which, at one end, are fastened numerous metal tongues of varying lengths; these pass over two rods of iron and are held down by a central bar, over which the tongues vibrate when plucked or

chicked by the fingers. Buzzing effects are obtained by the shaking of cowrie shells, bits of loose metal, etc., attached to the instrument. In days gone by the zanze was played at night round the camp fires, and the weird melodies produced would have delighted the ears of Richard Strauss. But the "boys" of Africa have now tasted the joys of the jew's harp and mouth organ, and consequently the old instruments are rarely met with, even in the wildest parts.

Excellent Edison Bell Records.

Edison Bell records to hand demonstrate very eloquently the superior class of product which the company now maintain. In almost every company's list there are issues which sometimes leave room for improvement, but this aspect in reference to the V. F. monthly records is mainly conspicuous by its absence. We have tested some recent examples and find that on the average the same high standard of quality predominates throughout each monthly batch of records. Recent titles include: "Spirito Gentil" and "Quest o' Quella"; "El Fiore" (Carmen) and "Arioso," from Paggiacci, beautifully rendered by Senor Bocardi, the well-known Spanish tenor. "Robin Adair" and "The Old Folks at Home" are two old favorites sympathetically treated by Mme. Brola, a newcomer to the Edison Bell ranks. Some fine 10-inch Edison Bell discs are also to be recommended: "I Want to Go to Lancashire" and "I Live at No. 23," by Miss Daisy Dormer; "Durando Valse" and "Rubinstein's Melody in F," pianoforte selections by Berti Renard; "Belle of New York," selection I and II, by the Band of King Edward's Horse; and, finally, "Xmas Memories," selection I and II, which is a potpourri of carols, hymns and songs typical of Xmas Day in Merrie England.

Caruso's Interesting Experience.

An interesting experience recently befel Signor Caruso in Berlin. As a variation of his usual evening's occupation he attended a gramophone recital of records of his own voice. He was very attentive throughout the performance, and when



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION. "HIS MASTER'S VOICE"

the whole world over stands for

PERFECTION IN TALKING MACHINES

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BERLIN: Deutsche Gramophon-Aktiengesellschaft, Ritterstrasse 35.
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TIPLIS: The Gramophone Co., Ltd., Golowinski Pr. 9.
BARCELONA: Cia Francesa du Gramophone, 56 Balmes.
BRUSSELS: Cie Francaise du Gramophone, 51, Avenue de la Porte de Hal.
ALEXANDRIA: The Gramophone Co., Ltd., 13, Rue Stamboul (P. O. Box 414).
CALCUTTA: The Gramophone Co., Ltd., 139, Belliaghata Road, Sealdah, Calcutta (P. O. Box 48).
BOMBAY: The Gramophone Co., Ltd., 7, Bell Lane, Fort, Bombay (P. O. Box 118).
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.
EAST AFRICA: Bayley & Co., Lourenzo Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town. Mackay Bros., Rissik St., Johannesburg.

COPENHAGEN: Skandinavisk Grammophon-Aktieselskab, Frihavnen.
STOCKHOLM: Skandinaviska Grammophon-Aktiebolaget, Ap-pelbergsgatan 52.
RIGA: The Gramophone Co., Ltd., 33 Alexanderstr, Post-fach 1037.
PARIS: Cie Francaise du Gramophone, 15 Rue Bleue.



Great Britain: **THE GRAMOPHONE CO., Ltd.**
21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

afterward questioned by a newspaper reporter, Caruso declared: "Yes, I think I may say that the concert was very enjoyable!"

Does Not Want to Miss a Number.

Among the many testimonials received at this office from time to time is a recent one from a provincial subscriber who, in forwarding a renewal subscription for 1912, says: "I am sending it a little in advance, as I am anxious not to miss any of the numbers. I have enjoyed reading the paper very much this year and should greatly miss it if I were not to take it now!"

Retires from Klingsor Works.

Following upon A. Vischer's retirement from the Klingsor Works, this city, comes an intimation that the other partner, H. E. Heyder has also relinquished his connection with this firm. For the present the business will be continued by someone from the continental manufacturers, whose goods Messrs. Heyder and Vischer controlled here. The Polyphon machines, which up till recently they also handled, are now being sold here by a different firm altogether. This firm, by the way, are issuing Polyphon records in addition to the disc instruments bearing the same name. Without expressing an opinion one way or the other, there has arisen some question as to their right to use the word Polyphon, in view of the fact that for quite a considerable period, several years, in fact, a well-known firm here, who have established a big reputation in the trade under the name and style of the New Polyphon Supply Co., take exception to such application of the name as trespassing on their privileged or lawful adoption of the word.

National Co. Record List for Holidays.

In common with other manufacturers the National Phonograph Co. have produced a fine and varied program of suitable titles for the festive season, and many a home will be enlivened this Xmas tide by the prolific enjoyment obtainable from these special Edison records, of which there are something like sixty listed. Lovers of Dickens will find the admirable quotations transferred from the book to the wax, excellently suggestive of the season at hand, and the new issues, carols, hymns, etc., should prove exceedingly popular. We have not space to print this list in detail, but are privileged to quote hereunder the advance list of titles to be issued in the January supplement: Edison Amberol records—"Selection of Moore's Irish Melodies" (Moore), H. M. Irish Guards Band; "Why Can't We Have the Sea in London?" (Godfrey and Williams), Billy Williams; "Some Day You'll Know" (Cooke and Pether), Albert Crawley; "Leave a Little Glimmer in the Fanlight, Dear" (Cliffe and Moore), Stanley Kirkby; Imitation of Sir Henry Irving in "The Bells," Bransby Will-

iams; "When the Drums Begin to Roll" (Fendon and Darewski), Miss Florrie Forde; "Young Tom o' Devon" (Kennedy Russell), David Brazell; "I'm On My Honeymoon" (Mills, Weston and Scott), Jack Charman; "Aye, Waken O!" (Lauder), Harry Lauder; "Good-Bye Till We Meet Again" (Lauder), Harry Lauder; "I Am a Roamer" (Mendelssohn), Peter Dawson; "Baby Face" (Ridgwell and Stevens), Jack Pleasants; "Moonlight in Jungleland" (Dempsey and Schmid), Collins and Harlan; "You Taught Me How to Love You, Now Teach Me to Forget" (J. Drislane), Joe Maxwell; "All Alone" (H. Von Tilzer), Miss Ada Jones and chorus; "The Pink Lady," selection (I. Caryl), American Standard Orchestra; "Charme d'Amour—Valse Lente," bells solo (E. F. Kendall), Charles Daab; "Winter" (A. Gumble), Billy Murray and chorus; "Masaniello Overture" (Auber), Edison Concert Band; "Praise Ye"—"Attila" (Verdi), Miss Agnes Kimball, Reed Miller and Frank Croxton; "The Fisherman and His Child" (C. A. White), Anthony and Harrison; "Flora's Holiday Song Cycle" (H. L. Wilson), the Frank Croxton Quartet; "Fisher's Hornpipe Medley" (violin solo), Charles D'Almaine; "Pinafore Airs, No. 4" (Gilbert and Sullivan), Edison Light Opera Co.

Edison Standard Records—"All Alone" (H. von Tilzer), Billy Murray and chorus; "With Shot and Shell" march (B. Bilse), United States Marine Band; "Eileen Alannah" (J. R. Thomas), Will Oakland; "You've Got To Take Me Home Tonight" (R. Goetz), Miss Ada Jones; "John James O'Hara" (Murphy), Miss Florrie Forde; "In the Shadows" (Finck), Alhambra Orchestra; "Come and Have a Look" (Godfrey and Williams), Billy Williams; "El Abanico March" (Javaloyes), H. M. Irish Guards Band; "La, La, La, La, Sing This Chorus With Me" (Rule), Stanley Kirkby; "The Magic of Your Voice" (Carr Hardy), Albert Crawley; "Sweet Jenny Grey" (Morse), Jack Charman; "Mikado Waltz" (Sullivan), National Military Band; and "The Wearin' of the Green" and "The Rocky Road to Dublin" (solos on Irish bagpipes), W. N. Andrews.

Interesting Experiences in Africa.

Mme. Clara Butt and Kennerley Rumford are having all manner of excitements in South Africa. For instance, they recently witnessed a native war dance at the Robinson Deep Compound, Johannesburg. It was somewhat of a shock to the popular contralto when, on her stepping out of her motor at the compound, a Kaffir chief leaped about six feet into the air and landed at her feet. Of course, he meant it kindly. "The stature of the lady visitor," it was stated in the Johannesburg Star, "evidently excited the awe and admiration of the Kaffir warriors." She "looked like a majestic

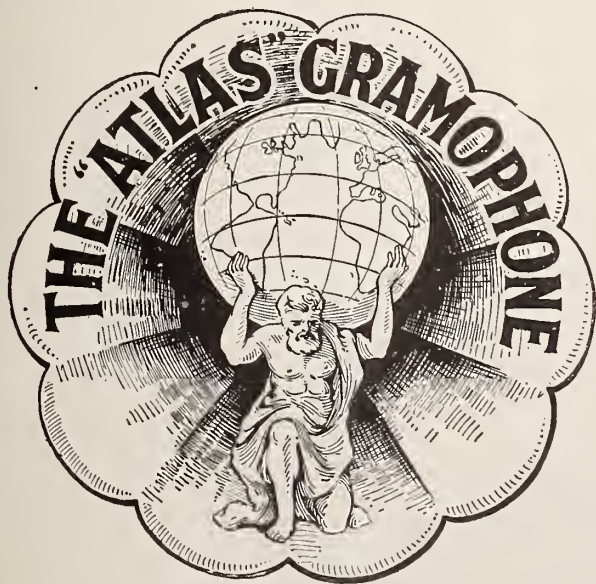
tribal queen as she flourished the knobkerry and shield with which she was presented." The natives executed a number of weird dances for the edification of the visitors and also evolved some strange music from Kaffir pianos—whatever they may be. Altogether it was a merry gathering and, of course, Mme. Butt was photographed, knobkerry, shield and all. At Pretoria, by the way, she received a somewhat strange request. It was to ask her to sing in the Zoo there. The much-sought-after artist did not care to select any particular cage for fear of hurting the feelings of the occupants of the others, so she declined the tempting invitation. Yet the lions would have found Brahm's "Wiegenlied" very soothing!

The December Zonophone Record List.

With their usual promptness the British Zonophone Co. have issued a magnificent list fully charged with selections eminently suitable for the festive season at hand. The list is all the more interesting when one remembers that the company claim to present only top-hole talent. Both as to artists and title quality we are of opinion that their claim is justified, and indeed evidence is not wanting in indorsement of this view since, after all, the best argument is the enormous record trade which is being experienced by all their dealers at the present time. We have not space to expatiate in any detail upon the latest Zonophone issue, but the following which figure in their December list will undoubtedly sell on merit alone: "All That I Ask Is Love" and "Everywhere I Go I Leave My Heart With You," Ernest Pike; "Oh! Hear the Wild Winds Blow" and "The Stormfend," Peter Dawson; "The Piper and the Drummer" and "Song Birds in the Dell," Zona Vevey; "The Spaniard That Blighted My Life" and "They Can't Find Kelly," Billy Merson; "Old Daddy Peg-Leg" (two-step), and "Dutch Kiddies" (two-step), Black Diamonds Band; and "Bonnie Lizzie Lindsay" and "The Referee," Harry Lauder.

Edison Bell Staff Dinner.

Under the chairmanship of J. E. Hough the annual dinner and smoking concert initiated by the employes of the firm that bears his name was held at the Talbot Hotel, London Wall, on the evening of Saturday, November 18. An excellent menu, consisting of the usual courses, not forgetting the V. F. pudding, was provided, and thoroughly enjoyed by the 108 persons present. A number of well-known artists who make records for the firm had kindly consented to appear, and their contributions considerably added to the gaiety and pleasure of those present. Selections were rendered by Oily Oakley, Harry Fay, Senior Bocardi, Chas. Watkins, Will Webb, Messrs. Watt and Scott, Miss Elsie Lawreen and Miss Elda May. Thanks to the splendid arrangements made



1912

Season's Catalogue

JUST OUT

*New Designs***ENGLISH CASES
TAPER ARMS**

All Latest Improvements

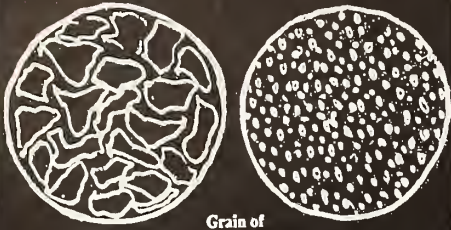
Apply Exclusive Selling Agents

O. RUHL, LTD.

77 City Road

London, E. C.

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

by C. Lawreen, the organizer and treasurer, the whole evening was one long round of real enjoyment. The time passed all too quickly. Just prior to breaking up the chairman took the opportunity of proposing a vote of thanks to the artists who had so generously volunteered their services, and this was vociferously responded to. In a few happily-chosen words R. J. Fulton (John G. Murdoch & Co., Ltd.), and Louis Sterling (Columbia Phonograph Co.) replied to the toast of the visitors. Amid much cheering Arthur Hough proposed a hearty vote of thanks to Mr. Lawreen, who as organizer was largely responsible for the carrying out of everything which contributed to this most successful evening.

The visitors included George Murdoch and R. J. Fulton (John G. Murdoch & Co., Ltd.), Louis Sterling (British manager Columbia Phonograph Co., General), W. Leighton (Leighton & Co.), R. Hellendall (Blum & Co., Ltd.), and Director H. Hesford and Auditor H. C. Purkis (J. E. Hough, Ltd.).

Such events as these are none too frequent in the talking machine trade. We would like to see more.

Plan Extensive Advertising Campaign.

The Columbia Co. send us details of an even more extensive advertising campaign than any yet announced. The scheme takes in dailies in London and the chief provincial towns and in Scotland, weeklies of the popular class, and all the leading magazines. From announcements which we have seen we gather that the whole of this vast appropriation will be concentrated (with a possible exception or two) upon Columbia-Rena records. The Columbia advertising manager computes that something like twelve million people will see the Columbia-Rena advertisements each month.

The Columbia Co. make a regular practice of referring to dealers all inquiries received in connection with their extensive advertising, and where the dealers follow them up intelligently good business has resulted.

Columbia-Rena Record Christmas Supplement.

The Christmas supplement of Columbia-Rena records comes to us resplendent with an effective design in colors. If there is, as we are told, much in first impressions, then we can only say that the sight of this supplement is excellently suggestive of the seasonable character of the records which it advertises.

Descriptive records are a strong feature of the Columbia-Rena Christmas list, including the portrayal of a shipwreck scene in which there is a storm of great violence and with effects that are remarkable. Other titles are "The Bugler's Dream," a performance which is highly realistic, and "Santa Claus' Workshop," with the effective introduction of a number of children's musical instruments.

The famous Regimental Band of H. M. Scots Guards, which plays exclusively for Columbia-Rena, is represented on the Christmas supplement by two magnificent medleys of carols and hymns.

While a record of very unusual character is found in the same list bearing the title "The Story of the Birth of Christ" and the Lord's Prayer and Twenty-third Psalm, one unversed in the ways of the record-buying public might pardonably wonder at the daring of such an experiment. But the fact is that the Columbia Co. have been long and frequently requested to issue a disc record of the Lord's Prayer and Twenty-third Psalm, these sacred excerpts having been one of the most popular in the old Columbia cylinder records.

Another big favorite on Columbia-Rena in this month's new list will assuredly be the 12-inch two-part record of "H. M. S. Pinafore" selections. One side is devoted to vocal numbers and the reverse gives other tidbits from the Savoy opera by the orchestra. This is the second of this "Vocal Gems" series, the first being "The Mikado,"

and we understand that others are on the way.

This month the Columbia Co. are to the fore again with the announcement that they have secured the exclusive recording rights in Morgan Kingston, the celebrated concert tenor.

The subjoined titles also figure in this month's Columbia-Rena list: 12-inch—"Fountain Fay," Miss Alice Parsons, and "Two Little Love Bees," Clarke Braine, from "The Spring Maid"; Emperor Frederick March" (two-step) (Freidemann), and "The Spring Maid" selections (Reinhardt), Princess Orchestra. 10-inch—"I'm So Spiteful" and "The Spaniard That Blighted My Life," Billy Merson; "Dolores Waltz" (Waldteufel), and "Vanity Waltz" (La Spanola), accordion solos, Guido Deiro; "Hallelujah Chorus" (Handel), from "The Messiah," Part I and Part II, the Handelian Choir; "At Midnight" (J. Aviles), violin, flute and harp trio, and "Christmas Bells" (C. Buttschardt), violin and harp duet; "Christmas Memories," Part I and Part II, Band of H. M. Scots Guards, and "Day Dreams, Visions of Bliss" (waltz song from "The Spring Maid"), Margaret Mayhew and Irving Gillette, and "My Beautiful Lady" (waltz song from "The Pink Lady") (Caryll), Idelle Patterson.

THE FLOOR SALESMAN OUTSIDE.

Practically every really competent floor salesman can make good if he will as an outside salesman. He already has the foundation of knowledge—the great essential in salesmanship—and is used to meeting men. He must get the aggressive faculty developed, because the trade will have to be canvassed, called on and worked with persistently from 8.30 in the morning until 5.30 at night; but, not having learned to be lazy or a quitter, the graduate floor salesman will find it easier to learn his new lessons with the advantage that come of knowledge and floor experience behind him. And he will soon realize the spirit of the hunter of big game—the enthusiasm for the chase—the exultation that comes with the knowledge that he at last is not a passive waiter for business, but is an active creator of it.

"SAVE IT, FOR IT IS MINE!"

The smoke curled out of the windows in thick, black clouds. Flames shot out, and it was evident that the building was doomed. But the firemen were working bravely, and all the men, women and children were saved.

Suddenly a young woman rushed up to a fireman, her hair hanging down her back and her eyes wide open with horror.

"Save it!" she cried, pointing to a second floor window. "Save it, for it is not mine."

With a fearless smile the fireman mounted the ladder, amid the cheers of the people.

"How old was it?" asked a lady of the distressed one.

"Only a month, and he is coming back without it!"

"Madam," said the fireman, "I could find no child."

"Child!" screamed the woman, "I said nothing about a child."

"What then?" asked the puzzled fireman.

"A phonograph I had on the installment system." Then she fainted.

A close study of the subject of courtesy should be made through contact with those who are naturally affable; those who practise successful methods of salesmanship; and those whose actions, in both official and social relations, are governed by ordinary etiquette. A study of Government methods, as applied in the Army and Navy, as well as in diplomatic relations with other countries, is well worth the effort. There are books treating of courtesy that will be well worth the time of the ambitious clerk to read.

MR. RECORDER, do you know my **WAX "P,"** the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to

CHEMISCHE FABRIK E. SAUERLANDT FLURSTEDT bel Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph

LUNCHEON GIVEN BY TALKING MACHINE DEALERS

Eastern Talking Machine Dealers' Association Entertain Dealers of Eastern States at Pleasing Affair on November 21—Aims, Objects, Accomplishments and Future Prospects of Association Discussed and New Members Enrolled—Henry C. Brown, of the Victor Talking Machine Co., Geo. P. Metzger, of the Columbia Phonograph Co., and Others Make Interesting and Instructive Addresses on "The Circular Letter" and "The Follow-Up."

The officers and members of the Eastern Talking Machine Dealers' Association, as sellers of talking machines realize that the most effective way to interest a "prospect" and acquaint him with the wonderful development and possibilities of these instruments is to invite him to the store and give him a personal demonstration. In the campaign to build up their association, therefore, the most natural thing was for the dealers to take a leaf from their book of selling rules. As a result they invited a majority of the live dealers of the Eastern States to be the guests of the association at a luncheon held at the Cafe Lion d'Or on West Twenty-fourth street, New York, on November 21 and learn at first hand of the success of the association to date, its aims and objects and future prospects.

About sixty members and non-members as well as representatives of the big manufacturing companies responded to the call and served to insure the success of the affair. After an excellent menu had been discussed and the cigars lighted, Frank C. Storck, president of the association since its organization, assumed his duties as toastmaster and introduced the first speaker of the afternoon in the person of Henry C. Brown, advertising manager of the Victor Talking Machine Co., who had as his subject "Circular Letters."

H. C. Brown Discusses Circular Letter.

Mr. Brown in the course of his interesting remarks made a strong appeal for personality in circular letters, and the necessity of offering the recipient something to think about and something to interest him. "The secret of the success of the circular letter to a large extent," said Mr. Brown, "is in asking the recipient to do something on his part for having received the attention of the dealer who sent the letter. Whether it be to fill out a coupon for the purpose of securing a catalog or to call at the store for the purpose of making a personal inspection, such a request is very likely to impress even the busy man with the idea that the subject of the letter is worthy of his attention, and whether he grants the request or not he still retains a certain sense of obligation which may be utilized as an opening wedge by the dealer.

"In planning a campaign of circular letters he should first of all make a study of the needs, likes and dislikes of his prospects and be largely influenced by his information in that direction in the preparation of his letters. There are so many

subjects covered by the talking machine that some point can be found to directly interest practically every person, whether his hobby is amateur theatricals, the opera or popular music, and the dealer who does not know just at what point to make his attack by letter is, in my opinion, wasting just so much time and postage.

"By catering directly to the individual tastes of the prospect the dealer can open to him entirely new fields in which the talking machine is a growing factor and with which the prospect is entirely unfamiliar and in which through its very unfamiliarity he has not been previously interested. In the field of religious music, for instance, the talking machine offers great opportunities for the churchgoer to become thoroughly familiar with his or her favorite hymn. If the person goes to church regularly he may hear 'Lead Kindly Light' sung once next Sunday and then may not hear that same hymn sung again in the church for the next six months. The churchgoer, therefore, can be directly approached by the talking machine dealer, either in person or by means of a circular letter, in a manner that should prove most convincing, for he can be offered the very music for production in his home at any and all times that so strongly appeals to him during the church services. This is only one of the many instances that come to my mind where personality may be given to the circular letter, and other opportunities are almost numberless.

"The idea that the general public knows all about the talking machine of the present and that the bulk of the demand has been supplied is all wrong, for in view of our own experiences fully 75 per cent. of the public do not know enough about the instrument nor its wonderful possibilities as offered to-day.

"In other words, only the surface has been worked, and if the dealer holds that the trade is falling off in his section it is an indication that he has not gone deep enough below the surface after the business. Some people have even gone so far as to claim that the demand of the moneyed people had been filled and that the remaining business must come from those not so well supplied with worldly goods. I was offered such an opinion by a wealthy officer of a large corporation while traveling in a Pullman car recently, and upon direct inquiry discovered that he himself did not own a machine and that none of his dozen friends in the

same car were talking machine owners. Investigation disclosed the fact that they had not kept pace with the development of the talking machine and records of to-day shown to him and demonstrated during the past few years and had not taken the trouble to investigate. Each of those men only needs to have the talking machines and records of to-day shown to him and demonstrated to become a live prospect for some dealer. This little incident can be taken as indicating an actual condition." Mr. Brown had much more to say along the same lines, and at the close of his remarks was heartily applauded.

Geo. P. Metzger Discusses "The Follow-Up."

The next speaker of the afternoon was George P. Metzger, advertising manager for the Columbia Phonograph Co., who had for his subject "The Follow-Up," and who said in part:

"Now, as it happens, this subject of follow-up is one that fits my own convictions like the handle in a hammer. And I believe it is too often regarded as the tail-end of business-getting, where it is really the biggest part of it—not the most difficult part, not the most expensive part, but as essential as any other.

"The follow-up idea is a good deal broader than it sounds. I believe the dealer is missing a fat slice of his legitimate income if he doesn't realize that his follow-up should be made to include the following-up of:

"1. The person who calls at the store and shows interest;

"2. The person who calls at the store and shows no interest;

"3. The person who doesn't call, but writes or telephones;

"4. The person who never calls nor writes nor telephones, including (5) the person who owns a talking machine, or has owned one, and has lost interest, and (6) the person who never would have a talking machine in the house.

"Now, does that leave anybody out? If it does, make him No. 7 and you'll find your poor prospects are comprised mostly of those who never got more than \$3 ahead in their lives.

"Now, I know some dealers who miss connections with all seven of those classes of prospects. But take No. 1 first. He is, of course, easiest. He has called at the store and shown interest. It's nothing less than a bad business break to let that person get home without at least being brought much nearer to a purchase than when he came in. And to let him go out of the door without getting his name and address is just like signing a blank check and leaving it out in the street. And it would be ridiculous for me to mention such a condition here if it were not a fact that it's happening every day all over the country. We can learn a

(Continued on page 44.)

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

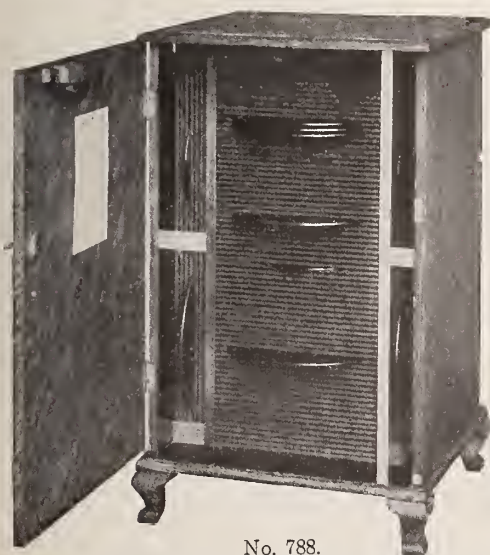
Exclusive Manufacturers of

**Salter's Patent Felt
Lined Shelf**

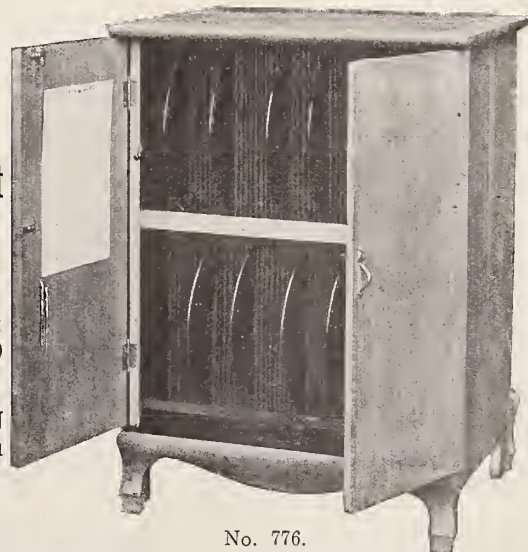
Cabinets

Our latest Catalogue showing
our entire line will be sent on
application.

WRITE FOR IT TO-DAY



No. 788.



No. 776.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

The three Columbia "Regent" Grafonolas can sell on their shape, or their novelty, or their tone, or their convenience, or their finish. No one knows it better than the dealer who has tried to compete with them.



Columbia Phonograph Co., Genl., Tribune Building, New York

LUNCHEON GIVEN BY DEALERS.
(Continued from page 43.)

good lesson from the well managed shoe store in that matter. Ever notice that a good shoe salesman won't pay any attention to what you tell him you want till he gets you sitting down with your shoe off? The average man won't go away in his stocking feet, and even if he is not suited, there's a chance for the salesman to get him straightened out again before he can get that shoe on and laced up. There are ways enough of holding a man in the talking machine store until you have at least jotted down his name and address, and there are reasons enough for you to advance why he should leave his name and address. It's a terrible waste to miss connections at that stage of the transaction. The outside work is all done—the goods are manufactured and advertised and in demand, and the dealer has paid his rent, cleaned the windows, put his sign up, hired his clerks, bought a cash register, and the only thing missing is the little spark. You know you can get a gasoline motor all perfectly adjusted from carburetor to batteries, and you can crank yourself blue in the face and never get a wheeze if you neglect to twist the little button of the switch.

"The No. 2 class, who call at the store and show no interest, are much underestimated. Many people are always on the defensive and won't show their interest if they can help it. But if such a man steps inside the door he becomes a prospect. When he comes in and asks for a catalog and starts right out in a hurry, do you stop him? It's always easy to offer some reason for stopping him. If he asks for a machine catalog, you can ask him enough questions in ten seconds to give you a very clear line on his qualifications as a prospect. If he owns a machine, what make? Up to date? Thinking of changing it? Heard such and such a record? If he does not own a machine, will he allow you to arrange a demonstration at his home or at the store, and when? Is he posted on the development of the instrument during the last two years or so? Will he let you show him the newest type of hornless instrument? Has he heard so and so sing such and such? If he asks for a record catalog, a similar series of questions can be used to get a hold on even the man who is in a hurry.

"No. 3. The person who writes or telephones is possibly the best understood and the best followed of all, but

"No. 4, the person who never calls nor writes nor telephones, that's the man you are missing. That's the man who is going to build up your bank account. It is absolutely only a matter of methods. And I believe that's the man who can surely be made to produce not merely a little more business for one dealer in ten, but much more business for nine dealers out of ten.

"I believe there is plenty of business in not only following up leads but creating the leads and then following them up. The purpose of advertising is very largely to create the need, not merely to influence purchasers of some one and special product that meets the need already existing.

"Of course the foundation of the talking machine business is the inborn desire of the people

for music and entertainment. But the millions of dollars expended in advertising talking machines have been mostly devoted to the building up of a desire for and an appreciation of that form of music and entertainment. And what has been done nationally can be done locally and much more easily—for the ground is prepared for it.

"Would anyone of you (except Storck) dare to wager a box of cigars that I couldn't go to ten good families at random, in your territory, and discover that only two of those families owned talking machines, and that of the other eight only two had ever been approached, in a store or at home—by letter or telephone or personal call—by someone who wanted an opportunity to show them what the modern talking machine is as a musical instrument? If that condition exists, as I happen to know it does in some good territory, who is missing a good thing? I tell you that of those six families who have never had the subject presented to them personally, I believe three would turn out to be the best kind of customers. I know this: If I were a retail dealer, I'd prove it. Regardless of how busy I was, I'd promise myself that during the next six months I would myself make six careful calls every week on six families who ought to own a modern talking machine and a good outfit of records. I'd get their names from my customers who knew them personally and whom I would induce to bring up the subject or at least support me. But I wouldn't be reluctant to tackle them anyway, without any support. There are forty other ways of getting the names. I'd get all the help I could, but if I had no help at all I'd go just the same. I tell you the whole subject of the possibilities of the modern talking machine and records is a new subject to a hundred families out of every ten thousand. I believe in following up the man whose business I want as if he owed me \$50—following him up until he does owe me \$50."

Progress Made in Cylinder Records.

Mr. Metzger's remarks were enthusiastically received and he was followed by John Kaiser, manager for the U-S Phonograph Co., who spoke upon "The Future of the Cylinder Talking Machine." Mr. Kaiser dwelt upon the advance made in the art of producing cylinder records that would stand up under any and all conditions and of the fact that it had been proven that indestructible cylinder records could be produced that would present the same smoothness and the same fineness of detail that was to be found in the master record. He offered it as his opinion, backed by many years of experience in the talking machine trade, that "the new cylinder records, those made by his company, would, providing the recording talent was of equal merit, compare on an even basis with any records at present on the market." Mr. Kaiser also took occasion to point out the successful and growing use of cylinder records for the study of languages and for other similar purposes.

Following the conclusion of Mr. Kaiser's address, the toastmaster read a letter from L. C. McChesney, advertising manager for Thomas A. Edison, Inc., expressing his regrets at being unable to be present at the luncheon, but extending to the dealers the best wishes of his company.

President Storck, in a closing address, pointed

out the progress made by the association during its existence, the real objects of the organization, and the many things that could be accomplished, calling especial attention to the advantages gained by the dealer in the exchange of ideas and opinions formally and informally at the various meetings. He also cited several interesting experiences, in the selling of goods and the development of trade. Several of the dealers present took occasion to relate experiences enjoyed by them in the conduct of their respective businesses, after which the meeting adjourned.

President Storck and the members of the association were heartily congratulated on the success of the entertainment, which resulted in the enrollment of a number of new members on the spot and will undoubtedly bring further returns in the future. Among those who attended as guests were a trio of dealers from Hudson County, N. J., all former members of the Hudson County Talking Machine Dealers' Association, which was disbanded in 1907, and who took occasion to affiliate themselves with the newer organization.

DAVEGA CABINETS POPULAR.

In the advertisement of the S. B. Davega Co., New York, which appeared in the last issue of *The World*, a wrong illustration of their 1910 model, No. 100 cabinet, was inserted through an error instead of the latest model, photo of which appears herewith.



The S. B. Davega Co. report remarkable success with their new model No. 100 and their No. 900 cabinets. In fact, they say they are by far the best sellers they ever had. Business in general is reported to be very brisk and the company announce that they are ready with enormous stocks to meet all holiday demands.

Watch the new customers and cultivate their acquaintance, for they sometimes turn into the best customers.

It stops the Machine right there

The
**CONDON-
AUTOSTOP**
does it

There's a Point
on Every Disc
Record Where
Harmony Ceases
and Discord Begins



Every one knows the DISCORDANT GRIND that lurks in the inner rim of every disc record. It is this last bite of the rind that spoils the whole melon. It is this last scratching and scraping and wheezing of the needle, in contact with the record that KILLS THE CLIMAX of the song or music reproduction.

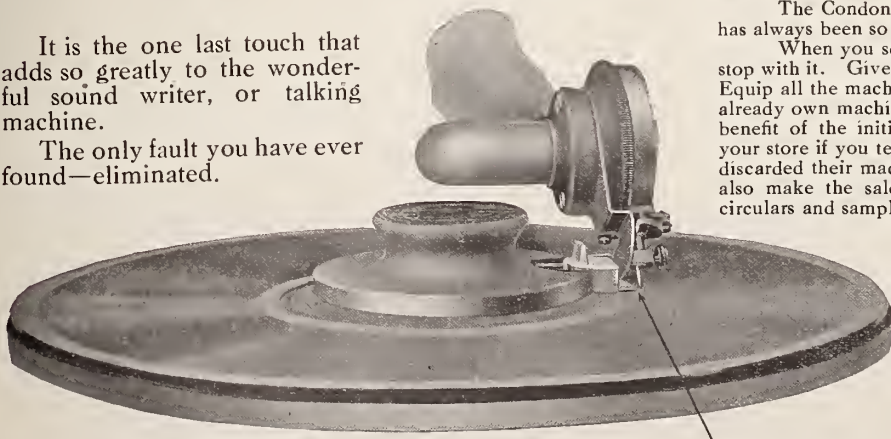
YOU NO LONGER HAVE TO SUFFER THAT DISCORD.

The Condon Autostop relieves it.

You may now sit and listen through the ENTIRE PIECE and surrender yourself completely to the effect of the singer or musician's wonderful rendition from beginning to end as if you were sitting before him in a public audience. There is no longer the expectancy of submersion of the piece into a raucous discord as the needle reaches the end of the record following the grand finale of a selection by Caruso, when your friends are seated in your home for an evening's entertainment.

It is the one last touch that adds so greatly to the wonderful sound writer, or talking machine.

The only fault you have ever found—eliminated.



Mr. Dealer:—

The Condon Autostop is the automatic stop for talking machines which has always been so necessary.

When you sell a talking machine, sell it complete. Sell a Condon Autostop with it. Give your customers all the pleasure and satisfaction that is their due. Equip all the machines you sell with this most necessary accessory. Those who already own machines should be told about it. Tell them—be first—and get the benefit of the initial sales in your territory. Old customers will come back to your store if you tell them of the Condon Autostop. Many have practically discarded their machines because of the need of a Stop. The sale of a Stop will also make the sale of new records. It's a big seller everywhere. Send for circulars and sample.

It is Guaranteed For Life!

Condon-Autostop Co.

26 FRONT STREET, NEW YORK, N. Y.

John F. Talmage, President

Wm. A. Condon, Sec. and Treas.

FROM OUR CHICAGO HEADQUARTERS

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

Every Indication Points to Large Increase in Trade in Talking Machines for 1911 as Compared with Previous Year—Shortage of Low Priced Hornless Machines a Serious Hindrance to a Larger Trade—Women's Clubs and the Talking Machine—Otis Bigelow to Handle Victor Talking Machines—Edison Jobbers Report Steady Increase in Business Throughout Territory—Great Activity at All Columbia Branches—Victor Co. Restrain Local Representative of Polyphon Co.—Wurlitzer Co.'s Greatest Victrola Day—Talking Machine Co. Carry on a Great Cabinet Campaign—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1911.

November made a good showing for itself in both a wholesale and retail way; fully as good as that predicted as a result of the excellent October business. It is fully apparent now that in spite of two or three mid-year months, displaying a slight loss over last year, that 1911 will wind up a mighty fine volume of business with a notable increase over 1910 to its credit.

There is no doubt that the shortage of the lower priced hornless machines will reduce the amount of the December business to some extent, nevertheless the forehanded dealers who placed their orders early are not in such bad shape, and there is evidence to show that the horn machine is by no means so dead as a superficial survey of the situation might lead one to believe.

Jobbers and retailers here declare that the demand for the high-priced hornless machines is showing no diminution. The Chicago jobbers, at least, prepared for the demand, and in fact devoted their energies all summer to accumulating large stocks. The fame of these stocks has spread abroad, and within the last two or three weeks several instances have been reported to your correspondent of Eastern jobbers writing to friends in the Chicago trade, saying that they could not get positive assurance from the factories that their demands could be met and inquiring whether the Chicago houses could help them out. These inquiries have been answered in the negative, showing that the jobbers here have faith in the disposal of the high-priced machines.

The holiday business is in full blast in local retail circles. No better evidence of the fact that the talking machine business is on a strong staple basis could be found than a comparison with other branches of the music trade. The talker is in the lead indubitably.

Good Hint from Aurora, Ill.

The Aurora Woman's Club, which is affiliated with the Illinois Federation of Women's Clubs, has been enjoying a series of Grand Opera Concerts, in which grand opera is given complete with the aid of the Victrola and assistance of local talent. The club has a membership of 400. Last year they entertained the members with six operas and this year are running a series of three operas, repeating each one once, giving the first performance at the club rooms in the afternoon and the second performance at one of the member's homes in the evening so that the men who find it impossible to get away in the afternoon may attend.

Miss Alice Doty Wernicke, a pianiste of considerable repute, interprets by use of the piano that part of the score which is unobtainable in records. During the recent production of the opera "Carmen," one of the vocal soloists, who is assisting the club, interpreted the Spanish dance in costume. The rendition of the music is supplemented by papers on the life of the company and the artists who have made the various roles famous, and some of the members who have made a study of the operas and have witnessed the latest performances, read papers descriptive of the stage settings and other details, so that the members are given as adequate an idea of operatic

works as can be obtained without seeing a performance given by one of the great companies.

Egerman & Randolph, Victor dealers at Aurora, are the originators of this idea, and have been instrumental in insuring its popularity and success.

Just in Time for Holiday Trade.

Otis Bigelow, the well-known music dealer of Dowagiac, Mich., South Bend, Ind., and Chicago, has just qualified as a Victor dealer in Chicago. Mr. Bigelow did not tackle the large city proposition until a couple of years ago. He opened here with pianos alone, and until a few weeks ago had restricted quarters in a second floor location. Now he has the ground floor store at 215 Wabash avenue, occupied until last year by the Columbia Co. and has seized the opportunity afforded by his increased facilities to join the talking machine cohorts.

It has been a wonder to many why the great Republic building at the corner of Adams and State streets, has so far been exempt from invasion by the talking machine. There are any number of piano concerns in the building, most of them occupying crystal front stores facing the elevators on the various floors. The Schaeffer Piano Mfg. Co., which has its offices and warerooms on the third floor, has now come into line and has established a Victor department in charge of Mr. Vining, retail manager.

Report Increased Edison Business.

Local Edison jobbers all report a large increase in the ever-staple Edison business, attributable to the new standardized Edison type, the exceptionally heavy advertising on Edison records, and the introduction of the new style amberola. The Edison retail dealers report the same condition of affairs. The Edison Company have been doing some very timely advertising in all of the dailies, carrying out the idea that Marguerita Sylva is the same great star of the musical comedy, "Gypsy Love," on Edison phonograph records that she is on the stage of the Chicago Opera House, where the show is now having a big run. Every Edison dealer whom your correspondent has talked with says that this publicity is selling a lot of Sylva records.

Interesting Uses of the "Talker."

A great deal of attention has been given by the daily papers the past few weeks to unusual uses of the talking machine. At a recent meeting of the Borrowed Time Club of Oak Park, the members of which are all septuagenarians, and therefore living on borrowed time, the voices of two deceased members were heard through the medium of records taken while they were alive. The voices of the dead were heard, not only in stories of pioneer days, and also in favorite religious songs, in which their living comrades joined.

The accounts of the remarkable gathering of the Oak Park Society stirred up the members of the great Chicago Historical Society, which maintains a building devoted to mementoes of the early days of Chicago and of records showing the development of the western metropolis along all lines from year to year. The directors have under consideration the matter of systematically collecting records of reminiscences and of interviews with pioneers still living, and of men and women prominent in civic, political, commercial and literary circles.

The voice of John Alexander Dowie was heard a few Sundays ago, delivering a spiritual message at a meeting presided over by Wilbur Glenn Voliva, general supervisor of the Zion forces, at the Tabernacle on Michigan avenue. Dowie, while alive, made a number of records on an old Columbia grand cylinder graphophone. It was one of these records which was used with such dramatic effect. According to the dailies, former followers of Dowie "sat with bated breath, and some wept as they listened to the voice of their dead leader."

Some Clever Retail Stunts.

E. T. Van de Mark, one of the enterprising talking machine dealers outside the "Loop" district, has made some important changes and improvements in his store at 305 E. 43rd street in preparation for the holiday trade. The former booths have been torn out and two large "demonstration rooms," each 9 x 12 feet in size, substituted therefor. These rooms are cosily furnished and have mantled, mirrored fireplaces which are thoroughly realistic in every respect with the exception of the fire logs electrically lighted, giving just the right effect. The mantles are handy for records and the mirrors give the women customers a chance to adjust their millinery. "Van" evidently understands the eternal feminine. A live ferret makes itself at home around the window display and through the store, succeeding, it is claimed, in ferreting out considerable trade. Van de Mark handles both Columbia and Victor goods.

Wins Prize for Collections.

The Columbia Phonograph Co., general, offered a substantial cash prize for the branch office making the greatest increase in cash receipts during the month of October as compared with September. C. F. Baer, manager of the Chicago office, submitted a report which, after due comparison, was found to distance all competitors, and the check from the home office arrived a few days ago. With his customary liberality Mr. Baer distributed the proceeds among the employes of the collection department.

Other Columbia Items.

The local retail business of the Chicago office is reported as double that of a year ago, while the wholesale stacked up a gain of over 60 per cent in November as compared with a year ago.

The new model Dictaphones with the metal cabinets are said to be going in fine shape. One of the large windows of the store contains a handsome display consisting of a young woman engaged in demonstrating little Number 6 Dictaphone. Both the machine and the fair operator attract much attention.

Eugene Green, the coon song artist and record maker, while in the city recently bought two Columbia machines, a Regent and a Mignon, one for himself and one for a friend.

District Manager W. C. Fuhri, recently returned from an extended trip during which he visited the Columbia branches at New Orleans, Little Rock, Memphis, Kansas City and St. Louis. In spite of the fact that conditions in the South are somewhat backward owing to the tendency to hold cotton for higher prices, Mr. Fuhri says that business men consider the future as very bright, and that the Columbia stores are doing a better business than a year ago. While in St. Louis Mr. Fuhri saw F. L. Scott, manager of the Dictaphone department of the Columbia branch there, march into the store with a check for 60 machines installed in the general offices of the Missouri Pacific Railroad. The machines had been put in place only a week or so before and some one was inquiring when the order was going to be signed when Scott came up with the check.

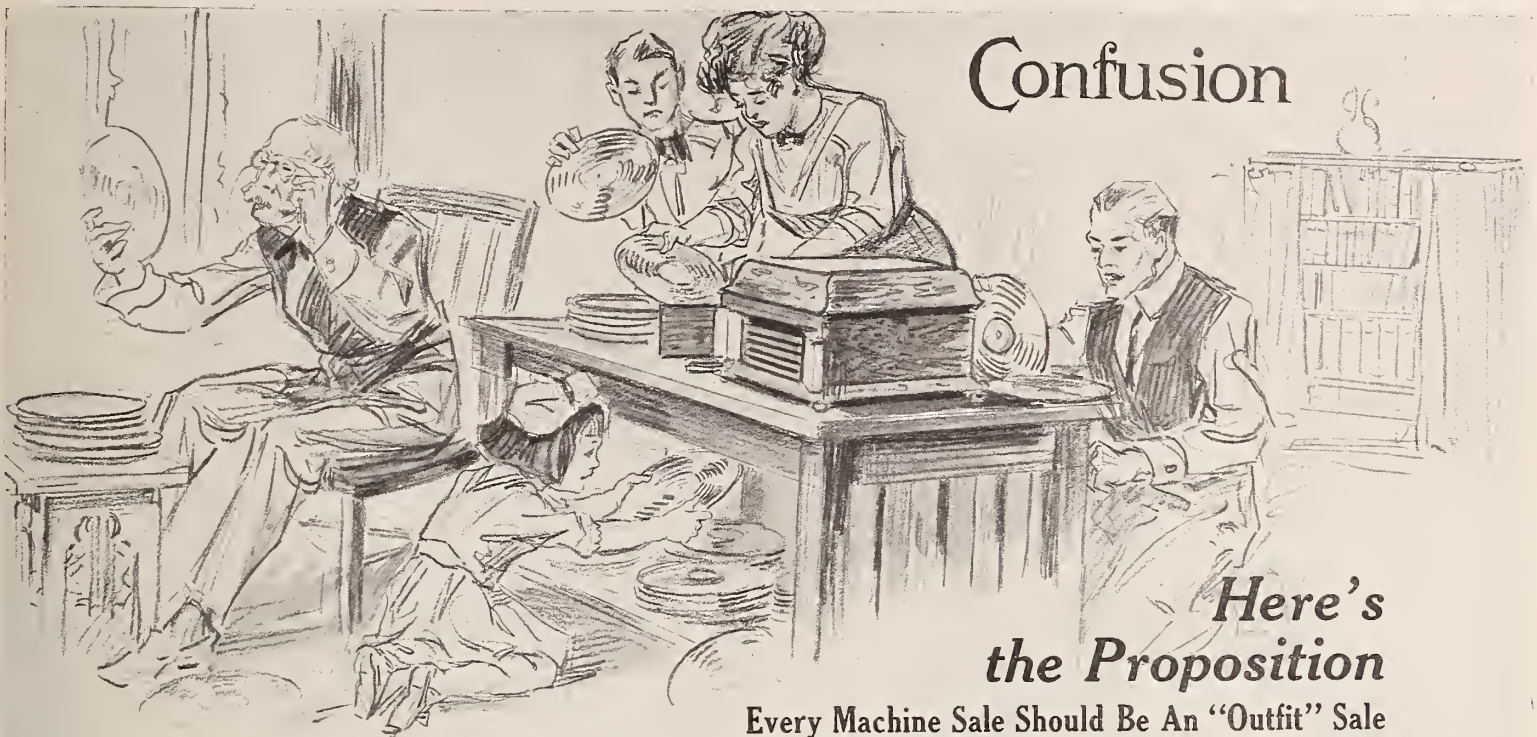
A. W. Roos, Mr. Fuhri's chief assistant, is on an auditing trip to Memphis, St. Louis and New Orleans.

Frank Downe, who has been doing work for the railroad department in Chicago, has gone to Kansas City to take charge of the Dictaphone department there.

Frank Dorian, general manager of the Columbia Dictaphone department, was a recent visitor at the Chicago office.

George F. Standke, formerly in charge of the retail sales at the Kansas City branch, has gone to Memphis, Tenn., where he will manage the branch there with jurisdiction over an extensive territory in a wholesale way.

(Continued on page 48.)



Confusion

Here's the Proposition

Every Machine Sale Should Be An "Outfit" Sale

If you don't sell a Cabinet, your customer does not catalogue his records.

It makes a big difference in future record purchases whether or not your customer can put his hand on *the* record he wants *when* he wants it.

The following list of cabinets are the biggest values on the market today:

"Tamaco" Tables: Oak and Mahogany
Including one "Tamaco" Record Album
and "Tamaco" Record Index - - \$ 7.50

Victrola IV "Cabinet That Matches" (Rack Interior) \$10.00
Cabinet Door, Front, Side and Top, Quarter Sawed
Polished Oak; Back Plain Oak

Victrola VI "Cabinet That Matches" (Rack Interior) \$15.00
Quarter Sawed Polished Oak Throughout.

Victrola VIII "Cabinet That Matches" (Rack Interior) \$15.00
Quarter Sawed Polished Oak Throughout

Victrola IX "Cabinet That Matches" (Rack Interior) \$25.00
Doors, Front and Top, Polished Mahogany Veneer, Hand Rubbed

Victrola IX "Cabinet That Matches" ("Tamaco" Interior) \$37.50
Polished Mahogany Veneer Throughout, Hand Rubbed

Victrola X "Cabinet That Matches" ("Tamaco" Interior) \$37.50
Polished Mahogany Veneer Throughout, Hand Rubbed

Victrola XI "Cabinet That Matches" ("Tamaco" Interior) \$40.00
Polished Mahogany Veneer Throughout, Hand Rubbed

*"Your Regular Victor
Dealers' Discount
Applies"*
Content



The Talking Machine Company
137 N. Wabash Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 46.)

Some Visitors.

Among the visitors at the office of the Talking Machine Co., the Victor talking machine jobbers of this city the past few days were: A. E. Ward, Marshalltown, Iowa; Mr. Elbell, of Elbell Bros., Holland, Mich.

In the Chicago Radius.

J. E. Moyera, well known talking machine dealer of Dixon, Ill., recently put in a full stock of Victor machines and celebrated the extension of his business by a three days' "opening" during which most successful recitals were held every afternoon.

The Wilkinson Piano Co., of Joliet, have just put in a complete Victor line.

Mrs. Wm. H. Bade, of Battle Creek, Mich., is so far as is known here entitled to the proud distinction of being the only woman conducting an exclusive talking machine store in the country. Mrs. Bade formerly had charge of the talking machine department of the E. C. Fisher store, but four months ago she embarked in business for herself, securing a large store at 59 South Jefferson street in the heart of the business district of Battle Creek. She is making a distinct success, is a shrewd and forceful advertiser. She goes after the best class of trade and wont sell a low priced machine when she can help it and generally manages to help it. Mrs. Bade features Columbia disc machines and records and the cylinder machines and records of the U. S. Phonograph Co.

Victor Co. Gets Injunction.

On Thursday, December 7, Judge Kohlsaat, of the United States District Court in this city, granted the Victor Talking Machine Co., a preliminary injunction against the Goodhart Art Co., 808 West Fourteenth street, restraining the latter from selling imported Polyphon machines made in Germany, and which it is claimed are an infringement of the Victor Company's patents. News of the fact that an attempt was being made to market the foreign machines in Chicago reached the Victor Co., and F. E. Blunt, assistant to Horace Pettit, the general counsel for the company, came on to look the matter up. It is claimed that a man by the name of M. Glick has been operating here and elsewhere and seems to be the main source of supply of the machines. He went through the city with a wagon selling machines direct for cash, and quite a few dealer merchants bought goods. He found, it is stated, that furniture and other dealers not already handling machines were the easiest to sell, as regular talking machine dealers were better posted and, indeed, had been warned by the Victor Co. in advance. The machines are said to greatly resemble the Victor 2nd machines. Goodhart, it is declared, had a considerable stock on hand. A temporary restraining order was granted on November 28, and was followed by the preliminary injunction this week.

It Was a Big Day.

Friday of this week was the biggest day on Victrola XVI's they have ever had at the Chicago branch of the Rudolph Wurlitzer Co. Now assistant manager F. A. Siemon, who by the way had charge of the talking machine wholesale department long before he received the title of assistant manager and got his name on a private office door, is a modest man, is Siemon, and never seeks personal exploitation at the hands of the Chicago correspondent. Maybe he'll be surprised to see this story in print because he certainly did not hand it out consciously for publication. Still it is so illuminative and illustrates so concretely the advantages of following up a good thing that the writer can't resist. The first mail in the morning brought in several mighty good orders from dealers on the \$200 machines, and a city salesman soon made his appearance with one or two landed before breakfast so to speak. The next caller at the assistant managers sanctum sanctorum was a dealer from a hundred miles out in the state who came in to raise a howl because he couldn't get more Victrola IV's. By this time, however, Siemon was seeing sixteens in blue circles and he went at Mr. Dealer with such an avalanche of enthusiasm that he landed very speedily an order for three \$200 Victrolas and just narrowly escaped

getting permission to put in a rush order for a Vernis-Martin. The dealer had not gotten out of the office before L. Keane Cameron 'phoned up from the retail floor that they had sold a couple of sixteens and a fourteen and wanted some more stock quick. This was all before ten thirty A. M. By this time enthusiasm was running rife through the establishment, and it was decided to make it a Victrola XVI day. It happened that an unusual number of country dealers drifted in, and they were made to swell the total most considerably. By noon the wave had struck General Manager E. H. Uhl, and when he went over to the Roasters Club at the Stratford for lunch he met a dealer in the lobby who knew not the Victor. The dealer showed up at headquarters in the afternoon, was signed up, and his order showed a big proportion of high priced machines. The young women demonstrators on the first floor soon were asking regular customers what type of machine they owned and were subtly suggesting XVI's as a surprise for the family. So it went. The total figures were awe-inspiring and the always up-to-the-minute sales forces had received a new and very dramatic demonstration of what concentrated boiled down effort can accomplish.

Good Cabinet Talk.

The Talking Machine Co. Victor jobbers of this city are doing some decidedly effective educational work with their dealers on the subject of talking machine cabinets. That the preaching of this kind of gospel is still necessary even at this date is apparent as many dealers still lack an appreciation not only of the money to be made direct from the sale of cabinets, but because of the increased record sales to be gained from the constant emphasis by both wholesaler and retailer on the slogan "A record cabinet for every home." Naturally the Talking Machine Co. has a particular interest in inspiring the dealer with great enthusiasm on the cabinet question as they make a special line of their own, the "Cabinet that Matches," which with the latest additions enables them to offer the dealer a handsome cabinet exactly corresponding in finish and architectural design with not only each type of horn machine, but all models of the "cabinetless" Victrolas. Nevertheless the talk they are handing out through well written form letters, through their handsomely illustrated announcements in the World and by word of mouth through their salesmen is of vital general interest to the trade.

Here's a good summary of the arguments in favor of pushing cabinets taken from a recent Talking Machine Co., form letter entitled "Why You Should Sell Your Customer a Cabinet With His Victrola."

If he buys a machine only, it must be placed on some table, where it is continually in the way; and the records are scattered all over the house—cannot be located when wanted—are easily lost and broken.

"If the 'Outfit' is purchased complete a place in the room is found for it, just as for any piece of furniture—table, book-case or piano.

"The records are all kept indexed, so that your customer can put his hands on any record desired at a moment's notice. He doesn't think about the big stock of records he has lying all around the house, but only about the pleasure he has in hearing the records he wants. And the records are kept safe from children and servants."

In another letter the company nicely summarizes the whole thing very aptly in a single epigram, namely, "When you sell your customer a complete outfit he is a better future record buyer." Parenthetically it may be said that the company are literally crowded to the limit by orders for the cabinet that matches from dealers and jobbers in all sections of the country.

Ray Bros., of Louisville, Ky., recently started a rather novel means of ascertaining which were the most popular records. In this connection they inaugurated a ballot to decide the matter and every talking machine owner in Louisville was solicited to participate; then the winners were duly advertised in a large newspaper advertisement. It was excellent work all the way through and did much to stimulate interest in the Ray establishment.

STILL AFTER PRICE-CUTTERS.

Thomas A. Edison, Inc., Take Prompt Action in All Cases—Two Recent Injunctions Secured.

Thomas A. Edison, Inc., are still waging an active and resultful war against price-cutters in all sections of the country, and as their determination is being realized by that class of retailers, the spread of the practice has been checked to a remarkable degree. Two recent cases, one in the East and the other in the West, are as follows:

On November 16th Judge Kohlsaat, of Chicago, granted a preliminary injunction in the suit of Thomas A. Edison, Incorporated, against Davis Piano Company, Frank E. Davis, Tarrie S. Davis and George E. Camp, all of Alton, Ill., restraining and enjoining them from further price cutting on Edison records. These defendants only avoided a similar suit being brought against them a year ago by giving their assurances that the restrictions accompanying Edison records would be strictly observed by them in future and when, disregarding the assurance which they had given, they again began cutting prices a few days ago, suit was immediately brought with the result above stated.

T. W. Bergen, of Third avenue, Brooklyn, a former licensed Edison dealer, recently undertook to go out of the phonograph business by the price cutting route. F. E. Madison, of the Edison investigation department, called at his store and explained that suit would be brought unless the cut price sale was discontinued. Mr. Bergen's reply to this was that he would continue the sale unless the Company would buy the stock. Suit was immediately commenced and a restraining order was granted and served. Mr. Bergen has now decided that he did not want to become involved in litigation after all, and signed consent to the entry of a final decree providing for a perpetual injunction, and has made settlement for profits, damages and costs.

CARRYING ON LIVE CAMPAIGN.

Phillips & Crew Co. Publish Some Clever "Readers" in Local Papers Regarding the Victor Line.

The Phillips & Crew Co., Savannah, Ga., who some weeks ago held a formal opening of their remodeled quarters at 242 Bull street, that city, report a strong gain in their Victor business as a result of the active campaign being carried on by them in the interests of that line. Besides the regular forms of advertising through various mediums, the company also run a series of clever readers in the local papers, which have produced excellent results and of which the following is a sample:

SAVANNAH IS SELECTED AS THEIR FUTURE HOME.

Coming all the way from Camden, N. J., a northern family, succumbing to the beauties of old Savannah, has decided this to be the place best suited for their future residence, and have therefore settled here. The coming of this family to Savannah will create quite a sensation.

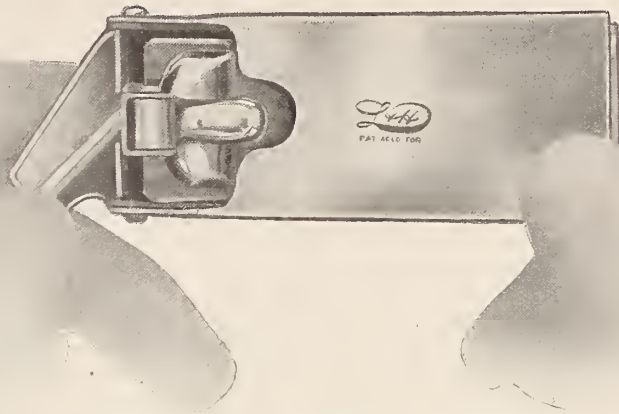
The family is without doubt the best known and most popular in Camden. They are descendants of a rich, aristocratic family, and the factories owned by them serve to give employment to thousands of families in and around Camden. These people come from one of the richest families in the country.

The advent of this family will be especially welcomed in musical circles in Savannah, for every member of the family is a musical genius. From the smallest to the largest they all play and sing, and have been foremost in the musical circles of the United States for years.

The members of this family are Mr. and Mrs. Victor Victrola, Frank and Mayme Victrola, and Victie Victrola, the baby. There are three other members of the family to come here soon, and when they are all here they will give concerts for the benefit of the Savannah public. At present they can be visited at the Phillips & Crew Company, No. 242 Bull street, and a little persuasion is all that is necessary to get any member of the family to sing or play for a visitor.

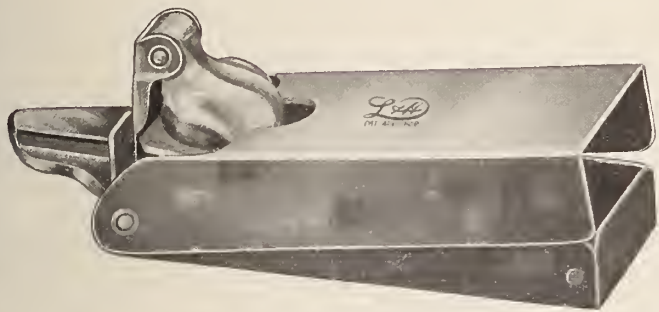
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE

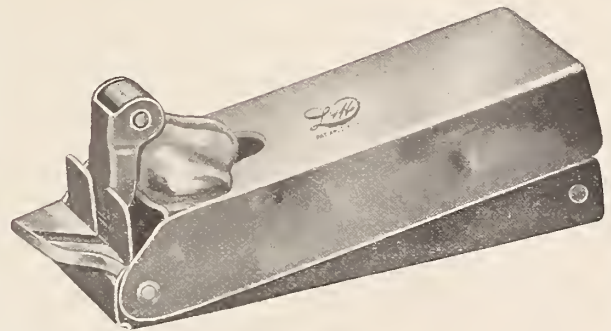


CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

Lyon & Healy

CHICAGO

GROWTH OF THE TALKING MACHINE INDUSTRY

From 1904 to 1909 Set Forth in the Preliminary Results of the Thirteenth Census Just Issued—
All Kinds of Talking Machines Grouped by Chief Statistician Under the Headings of
"Graphophones and Phonographs"—Expansion All Along the Line Shown in Report.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1911.

A preliminary statement of the general results of the Thirteenth Census relative to establishments engaged in the manufacture of phonographs and graphophones was issued recently by Director Durand of the Bureau of the Census in the Department of Commerce and Labor. It contains summaries which give the general figures for 1904 and 1909, and compare the different products by kind, quantity and value. The report was prepared under the direction of William M. Steuart, chief statistician for manufactures, Bureau of the Census. The figures are subject to such revision as may be necessary after a further examination of the original reports.

Rates of Increase.

The general summary shows increases in all the items at the census of 1909 as compared with that for 1904, except cost of materials, which decreased 26 per cent.

The number of establishments increased 29 per cent.; capital invested, 64 per cent.; the gross value of products, 15 per cent.; value added by manufacture, 42 per cent.; average number of wage earners employed during the year, 53 per cent.; amount paid for wages, 69 per cent.; number of salaried officials and clerks, 35 per cent.; amount paid in salaries, 42 per cent.; miscellaneous expenses, 51 per cent.; primary horsepower, 153 per cent.

There were 18 establishments engaged in this industry in 1909 and 14 in 1904, an increase of 20 per cent.

The capital invested as reported in 1909 was \$14,363,000, a gain of \$5,622,000, or 64 per cent., over \$8,741,000 in 1904. The average capital per establishment was approximately \$798,000 in 1909 and \$624,000 in 1904.

The value of products was \$11,726,000 in 1909

and \$10,237,000 in 1904, an increase of \$1,489,000, or 15 per cent. The average per establishment was approximately \$651,000 in 1909 and \$731,000 in 1904.

The cost of materials used was \$3,099,000 in 1909, as against \$4,161,000 in 1904, a decrease of \$1,062,000, or 26 per cent. In addition to the component materials which enter into the products of the establishment for the census year there are included fuel, rent of power and heat, and mill supplies.

Value Added by Manufacture.

The value added by manufacture was \$8,627,000 in 1909 and \$6,076,000 in 1904, an increase of \$2,551,000, or 42 per cent. This item formed 74 per cent. of the total value of products in 1909 and 59 per cent. in 1904. The value added by manufacture represents the difference between the cost of materials used and the value of the products after the manufacturing processes have been expended upon them. It is the best measure of the relative importance of industries.

Salaries and Wages

The salaries and wages amounted to \$3,786,000 in 1909 and \$2,350,000 in 1904, an increase of \$1,436,000, or 61 per cent.

The number of salaried officials and clerks was 727 in 1909 and 537 in 1904, an increase of 35 per cent.; their salaries increased from \$666,000 to \$945,000, or 42 per cent.

The average number of wage earners employed during the year was 5,199 in 1909 and 3,397 in 1904, an increase of 53 per cent.; their wages increased from \$1,684,000 to \$2,841,000, or 69 per cent. The primary horsepower was 6,371 in 1909 and 2,522 in 1904, an increase of 153 per cent.

Quantity, Kind, and Value of Products.

Both quantity and value were reported in 1909 for the various kinds of products, but values only were given for 1904.

There were 344,681 phonographs and graphophones and 27,183,959 records and blanks made in 1909. The total value of the phonographs and graphophones was \$5,407,000 in 1909 and \$2,966,000 in 1904, an increase of 82 per cent.; and of the records and blanks, \$5,007,000 in 1909 and \$4,679,000 in 1904, an increase of 7 per cent.

The value of parts and supplies was \$847,000 in 1909; they were not reported separately in 1904.

The value of "all other products" was \$466,000 in 1909 and \$2,592,000 in 1904, a decrease of 82 per cent.

Four establishments in 1909 engaged primarily in the manufacture of other products made phonographs and graphophones and records and parts to the value of \$32,000. This value added to the total in the summary makes a value of \$11,750,000 for all products reported for the industry.

The Tabular Summaries.

Comparative summaries follow, giving the general statistics for the industry and the kind, quantity, and value of products, 1904 to 1909:

PHONOGRAPHS AND GRAPHOPHONES.

General Summary: 1909 and 1904.

| | Census | | Per ct. inc. or dec. 1904-09. |
|---|--------------|-------------|-------------------------------|
| | 1909. | 1904. | |
| No. of establishments . . . | 18 | 14 | + 29 |
| Capital | \$14,363,000 | \$8,741,000 | + 64 |
| Cost of materials used . . . | 3,099,000 | 4,161,000 | - 26 |
| Salaries and wages | 3,786,000 | 2,350,000 | + 61 |
| Salaries | 945,000 | 666,000 | + 42 |
| Wages | 2,841,000 | 1,684,000 | + 69 |
| Miscellaneous expenses . . . | 2,504,000 | 1,654,000 | + 51 |
| Value of products | 11,726,000 | 10,237,000 | + 15 |
| Added by manufacture.* | 8,627,000 | 6,076,000 | + 42 |
| Employees | | | |
| No. sal. officials & clerks | 727 | 537 | + 35 |
| Average No. wage-earners employed during the year | 5,199 | 3,397 | + 53 |
| Primary horsepower | 6,371 | 2,522 | + 153 |

*Products less cost of materials.

Products by Kind, Quantity and Value: 1909 and 1904.

| | 1909. | | 1904. | | Prct. of inc. 1904-09. |
|-------------------------------|--------------|----------|--------------|----------|------------------------|
| | Value | Quantity | Value | Quantity | |
| All products, value | \$11,726,000 | | \$10,237,000 | | + 15 |
| Phonographs & graphophones: | | | | | |
| Number | 344,681 | | † | | — |
| Value | \$5,407,000 | | \$2,966,000 | | + 82 |
| Records and blanks: | | | | | |
| Number | 27,183,959 | | † | | — |
| Value | \$5,007,000 | | \$4,679,000 | | + 7 |
| Parts and supplies, value . . | \$847,000 | | † | | — |
| All other products, value . . | \$465,000 | | \$2,592,000 | | + 82 |

*In addition, phonographs and graphophones, records and parts to the value of \$32,000 were made by establishments engaged primarily in the manufacture of other products.

†Not reported separately

‡Decrease.

MAKING USE OF WHAT YOU HAVE.

"Success is the result of getting what you want." The way to get what you want is by making the best use of what you have.

Simple, isn't it?

Are you making the best use of your time or are you spending a part of it in dawdling around or pondering over the past or building air castles for the future?

If so, quit it.

Map out a schedule of work and play, recreation, planning and rest, and stick to your schedule until you are putting in your time just like a millionaire. You will then be well on your way towards being one.

Do things that are worth while and do them in a way that is worth while. People will soon be realizing that you are worth while.

Are you making the best use of the goods that you have to sell or is your store filled with a lot of worthless junk that is of no value to anybody and that you wouldn't buy yourself for 50c. on the dollar?

If so, get rid of it.

If it is worth anything, sell it for what it is worth. If you can't sell it give it away. If it isn't worth anything, throw it away.

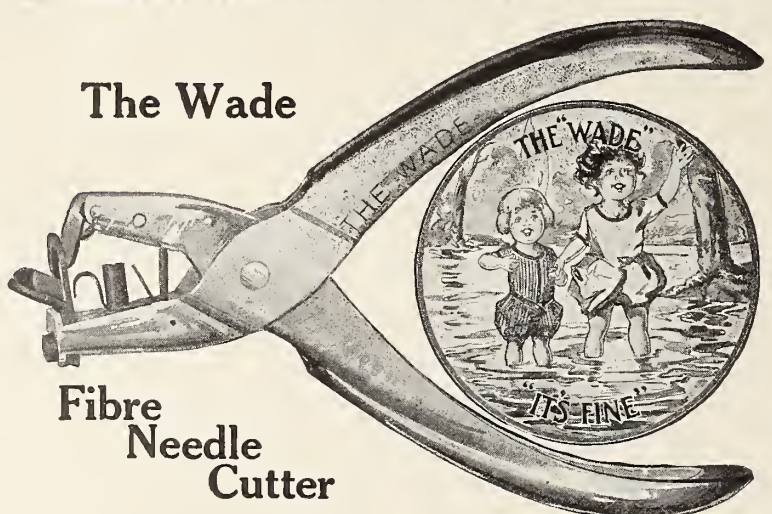
Fill your shelves with good goods that the people want and need and don't forget to tell them about it when you do.

Have you information in your office that you don't use?

Make use of it. Let the people have the benefit of it.

If you are a professional man, tell people how to take care of themselves. You won't lose any clients by such practice.

Have you any room in your store or in your office, in your shop or on your farm, that you don't use? Get rid of it.



The Wade

Fibre Needle Cutter

\$1.50 **\$1.50**

A really GOOD Fibre Needle Cutter is in great demand as a result of the increasing popularity of the Fibre Needles.

The "WADE" is filling the bill. Its simplicity appeals to all—its perfection pleases all.

Your PROFITS are largest—your TROUBLES nil. Our guarantee sanctions "Even Exchanges" in instances of defective workmanship or materials.

Regular Distributors' and Dealers' discounts apply. List price \$1.50.

Send us a trial order for a hundred AT ONCE for Christmas stock. You can't "go wrong" on such an order as this at this time of the year.

\$1.50 **WADE & WADE** **\$1.50**
1227 East 46th Street, CHICAGO, ILL.

It beats the town how the three models of the Columbia Grafonola "Regent" take hold of the *new* customer—the man who would "never have a talking machine in the house."



Columbia Phonograph Co., Genl., Tribune Building, New York

HAPPENINGS IN THE ST. LOUIS TRADE

Both Jobbers and Dealers Report That December Will Be the Heaviest Month of the Year—Hornless Machines in Greatest Favor—Machines of All Styles and Prices in Demand—Manager Levy of the Columbia Co. Talks Upon Sales—Silverstone's Clever Advertising—Talking Machine Men Carrying on Vigorous Christmas Advertising Campaign—L. A. Cummins Joins Koerber-Brenner Forces in Denver—This Concern Doing a Large Victor Trade—Cheerful Reports from the Wholesalers and Dealers in the Saintly City.

(Special to The Talking Machine World.)

St. Louis, Mo., December 9, 1911.

Local talking machine dealers are going to be mightily disappointed this year if their holiday trade does not make December the heaviest month they have ever had. They all report November as a splendid month. Manager Levy, of the Aeolian Co., says his company totaled 30 per cent. greater sales during the month than ever before. In the talking machine stores it is reported that the flurry for the cheaper machines is about over and the expectation is that the business will return to old standards for the holidays. At the Columbia, the Silverstone, the Edison agents, the Aeolian Co. and the Koerber-Brenner Music Co., all of whom are jobbers, it is reported that country trade has been very good. The Victor and Columbia jobbers report that the sales of cheap hornless machines are running very heavy and are lessening the demand for horn machines. One reason for this is that the dealer prefers to display the hornless machine because it is less trouble to him. Especially is this true where the talking machines are carried in a general store stock.

A growing feature of the retail Christmas business promises to be the record sales. Manager Robinson, of the Thiebes Piano Co., sent out a letter to his customers suggesting a favorite selection as a gift for a friend who has a talking machine. Mr. Robinson says that he finds this quite a profitable field and that a good many persons see the point. Assistant Manager Byars, of the Columbia Co., who has charge of the retail sales, says that he finds his best field of sales for Christmas records is for the family to decide upon a treat for themselves and take a part of their Christmas money and add to the stock of records. Either way it means business for the talking machine dealer and makes a gift acceptable in the talking machine home. Last year the Columbia Co. tried out the certificate plan—like that used by glove and hat stores—the purchaser buying a certificate and leaving the selection of the record to the person to whom it was sent. While it did not prove entirely successful there is a feeling that it might have been, because it was new and it may be tried again.

The department stores are finding the cheap machines a splendid field for them. Schaper Bros., whose department is comparatively new, sold thirty \$15 Victors in one week. The Grand Leader Store and Buettner Furniture Co. have been doing as well with this class of machines, while the talking

machine stores along Piano Row are centering their efforts on higher-class machines. The Columbia Store is finding the Regent library table machine very popular, and the Victor stores are centering about the XVI, all clinging to a \$200 standard of sales. Manager Levy, of the Aeolian Co., was asked for an explanation for this difference in sales, and he summed it up in one word, "Salesmanship." "However, there is one other reason," he added. "That is the class of customers. Persons who come into the stores along Piano Row usually have different ideas. They come into our stores and ask to see what we have. We have the cream of the salesmen and sales girls and they show them the best first and talk tone qualities. In our store—and I suppose it is the same in the others—we count the sale for less than \$200 a failure, and this stirs the ambition. Now, I happen to know that the customers in the department stores usually assume the attitude of a person buying a suit of clothes or a dress. One of the first things they announce is that they have \$15 or \$25 to spend, and the sales girls, trained to that sort of custom, show them the best they have for that amount and let it go at that. Even if they do show something better, as a rule the salesman is not trained in the talking machine arts and the customer does not buy more heavily. Then, too, there is a lot of buying of \$15 machines in the form of toys. Some persons who have bought high-class talking machines from our store or others along Piano Row will go to a department store and buy a cheap machine for the children to save wear and tear on the better machine. They buy this smaller machine just as they buy any other toy for the child, while if they were buying another high-class machine they would make an event of it and come to a special store. I look for a splendid business with the cheaper machines for this class of trade if deliveries can be made. Now we are delivering about 10 per cent. of orders upon receipts, and if the supply of machines is here Victor stores will make a record."

The talking machine stores were at a decided disadvantage for a week during November because a building across the street from them was in great danger of falling down. Excavations for another building at the side of the old one weakened it until it was worse than the famous leaning tower of Pisa. The building was exactly across the street from the Silverstone Talking Machine Co.'s store and the danger was so acute that Mr. Silverstone carried his mechanical window display to the shop in the rear of the room for safety. For two days only persons insisting that they had business with some store in the block and naming the particular store were allowed to pass the police lines. Some of the stores report excellent business on those days because persons buying good instruments kept engagements, but the transient business and record sales were almost nothing. Incidentally Mr. Silverstone heard some results from his window advertising. One of the policemen stationed at the rope cutting off the street told him after traffic was resumed that two-thirds of the persons who insisted upon passing said they had business at Silverstone's. But they did not stop at the store, and the conclusion Mr. Silverstone draws is that

they wanted to walk down the street to look at the building and could not think of any store name but his and that his name was familiar to them because of the many mechanical devices they have watched.

And by the way, Mr. Silverstone has a new device, almost uncanny in its magic. To the observer all there is to it is a \$1 bill skating around an opal gas lamp globe. It runs constantly and the sign is, "This shows how far a dollar a week will go in paying for an Edison talking machine." Inside the globe is a motor and something to create friction to form the power of attraction to hold the bill next to the glass, but what it is is Mr. Silverstone's secret. He gives no broader hint than that static electricity will pass through glass and that some substances, like amber, become magnetic to paper and silk through friction. This device has the electrical man guessing, and one professional lecturer on freaks of electricity stopped at the store and begged for the solution, admitting that he was mystified. He was told to return after the window display was discontinued. And this suggestion of the "dollar-a-week" idea has brought a number of customers into the store who reported that they had "not thought of it before."

S. H. Rash, special jobbing salesman for the Aeolian Co., has returned to the city to remain until after the holidays after an excellent trip through Oklahoma, Arkansas, Kentucky and southern Illinois. He is strongly of the opinion that the country merchant is beginning to see the possibilities of the talking machine and subsequent record sales, and that the boom is soon to come from the lesser towns. Mr. Rash closed an order in one Tennessee town by going onto the floor and selling three Victrola XVI's that the dealer regarded as dead stock. This salesmanship demonstration Mr. Rash regards as a part of a salesman's duties, especially in stores where local salesmen have not had talking machine experience. And he finds most of the small dealers anxious to have him demonstrate machines and methods of selling, freely admitting their own lack of knowledge of necessary arguments and technic of the machines and records.

J. W. Helbling, recently of the Columbia Co. outside sales staff, is now with the Home Phonograph Co., a South St. Louis retail firm. Mr. Helbling has quite a local reputation as a talking machine window decorator.

Manager Ramsdell, of the Columbia Co., recently entertained General Manager Lyle of New York, Manager Fuhri of the Chicago branch, and Frank Dorian of the Dictaphone department. They expressed satisfaction with business in the St. Louis field, and Mr. Fuhri said that in Chicago they had been unable to get the outside business as the St. Louis store has. His greatest trouble, he said, was in getting salesmen who will stick on their jobs. The local Columbia store appears to be unique in that respect, as they have kept an excellent city sales force intact for several years, some of the same men working all of the time and producing excellent results. This force is in charge of Assistant Manager C. L. Byars, who was himself an outside salesman for several years.

(Continued on page 52.)

HAPPENINGS IN ST. LOUIS TRADE.

(Continued from page 51.)

C. H. Hawk, of Greenville, Ill., was a recent visitor at the Edison headquarters here.

W. E. Gibson, of Paducah, Ky., a Victor dealer, was an over-Thanksgiving visitor in the city and spent much time with the Aeolian Co. talking machine department.

C. H. Kreuch, special factory representative of the Edison line, made a general survey of the St. Louis territory and was a guest at the Silverstone Talking Machine Co. store for several days. The Edison country business is much improved, according to reports of Mr. Silverstone and Mr. Kreuch.

The talking machine advertising for three weeks has been strongly for Christmas, urging early selection to insure delivery on time. "Make a payment and have the instrument delivered any time" is the keynote. Also there is strong suggestion that certain styles of machines are hard to get and that an early selection is important. The Thiebes Piano Co. put out the first Christmas ad and "it produced results," says Manager Robinson. "We are shipping a good many machines for Christmas," said Mr. Byars at the Columbia store. "We have several machines here on which men are paying instalments for their wives for Christmas," said Mr. Silverstone. There seems to be a concerted effort on the part of the downtown special stores to create the impression with the public that these stores are superior places to buy talking machines and create in effect a "Talking Machine Row."

L. A. Cummins, who was for several years special representative for the Victor Co. in this territory, and to whom belonged the credit of booking the largest orders from retailers sent to that company, quit their service in November and engaged with the Koerber-Brenner Music Co., Victor and small musical merchandise jobbers. His move was prompted by the ill-health of Mrs. Cummins and because his new employers offered a smaller territory which would give him more frequent visits at home. He was given a hearty welcome by his friends in and near St. Louis, but had hardly settled in this work when the physicians ordered Mrs. Cummins to Colorado. It so happened that the Koerber-Brenner Co. had a vacancy in that territory, and they at once transferred Mr. Cummins to the Western field, and he has removed there. For the present he is making his headquarters in Denver. He will travel in Utah and Colorado, and from returns received from him to date he will do quite as well in his new field and with the larger line as he has done in the past with the exclusive talking machine line.

Secretary Rauth, of the Koerber-Brenner Music Co., says that that firm have been doing a remarkable business with the Victor line and is well prepared for the Christmas deliveries, having received two heavy shipments of low-priced Victrolas the first of December. His company, he says, have been keeping up with the needs of the customers and delivered 100 of the \$15 Victrolas to the Grand Leader Department Store during November. Mr. Rauth says that the horn machines have been moving very well of late and a renewed demand has come from the city trade and that he is convinced the horn will remain in trade as long as the factories will supply such machines, because of the preference of a good many persons.

The Bollman Bros. Piano Co. have been giving the talking machine department a good deal more attention this fall and are figuring to a considerable extent in the retail trade. Their parlors are at the rear of the first floor wareroom and are in competent hands. Good salesmanship and liberal window displays have been instrumental in moving a large number of Victrola XVI's.

G. C. Hawkins is now covering Illinois, Missouri and Indiana for Koerber-Brenner Music Co.

The Victor talking machine was splendidly exploited in the 16-page advertisement carried by Linn & Scruggs, the large department store of Decatur, Ill., in the local papers. Programs of the Victor concerts formed part of the display and the entire arrangement was most effective and must have produced excellent results for the advertisers.



A message for you from Santa Claus

"Don't forget that
the New York
Talking Machine
Company ships all
goods the same
day the orders are
received."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



RECORDS OF FOREIGN MUSIC.

A Most Delightful Program Heard at the Meeting of the Chaminade Society Which Was Held Recently at the Home of Mrs. Geo. W. Lyle—Records of Early Indian Music, Russian, Japanese, South America, Hebrew, Hungarian, Heard with Descriptive Lecture by Miss Trowbridge—The Columbia Grafonola Used at This Delightful Gathering.

The regular meeting of the Chaminade Society was held recently at the home of Mrs. George W. Lyle. The feature of this meeting was the playing of records of foreign music (mainly Eastern), with an explanatory talk.

The first records to be played were of early Indian music, the selections having been made by Satyabala Devi, a Hindu princess, who has been sent to this country for the purpose of recording the unwritten music of the temple, which dates back to 8,000 B. C. The first record shows the origin of the chromatic scale in 8,000 B. C. Indian music is the oldest in the world; in fact, the foundation of all music. It is much older even than Egyptian and Grecian.

After the Hindu music the balance was modern. The record of Arabian music was one of the most interesting on account of the singer's peculiar manner of breathing. The singer would sing as long as he could without taking a breath, and then stop for a few seconds, and then continue the next verse. This music is monotonous, typical of the desert and the desolateness of the country.

The contrast in the next record played, a Russian Balalaika solo, was very striking. The Balalaika in tone very much resembles the mandolin.

After the Russian followed Japanese, with the typical Samisen accompaniment, Tamil, Siamese, Malay—all very much on the same order.

Then the theme changed to South America, native music of Colombia, represented by an orchestra selection of stringed instruments made by Spanish Indians, and then an Argentine Tango.

Then Spanish West Indies, represented by a Cuban Danzon, with its erratic tempo; Porto Rican selections, after which were samples of three of the Chinese dialects—the Swatow, Cantonese and Amoy. These records, with their wild, unearthly shrieks, peculiar accompaniment, were an excellent example of elementary music, and were one of the most interesting features of the meeting.

Much more pleasing to the ear were the selections of Hungarian music and the Hebrew.

The descriptive lecture prepared by Miss Trowbridge added greatly to the interest, being prepared in a thorough and comprehensive way, and was aided materially by the excellent reproductions of the music of the various countries on a Columbia Grafonola. In fact, the meeting was entirely out of the ordinary and included songs by Mrs. Charles A. L. Massie, as well as banjo solos by Fred F. Van Epps.

The meeting was declared the most interesting and instructive ever held.

NEW STORE IN GLOVERSVILLE, N. Y.

W. H. Becker, formerly of the firm of Fellows, Wicks & Becker, Gloversville, N. Y., has opened warerooms at 9 Cayadutta street, that city, under the name of W. H. Becker & Co., where he will handle Kroeger pianos exclusively. Mr. Becker has had much experience in the piano field and is well known in Fulton County.

RECEIVER APPOINTED FOR SONORA CO.

Jesse Watson has been appointed by Judge Hough receiver for the Sonora Phonograph Co., of 78 Reade street, New York, and was ordered to file a bond of \$25,000. The liabilities of the bankrupt concern are estimated at \$60,797 and the assets \$41,861.

Andre & Andre, of Jacksonville, Ill., who handle household supplies in that city, have taken the agency for the Columbia grafonolas.

The Witt Music House of Loraine, O., have taken the agency for the full Columbia line.

HUSTLING IN CINCINNATI.

Talking Machine Trade Getting After Christmas Business in Vigorous Fashion—Wurlitzer Concerts a Great Source of Attraction—This House Having an Immense Demand for Victors of All Kinds—Aeolian Co. Make Excellent Report Regarding Their Victrola Trade—New Model Grafonolas Most Popular—Big Christmas Trade Expected.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1911.

The trade is going after Christmas business in a vigorous way through advertising in the daily press. Most all are featuring the cheaper styles of machines, it being evident that the trade believes these grades will attract more visitors to the shops than if attention is only called to the higher priced articles. The business during last month, in all lines, particularly in records, was very satisfactory.

The Rudolph Wurlitzer Co. report the rejuvenation of a great many retail talking machine accounts which had been dormant for some time in the past. The Christmas season and wintry weather have drawn the attention of talking machine owners and prospects to this great entertainer. The daily concert given by the Wurlitzer Co. has proven to be a great drawing card, daily sales being traced to this source alone. A number of advance orders have been booked by this house for Christmas delivery, and the season this year is well in advance of corresponding periods of last year. Heavy advance sales predict exceptionally heavy sales and the management look forward to a record breaking talking machine business during the month of December. There is a great shortage of the cheaper Victrolas, but the factory undoubtedly has the proposition well in hand, and while it is hard now to find even samples of the cheaper styles in the stock of either distributor or dealer, it is up to those who have samples to take all possible orders for future delivery, putting it up to the distributor and factory to get the goods to their customers.

The Aeolian Co. report the following: Since the inauguration of their noon-day Victrola recitals the Aeolian Co.'s record business has shown an interesting and profitable increase, and especially on the ones featured in their programs. A member of the house said in this connection: "There are many Victrola owners who don't have time or opportunity to hear certain records which are very beautiful, and after keeping check on records sold immediately after our recitals we can note the demand for programed numbers. We find it a good plan to have some moderately priced records among them." Aeolian Hall is very beautiful, having a seating capacity of 250, and the acoustics are perfect. "I have never heard a Victrola shown to such an advantage as from the stage in our recital hall," remarked Manager Ahaus, of the Victor department, "and we have yet to see one customer or real prospect refuse to purchase after hearing a Victrola under these conditions. One very interesting and competitive sale was made to the Christ Church parish house, of this city. We look forward to a big holiday trade and are prepared accordingly, and we have many more Victrolas sold for Christmas delivery than ever before, and look for a fine January record month ahead of us."

Manager R. J. Whelen, of the Columbia Phonograph Co., when seen by The World, wore his jovial smile and said: "We have much to be thankful for this season, for with the new models of Grafonolas and hornless graphophones, new records and new customers, it is fun to watch the business climb. The arrival of our new \$200 Grafonola de Luxe has created a sensation among those who have seen this beautiful new model, for it is one of the handsomest instruments ever put on the market, and the tone quality is exquisite. One fact is very noticeable this year, and that is people are doing their Christmas shopping early, and we filled many Christmas orders in November, more than ever before. December will undoubtedly be the banner month in the whole talking machine business. The new \$150 Non-



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Ask The Man Who Owns One

**Music Master
Solid
Wood Horn**



**All the
Name
Implies**

MATERIAL:

**SPRUCE
QUARTERED OAK
MAHOGANY**

Almost as light as a feather.
As strong as can be.
Neat as a pin,
Without and within.

You are on the verge of the Holiday Season. Now Listen! In almost every case where a dealer has invested in **Music Master Solid Wood Horns** we have received word that they have paid for themselves right off the BAT, with a healthy profit.

THE ONLY HORN GUARANTEED.

Get your stock for the Holidays now. Don't wait, as your customers do, until the Holidays are almost here.

WRITE AT ONCE.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

pareil has proven to be one of the most popular Grafonolas cataloged, and the retail and wholesale demand for same has been really extraordinary."

Geo. W. Lyle, general manager of the Columbia Phonograph Co., was a very welcome visitor in the Cincinnati store Nov. 21, and reported enthusiastically on the condition of business in the stores he had recently visited on his western trip.

UNIQUE SELLING CAMPAIGN.

(Special to The Talking Machine World.)

Omaha, Neb., Nov. 27, 1911.

The Nebraska Cycle Co., of this city, have tried out, and with great success, a decidedly original method of disposing of Victor Victrolas and records "on the fly," as it were. Expert salesmen of the company board the westbound Overland Limited of the Union Pacific and give recitals in the parlor cars as the trains rush toward San Francisco. After the recitals are finished the salesmen proceed to take orders for machines and records from such travelers as are impressed with the demonstration.

GREAT DEMAND FOR VICTORS

Reported by the New York Talking Machine Co.—Dealers Placing Large Orders.

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, states that the pre-holiday trade is excellent. "The dealers," says Mr. Williams, "are going after Victor business in a wide-awake, hustling manner, and to supply their 'hurry up' demand for goods is keeping us mighty busy. Sales of records are almost unprecedented. Difficulty in getting quick shipments of Victor products from the factory, owing to the large demand, is holding us up to a certain extent; however, we have no fault to find with present conditions, and, in fact, have considerable to be thankful for."

The Montenegro-Reihm Music Co., of Louisville, Ky., report a tremendous increase in their talking machine business as a result of their progressive window and newspaper publicity as a means of concentrating attention on the Victor lines which they handle.

But perhaps strongest of all the Columbia Grafonola "Regents" appeal to the talking machine enthusiast who has bought the latest and best as fast as the new models came out.



Columbia Phonograph Co., Genl., Tribune Building, New York

WITH THE TRADE IN INDIANAPOLIS.

Present Month Opens Up Well—Deposits Being Made Upon Machines for Christmas—Lively Time at Columbia Co. Store—Victor Outfits in Demand—"Free Trial" Proposition Makes Good—Udell Works Running Factory Night and Day—Other News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 9, 1911.

While the talking machine business in Indianapolis in November was not so good, December opened up in an excellent way and dealers were greatly pleased. The first part of December saw the talking machine stores crowded, but the dealers were not expecting so many sales until the latter part of the month. It has been the experience of the dealers that the people spend the first half of the month before Christmas looking around and trying to decide just what they shall buy. However, some of the talking machine dealers reported that customers early in the month made deposits on machines in order to hold them for the Christmas delivery.

Thomas Devine, of the local store of the Columbia Co., said that business was opening up with a rush. B. Feinberg, of the Columbia Co., called at the Indianapolis store and said that he had found business good in all parts of the country. He was on his way to New York from the South. Marion Dorian, auditor of the Columbia Co., paid his semi-annual visit to Indianapolis. Despite the fact that the nature of his work makes it more or less irksome for store managers, Mr. Dorian is well liked in Indiana, and his visits are looked forward to with pleasure. As Mr. Devine, of the local store puts it: "While Mr. Dorian is sure to give everyone concerned Hail Columbia if things are not right, he is equally sure to compliment them if they are right, and even at his worst he is invariably fair and impartial."

Arrangements have been completed for the visit to Indianapolis of Mme. Lillian Nordica, who makes Columbia records exclusively. She has been receiving a tremendous ovation all over the country and it is expected she will have a warm welcome when she appears here at the Murat in January. Mme. Pasquali, the famous Metropolitan Opera House soprano, will appear soon in Indianapolis, and the Columbia Co. are getting ready to show her records in their window display.

There has been a good demand for Victrolas with the Aeolian Co. O. A. Gressing, manager at Aeolian Hall, said the business had been much better than last year. The demand for records also has been good. The Aeolian Co. are featuring the records of Paderewski, who now makes records exclusively for the Victor. Mr. Wolf, formerly with the Aeolian Co. in the talking machine department, has resigned and his place has been taken by Edward McClintock.

"Just look at this and then decide whether we are having a good business," said W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Music Co., who handle the Victor exclusively. Mr. Barringer pointed to a number of machines that bore the label "Sold." Mr.

Barringer believes that the total of the December business will show that it has been twice what it was for the December of the previous year. There was an excellent demand, he said, for the high-priced machines. The record business, Mr. Barringer said, was excellent. "I believe," he said, "we are filling orders as well as any company in the United States." Speaking of the sale of the higher-priced machines, Mr. Barringer said that some of the best-known people in Indiana had made purchases.

The Musical Echo Co., which handle the Victor machine, said that the December business was good. When the representative of The Talking Machine World called the store was filled with customers.

The Kipp-Link Co. report that they are having great success with their "Free Trial" proposition. The machines are put out for a few days free of charge, so that the customer may determine their good points. This feature, with the quality of the Edison and other selling features, it was reported, had made a good business for the opening of December. The Kipp-Link Co. handle the Edison line exclusively.

The Udell Works, who manufacture music cabinets, have been working their plant night and day for the last sixty days to fill orders for cabinets to go with the Victor machine. They have been shipping to jobbers in all parts of the country. The cabinets for which there has been the greatest demand are those that go with the Victrolas 4, 6, 8, 9, 10 and 11. The demand, it is said, is much better than it was last year. The company have also issued a folder with illustrations of the different kind of cabinets, and copies of the folder have been sent to the jobbers for distribution among the retailers.

"We try at all times to protect our jobbers," said a representative of the cabinet department of the Udell Works. "If we receive an order from

a retail dealer we immediately forward it to the jobber in that retailer's district. We are keeping a very close eye on the quality and the workmanship which go into these cabinets that we are turning out now. We are building for the future. What we wish to do is to put out an article that we can not only sell now, but that we can sell next year and the next year and the year after that and in all years to come."

REPAIR PART CATALOG.

An Important Publication Issued by the Victor Talking Machine Co. Which Will Be of Value to the Repair Department.

In accordance with their plans, announced some time ago, the Victor Talking Machine Co., of Camden, N. J., recently mailed to their dealers a new and revised "Repair Part Catalog." This catalog, which will be issued from time to time as needs demand, contains a list of parts for Victrola 4, Type M; Victrola 9, Type M; Victrola 16, Type D; Victor "O," Type EM; Vic or 2, Type BM; Victor 3, Type AM; Victor 4, Type M; Victor 5, Type AM; Victor 6, Type M, and separate instructions for the placing of new springs in the double and triple spring barrels.

The usual foresight and progressiveness of the Victor Co. are clearly demonstrated in this new arrangement and the catalog is bound to prove itself a valuable adjunct to the dealer and repairman. The parts are listed in a thoroughly comprehensive manner, greatly simplifying the ordering for the many different styles.

The company furnishes a spring binder for the care of the catalogs at the nominal cost of seventy-five cents. Dealers will no doubt appreciate the convenience of this to their repairmen, as it keeps the sheets securely bound and forms a sort of a durable ready reference book.

Every Victor Dealer Should Sell These Two Items

VELVET TONE NEEDLE BALANCE

Fits All Victors and Victrolas and Prevents Scratching



Patented June 28, 1910

Special Offer to Victor Dealers

Send \$1.30 and we will mail postpaid a sample Velvet Tone Needle Balance, retail value, \$2.00.

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from wearing out from the cutting edge of the sharp needles used, return it to us and get your money back.

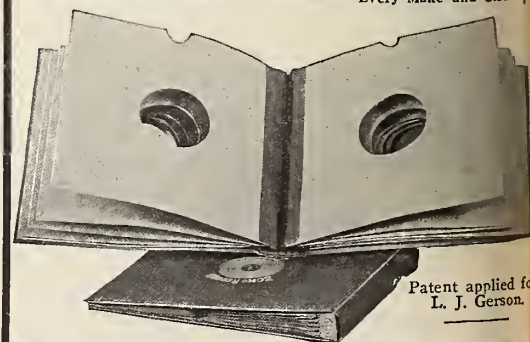
The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish of Taper Arm.

Booklet on application. Discounts to the Trade. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

ECHO RECORD ALBUMS

FITS DISC RECORDS Every Make and Size



Patent applied for L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)
Washington, D. C., Dec. 7, 1911.

SOUND REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignment to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,311.

This invention relates to talking machines of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves, as by connection with a reproducing stylus tracking a record groove.

The objects of the invention are to construct a sound reproducer in which the moving fluid is caused to operate a sensitive valve of a novel character in a novel manner, whereby a sound reproduction of clear and excellent qualities and the desired degree of loudness or amplification is secured. The valve or vibratory member or members constructed in accordance with this invention is of minimum mass, whereby defects due to inertia and momentum of parts are largely avoided. In accordance with these objects, thin, flexible, reed-like members are interposed in the path of the moving fluid current and are vibrated in accordance with sound vibrations to set up corresponding undulations in the moving fluid current in the sound box of the reproducer.

In the preferred form of this invention a port plate is provided having one or more slit-like ports therein, upon which ports are seated thin, flexible, reed-like members of elastic material which are placed under tension and secured to the port plate at both ends. Also, preferably, these reedlike members are burnished or otherwise given such a conformation that they rest upon the mouths of the ports in close contact, partly within the same, to accurately close the said ports when the members are in their normal position. The reed-like members are joined together and are flexed by connection with the stylus to vary the extent of opening of the ports to a greater or less extent in accordance with the sound vibrations which originally produced the record groove tracked by the stylus.

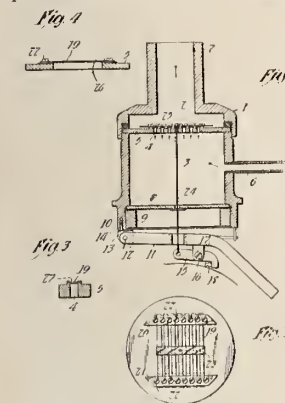


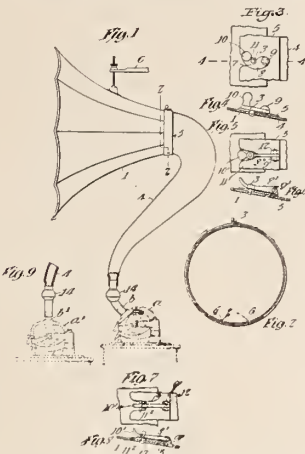
Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention. Fig. 2 is a plan view of the port plate with the valve members secured thereto. Fig. 3 is an enlarged fragmentary cross section through one of the ports of the port plate showing one of the reed-like members burnished into contact therewith, and Fig. 4 is a detail view showing the preferred method of securing the reed-like members to the port plate under tension.

PHONOGRAPH HORN. Peter Weber, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,333.

This invention relates to phonograph horns of the type in which the flaring bell is made in a single piece which is separately united to the small end or body portion of the horn, and has been preferably embodied in a horn, the axis of which is curved so that the horn extends upward from the phonograph sound box and the mouth of the bell occupies substantially a vertical plane facing in the same direction as the phonograph, as described and claimed in application filed by the same inventor October 14, 1907, No. 397,283. The present invention also relates to improved means for flexibly uniting a horn of this character with the sound box of the phonograph.

Figure 1 is a side elevation of a horn constructed in accordance with the invention and ap-

plied to a phonograph which is illustrated in dotted lines; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a detail plan view of the means for locking the bell to the body of the horn; Fig. 4 is a section on line 4-4 of Fig. 3; Figs. 5 and 6 are views similar to 3 and 4 of a modified locking device; Figs. 7 and 8 are similar views of another modification; and Fig. 9 is a view similar to the lower portion of Fig. 1, showing a phonograph in which the nipple of the sound box extends vertically and showing a modified construction of coupling for connecting the

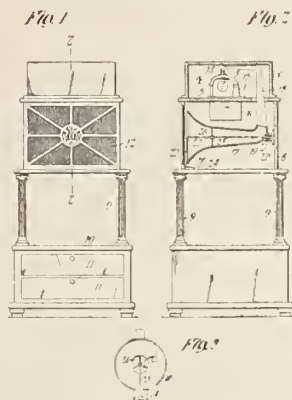


lower end of the horn with the said nipple.

PHONOGRAPH. Frank L. Dyer, Montclair, N. J., and Frank D. Lewis, Elizabeth, N. J., assignors by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,355.

This invention relates to phonographs, and the objects thereof are to provide a novel and effective mounting for a phonograph horn or sound conveyor used in connection with a phonograph or other talking machine, and to provide an improved cabinet for a phonograph or talking machine having the horn mounted.

Figure 1 represents a front elevation of an improved cabinet having a phonograph and horn mounted therein.



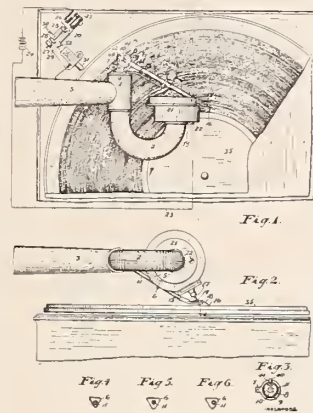
of the horn with supporting means.

MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES. Arthur E. Spencer, San Francisco, Cal., and Frank C. Thomas, Mill Valley, Cal. Patent No. 13,305. Reissued.

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds produced by the talking machine. The object of the invention is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.

In the accompanying drawing, Figure 1 is a broken plan view of a talking machine equipped

with this invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1, showing the positions



of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

PHONOGRAPH REPRODUCER. Herman Wolke, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,007,407.

This invention relates to phonograph reproducers, and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that the defects due to inertia of the moving parts may be obviated.

More particularly, the object of this invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus.

While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two-hundred-thread record or other record having a great 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, and owing to the character of the record grooves generally. Accordingly, a stylus mounting of the least possible

inertia is very desirable. This is provided for in the invention by providing a universal pivotal connection between the stylus lever and the member supporting the pivot, which member is preferably the usual floating weight well known in the art.

In order to eliminate inertia and friction to the least possible degree, this invention comprises a mounting for the stylus lever in which point friction is substantially substituted for the line friction usual in devices of this character. Furthermore, a

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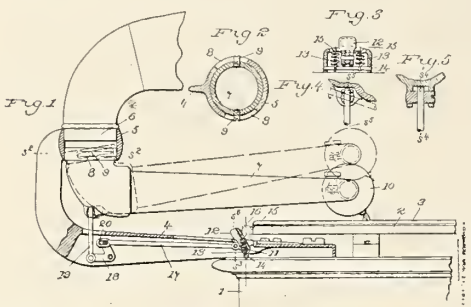
device is provided which renders it unnecessary to move any parts other than the stylus lever itself, when said lever is oscillated laterally to the record groove in tracking the same. Furthermore, means are provided by this invention for locating the stylus centrally of the record groove after any deviation from this central position in the tracking of the groove.

Figure 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof, and Fig. 3 is a detail sectional view through the floating weight and the stylus lever on the line 3-3 in Fig. 1.

TALKING MACHINE. Henry B. Babson and Andrew Haug, New York, assignors by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 1,005,765.

This invention relates generally to talking machines and particularly to means for yieldingly supporting the reproducer above and clear of the record when the machine is not in use or while one record is being substituted for another, this application being a division of application Serial No. 248,872.

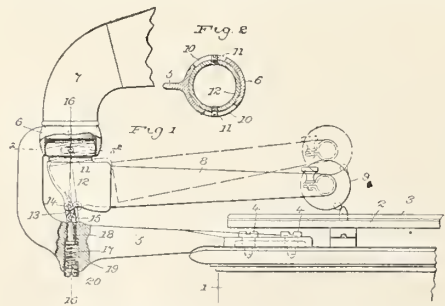
In the drawings—Figure 1 is a view in side



elevation, partly in section, illustrating the application of this invention to a well-known disc type of talking machine, and Fig. 2 is a sectional view taken on the line s², s², of Fig. 1.

TALKING MACHINE. Walter H. Pumphrey, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,006,128.

This invention relates generally to talking machines and particularly to means for automatically controlling the rotating table or support which carries the record. The object of the invention is to do away with the hand-operated brake now commonly employed in talking machines and cause the rotation of the record supporting table to be automatically controlled by the sound box or reproducer, which, in being lowered into engagement with the record or swung upward clear of the same, actuates a suitable brake device in a manner to limit the rotation of the record supporting table to periods when the reproducer is in contact with the record. A further object is to utilize the brake as a means of yieldingly supporting the sound box in the position it usually occupies above and clear of the record when the machine is not in operation or while one record is being substituted for another.



In the drawings—Figure 1 is a side elevation, partly in section, of a talking machine of a well-known type, showing the invention applied. Fig. 2 is a detail cross section on the line s², s², of Fig. 1. Fig. 3 is a similar view on the line s³, s³, of Fig. 1. Fig. 4 is a detail section on the line s⁴, s⁴, of Fig. 5, and Fig. 5 is a like view on the line s⁵, s⁵, of Fig. 4.

AUTOMATIC CUT-OFF AND STOP FOR SOUND-REPRODUCING MACHINES. Wilford G. Altenburgh, National City, Cal. Patent No. 1,006,517.

This invention relates to an improved automatic cut-off and stop for sound-reproducing machines and is more particularly adapted to machines using

the disc record. The objects are: to provide a simple, cheap, safe and positive means for automatically raising the needle and stopping the machine at the end of the record, or at any predetermined point when desired. Further, it is adjustable to different records and it is adaptable to the different makes of machines now in use and may be used therewith.

Figure 1 is a partial perspective view of a sound-reproducing mechanism and showing the automatic cut-off and stop complete as used therewith. Fig. 2 is an elevational view of part of the device assembled. Fig. 3 is a top view thereof. Fig. 4 is a side elevation partially disassembled. Fig. 5 is a top view thereof. Fig. 6 is a plan and side elevation of a leather washer 40. Fig. 7 is a side and plan view of thumb nut 38. Figs. 8 and 9 are side views of spindle 32—the one transverse to the other. Fig. 10 is a side and plan view of the upper arm clamp 35. Fig. 11 is a side and plan view of the lower arm clamp 41. Fig. 12 is a side and plan view of a catch device. Fig. 13 is a side view of a sound box with its needle, and showing cut-off and stop clamp thereon, and Fig. 14 is a transverse elevational view thereof.

PHONOGRAPH. John H. J. Haines, New York, N. Y. Patent No. 1,005,025.

This invention relates to phonographs and allied machines and has for its object to facilitate the removal of the record tablet from the machine and avoid injury of the same in that operation. The object of the invention consists in providing the machine with what is termed a "throw-off" or ejector comprising a pusher mounted in the frame of the machine in a position where it can be brought to bear against the inner end of the record cylinder in a direction parallel to the axis of the cylinder, and a manually operated handle or lever con-

ected therewith in such a manner that by manipulating the handle or lever, the pusher may be thrust against the end of the record cylinder to force it from its supporting drum or mandrel. The movement of the record cylinder under the action of the pusher is preferably only sufficient to release it from its frictional engagement with the drum or mandrel, so that it can be readily removed by hand and without the exercise of force.

The invention is applicable to shaving machines, commonly used for turning off the surface of a record cylinder and preparing it to receive a new record, since these machines comprise a drum or mandrel upon which the record cylinder is held in substantially the same manner as it is in the phonograph itself.

Figure 1 is a side elevation partially in section of a portion of a phonograph or shaving machine upon which the record cylinder is mounted; Fig. 2 is a section on line x-x of Fig. 1; Fig. 3 is a perspective view of the specific device comprising the invention; Fig. 4 is a similar view of a modification thereof; Fig. 5 is a view similar to Fig. 1, showing an alternative form of the invention; Fig. 6 is a section on line y-y of Fig. 5, and Fig. 7 is an end elevation of the structure of Fig. 5.

PHONOGRAPH. John H. J. Haines, New York, N. Y. Patent No. 1,005,025.

SELLING GRAND OPERA RECORDS.

How One New York Dealer Took Advantage of the Opera Season.

Just how the performance of grand opera during the season may be made to produce business for the talking machine dealer when full advantage is taken of the opportunities offered is well illustrated in the recent campaign carried on by F. L. Steers, who has most attractive Victor parlors at 143d street and Broadway, in the heart of the Washington Heights section of New York, where the high-class trade predominates. Mr. Steers has built up a large mailing list covering his section of the city, and at the opening of the opera season sent the following letter to each of his customers and prospects:

"To Victor Owners:

"The biggest musical event of the season occurs Monday night, when the Metropolitan Opera House opens with a magnificent production of 'Aida,' the cast including Caruso and Mme. Emmy Destinn. Tuesday morning the newspapers will unquestionably devote a great deal of extra space to an account of the performance. Now, the question is, have you ever seen the opera—are you familiar with its glorious music? Or, does your knowledge of the opera consist merely of what you have read about it in the newspapers?"

"Perhaps you may know that 'Aida' is universally regarded as Verdi's masterpiece, greater even than 'Il Trovatore.' Never did he write such inspired music, and inasmuch as you are the owner of a Victor you ought to have at least one or two of the beautiful arias from the opera in your collection. Especially to be recommended are the two duets by Caruso and Gadski from the last act, Nos. 89028 and 89029; the two duets from Act II, sung by Gadski and Homer, Nos. 89024 and

89025; and the appealing duets from Act IV, sung by Caruso and Homer, Nos. 89050 and 89051. These duets, rich with melody, are among the finest records ever produced by the Victor Co. Then, among the solos, there is the wonderful 'Celeste Aida,' sung to perfection by Caruso; the big soprano aria, 'O patria mia' (My Native Land), sung by Gadski and also by Destinn; and there are other solos sung by Gadski and Slezak. Come in to-night and hear these records, and you will realize why 'Aida' is stamped as the finest of Verdi's works, and you will also be glad to own one or two of them.

"Trusting to be favored with a call, and thanking you for your past kind patronage, I am, yours very truly,

F. L. STEERS."

"P. S.—Two orchestra seats at the Metropolitan Opera House cost \$12 just for an evening's entertainment. For the same money you can buy three of the above duets that will fascinate you and your friends for many an evening."

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PATENTS

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RECORD BULLETINS FOR JANUARY, 1912

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

| No. | Record Title. | Size. |
|-------|--|-------|
| 5866 | By Tom Naughton of the "Spring Maid" Co. The Three Trees..... | 10 |
| | Louis Voigt, Soprano. | |
| 31849 | Taunhauser—Dich theure Halle (Oh, Hall of Song) (German)..... | 12 |
| | Victor Light Opera Company. | |
| 31850 | Gems from "The Sultan of Sulu"..... | 12 |
| | Raymond Dixon, Tenor. | |
| 31837 | Ave Maria (Adapted to Intermezzo from "Cavalleria Rusticana")..... | 12 |
| | Weatherly-Mascagni | |
| 16979 | Oh, You Beautiful Doll (Brown-Ayer)..... | 10 |
| | Murray and American Quartet | |
| 17006 | Honey Man (My Little Lovin' Honey Man) (McCarthy-Plantadosi)..... | 10 |
| | American Quartet | |
| | Alexander's Ragtime Band (Berlin)..... | 10 |
| | Victor Military Band | |
| | Slippery Place Rag (Hacker)..... | 10 |
| | Victor Military Band | |
| 17007 | For Killarney and You (Walsh-Teasdale)..... | 10 |
| | Reed Miller | |
| | If This Rose Told You All It Knows (Mahoney-Morse)..... | 10 |
| | Raymond Dixon | |
| 17008 | Knock Wood (Sterling-H. Von Tilzer)..... | 10 |
| | Jones-Murray | |
| | They Always Pick on Me. (Murphy-H. Von Tilzer)..... | 10 |
| | Ada Jones | |
| 17009 | When Cupid Comes a-Tapping (Barrett-Lehman)..... | 10 |
| | Helen Clark-Walter Van Brunt | |
| | In the Shadows (Goetz-Finck)..... | 10 |
| | Helen Clark-Walter Van Brunt | |
| 17010 | Remick Medley No. 2, with Xylophone Solo..... | 10 |
| | Victor Orchestra | |
| | The Jolly Blacksmith (Suckley) Arr. by T. H. Rollinson..... | 10 |
| | Victor Military Band | |
| 17011 | Aunt Mandy. Darcy Sketch..... | 10 |
| | Golden-Hughes | |
| | The Ghost of the Banjo Coon (O'Dea-Caldwell)..... | 10 |
| | Arthur Collins | |
| 17012 | Cuckoo Song (J. K. Emmett) Yodel Song..... | 10 |
| | George P. Watson | |
| | Papa's Baby Boy. Yodel Song..... | 10 |
| | G. P. Watson | |
| 17013 | Sweet Hour of Prayer (Walford-Bradbury)..... | 10 |
| | Trinity Choir | |
| | In the Cross of Christ (Conkey-Bowring)..... | 10 |
| | Trinity Choir | |
| 17014 | Hands Up (Lamb-Helf)..... | 10 |
| | Ada Jones-Billy Murray | |
| | He's Me Pal (Edwards)..... | 10 |
| | Lilian Homesley | |
| 17015 | Southern Melodies Xylophone..... | 10 |
| | Wm. H. Reitz | |
| | Fascination Waltz Whistling..... | 10 |
| | Guido Gialdini | |
| 17016 | On the Neva March (Auf der Neva)..... | 10 |
| | Victor Military Band | |
| | Birthday Serenade (Lincke)..... | 10 |
| | Victor Orchestra | |
| 17017 | A Girlie Was Just Made to Love (Goodwin-Meyer)..... | 10 |
| | Walter Van Brunt | |
| | The Hour That Gave Me You (Dempsey-Schmid)..... | 10 |
| | Arthur Clough | |
| 17018 | Down in Sunshine Valley (Reed-Christie)..... | 10 |
| | Campbell and Burr | |
| | Waiting Down by the Mississippi Shore (Dave Reed, Jr.)..... | 10 |
| | Campbell and Burr | |
| 17019 | Wallflower Sweet, from "The Siren" (Smith-Fall)..... | 10 |
| | Inez Barbour-Harry Anthony | |
| | The Waltz Lesson (That's the Waltz for Me) from "The Kiss Waltz" (Woodward-Ziehrer)..... | 10 |
| | Inez Barbour-Harry Anthony | |
| 35210 | Dear Heart (Bingham-Mattel)..... | 12 |
| | Neapolitan Trio | |
| | Fond Memories (Süsses Sehnen) (Menzel)..... | 12 |
| | Neapolitan Trio | |
| 35211 | My Jewel Waltz (Paul Lincke)..... | 12 |
| | Victor Dance Orchestra | |
| | King Radium—Two-Step (Chambers)..... | 12 |
| | Victor Dance Orchestra | |

PURPLE LABEL RECORDS.

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| Christie Macdonald makes records from "The Spring Maid" | | |
| 60060 | Two Little Love Bees (with Reinald Werren-rath)..... | 10 |
| | Smith-Reinhardt | |
| 60061 | Day Dreams, Visions of Bliss (Chorus by Lyric Quartet)..... | 10 |
| | Smith-Reinhardt | |
| TWO RECORDS BY BORIS HAMBURG, 'Cellist. | | |
| 60064 | Papillon (Butterfly) (Op. 3, No. 4) (Piano acc. by Grace Smith)..... | 10 |
| | D. Popper | |
| 60065 | Traumerei (Op. 15, No. 7) (Piano acc. by Grace Smith)..... | 10 |
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| FOUR NEW RECORDS BY HARRY LAUDER. | | |
| 70060 | The Picnic (Every Laddie Loves a Lassie)..... | 12 |
| | Lauder | |
| 70061 | Roamin' in the Gloamin'..... | 12 |
| | Lauder | |
| 70062 | A Wee Deoch an' Doris..... | 12 |
| | Lauder | |
| 70063 | Breakfast in bed on Sunday Morn'..... | 12 |
| | Lauder | |
| | Victor Herbert's Orchestra. | |
| 60046 | Spring Song..... | 10 |
| | Mendelssohn | |
| | Frank La Forge, Pianist. | |
| 60063 | Souvenir de Vienne..... | 10 |
| | La Forge | |
| 70065 | Liebstraum (A Dream of Love)..... | 12 |
| | Liszt | |
| | Agnes Kimball, Soprano. | |
| 70064 | Elijah—Hear Ye Israel..... | 12 |
| | Mendelssohn | |
| ROBERT HILLIARD RECITES "THE LITTLEST GIRL" | | |
| 70058 | The Littlest Girl—Part I..... | 12 |
| | 12 | |
| 70059 | The Littlest Girl—Part II..... | 12 |
| | 12 | |
| | Lucy Isabelle Marsh, Soprano. | |
| 60062 | Amoureuse Waltz French..... | 10 |
| | Ferandy-Berger | |
| POLISH RECORDS. | | |
| 63567 | (a) Wsrod Nocnej Ciszy (Piesn na Boze Narodzenie)..... | 10 |
| | Chopin Conservatory Male Quartet | |
| | (b) Mazur (R. Hensel)..... | 10 |
| | Rybowiak's Orchestra | |
| 63568 | (a) Oj Ten Mazur Czysta Bieda (B. J. Zalewski)..... | 10 |
| | Rybowiak's Orchestra | |
| | (b) Kiedy Ranne Wstaja Zorze (Spiew Koscielny)..... | 10 |
| | Chopin Conservatory Male Quartet | |
| 63569 | (a) Laleczko Ma—from "Blazen Nadworney" (Müller)..... | 10 |
| | Rosa Kiolhassa Kwasigroch | |
| | (b) Polonez (Op. 87, 70 3) (K. Kurpiński)..... | 10 |
| | Chopin Conservatory Mixed Quartet | |
| SWEDISH RECORDS. | | |
| 63560 | (a) "Humdret" Kuplett (ord of August Westling)..... | 10 |
| | Elis Olson-Ellis | |
| | (b) "Ack visste du blott" (ord of August Westling)..... | 10 |
| | Elis Olson-Ellis | |
| 63561 | (a) "Akta dej för mej" (visa) (ord of Gustav-Elis Olson-Ellis)..... | 10 |
| | Elis Olson-Ellis | |
| | (b) "Rosen i December" (ord of Ernst Arendorff-Elis Olson-Ellis)..... | 10 |
| | Elis Olson-Ellis | |
| 63562 | (a) "Aktenskapsfragan" (ord of Froding-Elis Olson-Ellis)..... | 10 |
| | Elis Olson-Ellis | |
| | (b) "Skogsran" (ord of Froding-Elis Olson-Ellis)..... | 10 |
| | Elis Olson-Ellis | |
| BOHEMIAN RECORDS. | | |
| 63563 | (a) Zastavnicko (Nejedly) Baritone with Quartet..... | 10 |
| | V. Reindl and Kalasovo pevecko kvarteto | |
| | (b) Stoji bruska—Pochad. Band with Singing Kalasovo pevecko kvarteto se zpovem | 10 |
| 63564 | (a) Chaloupky (Havlasa) (Male Quartet)..... | 10 |
| | Kalasovo pevecko kvarteto | |

| | | |
|-------|---|----|
| | (b) Hoj, vzhuru Pestroj sokole, pochod Band with Singing..... | 10 |
| | Kalasovo pevecko kvarteto se zpovem | |
| 63565 | (a) Byvalost (A. Strehl) (Male Quartet)..... | 10 |
| | Kalasovo pevecko kvarteto | |
| | (b) Muzika (polka) Band with Singing..... | 10 |
| | Kalasovo pevecko kvarteto se zpovem | |
| 63566 | (a) Mazenka (Lev) (Male Quartet)..... | 10 |
| | Kalasovo pevecko kvarteto | |
| | (b) Zezlicka—Pochod (Fr. Kovarika) Band with Singing..... | 10 |
| | Kalasovo pevecko kvarteto se zpovem | |

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| 88326 | Pagliacci—Prologo (Prologue) (Act I)..... | 10 |
| | Leoncavallo | |
| 88327 | Carmen—Canzone del Toreador (Toreador Song) (Act II)..... | 10 |
| | Bizet | |
| 88328 | Otello—Credo (Iago's Creed) (Act II)..... | 10 |
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| | Pessard | |
| | 12-inch. In French..... | |
| 74258 | Manon—Le Réve (The Dream)..... | 10 |
| | Massenet | |
| | Vladimir de Pachmann, Pianist. | |
| | 10-inch. | |
| 64224 | Mazurka (Op. 15, No. 2, A flat major)..... | 10 |
| | Chopin | |
| | 12-inch. | |
| 72260 | (1) Prélude in D minor (Op. 28, No. 24) (2) Etude (Op. 10, No. 5)..... | 10 |
| | Chopin | |
| | Alma Gluck, Soprano. | |
| 74251 | Home, Sweet Home..... | 10 |
| | Payne | |
| | Charles Dalmores, Tenor. | |
| 87087 | Samson et Dalila—Arrêtez, o mes frères (Pause, My Brothers) In French..... | 10 |
| | Saint-Saëns | |
| 87088 | Lohengrin—Athmest du nicht mit mir die süßen Düfte? (Dost Thou Breathe the Incense Sweet) (Act II, Scene II) In German..... | 10 |
| | Wagner | |
| | Maud Powell, Violinist. | |
| 74259 | Spanish Dance (Op. 26, No. 8) (piano accomp. by Waldemar Liachowsky)..... | 10 |
| | Sarasate | |
| | Herbert Witherspoon, Bass. | |
| 64222 | In Questa Tomba Oscura (In this Sepulchral Darkness)..... | 10 |
| | Beethoven | |
| | Emilio de Gogorza, Baritone. | |
| 88324 | Ballo in Maschera—Eri tu? (Is It Thou?)..... | 10 |
| | Verdi | |
| | Frances Alda, Soprano. | |
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| | David Bispham | |
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| | Rost Olitzka | |
| | La Gioconda—Voce di Donna O D'Angelo (Voice of Angel or Mortal)—Ponchielli. Contralto Solo in Italian, orch. accomp..... | 10 |
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| | Come L'Amore—Tirindelli. Baritone Solo in Italian, orch. accomp..... | 10 |
| | Claude Cunningham | |
| A1082 | Still, Still with Thee—Garrish..... | 10 |
| | Chicago Methodist Preachers' Quartet | |
| | Remember Me, O Mighty One—J. Kinkle..... | 10 |
| | Chicago Methodist Preachers' Quartet | |

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| | Dolly Connolly (Mrs. Percy Wenrich) | |
| | I've Got Feathers on My Head—Percy Wenrich. Contralto Solo, orch. accomp..... | 10 |
| | Dolly Connolly (Mrs. Percy Wenrich) | |
| A1090 | Where Love Is King—Jos. S. Nathan. Soprano and Tenor Duet, orch. accomp..... | 10 |
| | Beulah Gaylord Young and Chas. W. Harrison | |
| | If All My Dreams Were Made of Gold, I'd Buy the World for You—Geo. Christie. Tenor Duet, orch. accomp..... | 10 |
| | Irving Gillette and Albert Campbell | |
| A1091 | Whispering Hope—Alice Hawthorne. Soprano and Alto Duet, orch. accomp..... | 10 |
| | Beulah Gaylord Young and Clara Moister | |
| | Dear Heart—Tito Mattei. Soprano Solo, orch. accomp..... | 10 |
| | Grace Kerns | |
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| | Sanctus—Gounod. Tenor Solo with Mixed Quartet in Latin, orch. accomp..... | 10 |
| | C. W. Harrison and Columbia Mixed Quartet | |
| | The Daughter of Jairus—Love Divine, All Love Excelling. Soprano and Tenor duet, orch. accomp..... | 10 |
| | Beulah G. Young and Chas. W. Harrison | |
| A5339 | Chimes of Normandy—Vocal Gems—Planquette. Operatic Selections, orch. accomp..... | 10 |
| | Columbia Light Opera Company | |
| | Chimes of Normandy—With Joy, My Heart, (Valse Rondo)—Planquette. Baritone Solo, orch. accomp..... | 10 |
| | Andrea Sarto | |
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| | Guido Gialdini | |
| | Fascination Waltz—Marcetti. Whistling Solo, orch. accomp..... | 10 |
| | Guido Gialdini | |
| A1080 | Hunter's March—E. B. Holmes..... | 10 |
| | Prince's Band | |
| | The Last Stand—March—W. H. Myddleton..... | 10 |
| | Prince's Military Band | |
| A1084 | Chanson D'Amour (Love Song)—Saar. Violin Solo with String Quintette Accomp..... | 10 |
| | George Stehl | |
| | Trio in C—L. Von Beethoven. Instrumental Trio; Flute, Clarinet and Bassoon..... | 10 |
| | Marshall Lufsky, Thomas Hughes and Geo. Gill | |
| A1085 | The 11:09 Express—Wm. S. Robinson. Musical Monologue, orch. accomp..... | 10 |
| | Fred Duprez | |
| | Darktown Poets—Golden and Hughes. Comedy Vaudville..... | 10 |
| | Billy Golden and Joe Hughes | |
| A1086 | That Mysterious Rag—Berlin and Snyder. Baritone and Tenor Duet, orch. accomp..... | 10 |
| | Arthur Collins and Albert Campbell | |
| | When Sunday Rolls Around—Weslyn and Arndt. Soprano and Tenor Duet, orch. accomp..... | 10 |
| | Ada Jones and Walter Van Brunt | |
| A1087 | The Harbor of Love—Charlotte Blake. Counter-Tenor and Baritone Duet, orch. accomp..... | 10 |
| | Frank Coombs and William H. Thompson | |
| | The Hour That Gave Me You—Johann C. Schmid. Counter-Tenor and Baritone Duet, orch. accomp..... | 10 |
| | Frank Coombs and William H. Thompson | |
| A1088 | Ring the Old Year Out—L. Currie. Descriptive Selection..... | 10 |
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| | Columbia Quartet | |
| A1089 | I'll Meet You When the Sun Goes Down—Percy Wenrich. Vocal Quartet, Male Voices, orch. accomp..... | 10 |
| | Columbia Quartet | |
| | Bless Your Ever Loving Little Heart—Henry Marshall. Tenor Solo, orch. accomp..... | 10 |
| | Henry Burr | |
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| | Life's Lullaby—Gerald Lane. Soprano Solo, orch. accomp..... | 10 |
| | Anne Grant Fugitt | |
| A5333 | The Siren—Waltzes—Leo Fall. Prince's Orchestra | 10 |
| | The Kiss Waltz—Kiss Waltz—C. M. Ziehrer. Prince's Orchestra | |
| A5337 | Tannhauser Overture Part I (Andante Maestoso)—Wagner..... | 10 |
| | Prince's Orchestra | |
| | Tannhauser Overture Part II (Allegro)—Wagner..... | 10 |
| | Prince's Orchestra | |

(Continued on page 58.)



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(Continued from page 57.)

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 - 871 They Always Pick On Me.....Ada Jones
 - 872 By the Dear Old River Rhine.....Campbell & Gillette
 - 882 On the New York, New Haven & Hartford.....Edward Meeker
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 - 884 Flora's Holiday—Song Cycle.....The Frank Croxton Quartet
 - 885 There's a Dixie Girl Who's Longing for a Yankee Doodle Boy.....Walter Van Brunt and Chorus
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 - 892 Honey Man (My Lovin' Honey Man).....Premier Quartet
 - 893 That Mysterious Rag.....Premier Quartet
- EDISON STANDARD RECORDS.
- 10531 With Shot and Shell—March....U. S. Marine Band
 - 10532 Eileen Allanna.....Will Oakland
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 - 10534 Brown Wings.....Stanley Kirkby
 - 10535 The Red Rose Rag.....Premier Quartet

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 - 1315 Lullaby, from "Jocelyn".....George Carre
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 - 1211 Finnegan's Flat.....Ada Jones and Steve Porter
 - 1378 Yankee Land and the White Wash Man, Banjo Solo, accomp. by piano....Van Epps and Benzler
 - 1213 I Want to Sing in Opera, from the musical comedy, "The Siren".....Bob Roberts
 - 1319 When the Kids Played Ring-A-Rose.....Will Oakland
 - 1367 Nita Gitana.....Henri Scott
 - 1212 Nails (intermezzo from Leo Delibes Ballet).....U. S. Symphony Orchestra
 - 1355 My Own Adopted Child.....Bob Roberts
 - 1381 Laska (Dramatic Recitation).....Edgar L. Davenport
 - 1386 Let Us Have Peace.....H. H. McClaskey
 - 1348 Uncle Josh Keeps House (Talking Record).....Cal Stewart
 - 1214 Lucky Moon and Moon Winks (Bells Solo).....Albert Benzler
 - 1325 The Bloom Is On The Rye.....Frederick Wheeler
 - 1379 He's Coming Back.....Ada Jones
 - 1351 Whistling Pete.....Golden and Hughes
 - 1383 The Golden Wedding (Vaudeville Sketch).....Jones and Spencer
 - 1365 The Old Oaken Bucket.....Peerless Quartet (unaccomp.)
 - 1363 Madame Sherry Waltzes.....U. S. Military Band
- TWO-MINUTE RECORDS.
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 - 433 The Oceana Roll.....Arthur Collins
 - 436 That Mysterious Rag.....Collins and Campbell
 - 437 Dat's Harmony, from Zigfeld "Follies of 1911".....Arthur Collins
 - 427 Belle of the East (Bells Solo).....Albert Benzler
 - 429 Peaceful Henry (Cake Walk).....U. S. Military Band
 - 430 Nothing To Do Until To-Morrow.....Ed. Morton
 - 434 In Ragtime Land.....Collins and Campbell
 - 435 Red Pepper—A Spicy Rag (Banjo Solo, accomp. by piano).....Van Eps and Benzler
- GRAND OPERA SELECTIONS—TWO-MINUTE.
- 8001 Le Veau D'Or, from Faust (The Calf of Gold).....Allen Hinckley
 - In Italian.
 - 7001 O Mimi Tu Pin, La Boheme (Ah, Mimi, False One).....J. Erard (tenor), C. Alessandrini (baritone)
- FOUR-MINUTE.
- In Italian.
 - 33018 Un Bel di Vedremo, from "Madama Butterfly" (Some Day He'll Come).....Signora E. Vergeri
 - In German.
 - 34016 In Diesen Heil'gen Hallen, from "Die Zauberflote".....Allen Hinckley
 - In French.
 - 35025 Je Suis Escamillo (Carmen).....J. Erard (tenor), C. Alessandrini (baritone)
 - 35023 La Caid, Le Tambour Major.....Henri Scott

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 - B—Old Daddy Peg-Leg—Two-Step Characteristic.....Howard Whitney
- Zon-o-phon Orchestra.
- 5831 A—Dudelsack—Waltzes from Motives of the Operetta "Miss Dudelsack".....Rudolph Nelson
 - B—The Mountebank—Characteristic Two-Step.....Alfred J. Doyle
 - 5832 A—Dear Erin—Waltz.....Ernest Bucalossi
 - B—Dear Old South—Two-Step.....Gus Edwards
- Vocal Selections with Orch. Accomp.
- Miss Ada Jones.

- 5833 A—Honey Man (My Little Lovin' Honey Man).....Al Piantadosi
- B—You're a Stinky Thing.....Edwin Burch
- Billy Murray.
- 5834 A—We All Fall.....Geo. W. Meyer
- B—Bugs.....John L. Golden
- Duets with Orch. Accomp.
- Walter Van Brunt and John Bieling
- 5835 A—Driving Home the Cows from Pasture.....Armstrong and Clark
- B—Her Bright Smile Haunts Me Still.....W. T. Wrighton
- Al Campbell and Arthur Collins.
- 5836 A—Oh, You Beautiful Doll.....Nat D. Ayer
- B—Camping Out.....John B. Lowitz
- Miscellaneous Vocal Selections with Orch. Accomp.
- 5837 A—Love's Sentence. (Ada Jones and Billy Murray).....Geo. W. Meyer
- B—Hush-a-Bye-Baby (Geo. F. Watson).....A. Lipp
- 5838 A—To the Land of My Own Romance, from "The Enchantress" (Miss Helen Clark).....Victor Herbert
- B—Mona (John Young).....Stephen Adams
- 5839 A—It's a Long Lane that Has No Turning, from New York Hippodrome production "Around the World" (Henry Santrey).....Manuel Klein
- B—A May Morning (Miss F. Ethel Smith).....Luigi Denza
- 5840 A—The Melody of Love, from "Gypsy Love" (Miss Inez Barbour).....Franz Lehar
- B—Your Eyes So Dear (William Wheeler).....Stanfield-Bennett
- 5841 A—The Waltz Lesson, from "The Kiss Waltz" (Inez Barbour and H. Anthony).....C. M. Ziehrer
- B—Three for Jack (Wm. F. Hooley).....W. H. Squire
- 5842 A—There's a Girl in Havana, from "The Never Homes" (Beulah G. Young and Harry Burr).....A. Baldwin Sloane
- B—Dixie, from "Dixie Land" (W. Van Brunt).....M. T. Bohannon
- 5843 A—Way Down East (Peerless Male Quartet, unaccompanied).....Young and Norman
- B—The Coon's Trade-Mark (Arthur Collins).....Tom Logan

CAN'T ADAPT PLAYS FOR FILMS.

Supreme Court's Finding That Copyright Law Applies to Moving Pictures May Revolutionize Industry.

The decision handed down recently by the United States Supreme Court making the Federal Copyright law applicable to moving pictures will completely revolutionize the manufacture of films in this country and stimulate the writing of plays for film manufacturers.

The decision in effect created a new law, as the questions involved had never been presented to the highest court, and many managers were pirating plays put out by theatrical managers the country over.

Naturally, authors of books and dramas, as well as theatrical producers, were delighted. As for the moving picture people, they say they are glad the case has been decided for all time, as they know now just where they stand. When the business began to develop they took such material as was handiest, there being no law to prevent, and kept on until they were forced to halt.

The case decided by the Supreme Court was brought against the Kalem Co., a prominent firm of film manufacturers, by the estate of Gen. Lew Wallace, author of "Ben Hur"; Harper Bros., publishers of the book, and Klaw & Erlanger, the theatrical managers who produced the stage version. There being no law to prevent, the Kalem Co. made a film of the play at great expense and gave 2,000 performances before the suit was brought.

Yesterday Marc Klaw, of Klaw & Erlanger, told

for the first time the details of the action, what the decision means to authors, and the resultant effect upon the moving picture business.

"First class producing theatres have for years been the factory from which the vaudeville and stock houses have bought their plays and acts," he said.

RECEIVING SERIOUS ATTENTION.

Widespread Usefulness of the Talking Machine Impresses Editorial Writers on Daily Papers.

The talking machine is beginning to receive the earnest attention of the daily press to the extent that it is being mentioned without the sneer that has so long been connected with most articles devoted to that instrument. The growing field of usefulness of the talking machine impressed an editorial writer in the Atlanta (Ga.) Journal to the following extent recently:

PHONOGRAPHS VS. PHONOGRAPHY.

Phonographs are to be employed in the recording of testimony at a murder trial in Springfield, Mass. They have already been used, to the great dismay of certain politicians, in gathering evidence for other kinds of trial, but this is one of the first instances of their application in a new field of usefulness.

In the old days pen-and-ink clerks of the type that Dickens loved to portray coked strenuously and wagged their heads in grave foreboding when they found themselves crowded out of their weekly wage by the writer of phonography, who could take dictation so much faster than they. Then the newcomers were in turn routed or compelled to improve their methods when the typewriter did away forever with the pen in voluminous recording of correspondence.

Now it seems that one more stage has been reached in the evolution from stone tablets and papyrus and bamboo books. The records of the Springfield trial will be reproduced into the ears of typists, who will record them in printed letters. Who knows but that some day soon the records themselves will be made to do the typewriting?

THE PURPOSE OF "THE OPERA NEWS."

Through the medium of The Opera News, a bright little musical monthly, the Wanamaker stores in Philadelphia and New York serve to keep their patrons acquainted with the excellent facilities offered in the musical departments of the stores. The Opera News tells the stories of the various operas as presented, and keeps its readers in touch with musical news generally in the operatic and concert fields. Special attention is paid to the work of those artists whose records are handled by the Wanamaker talking machine department.

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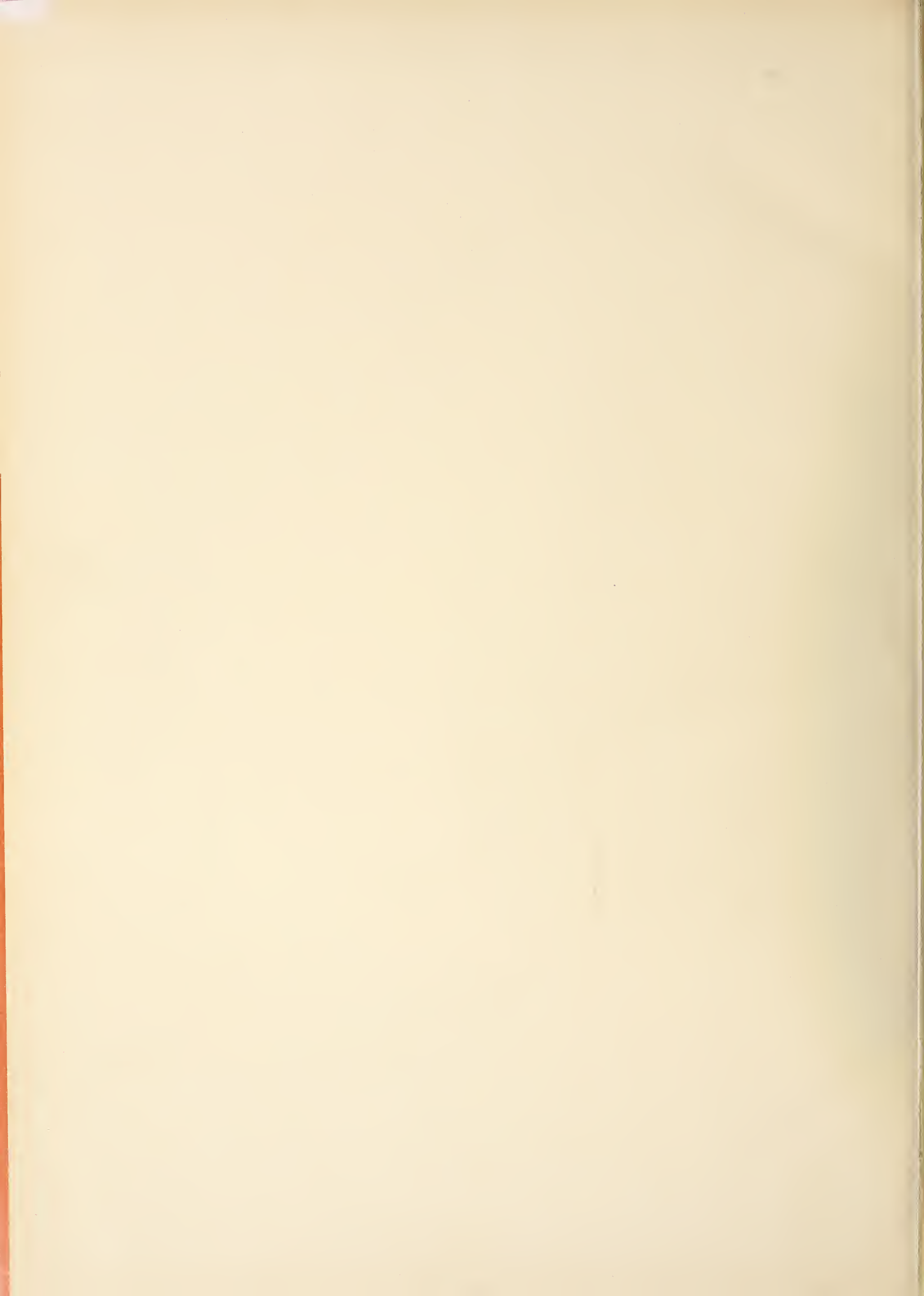
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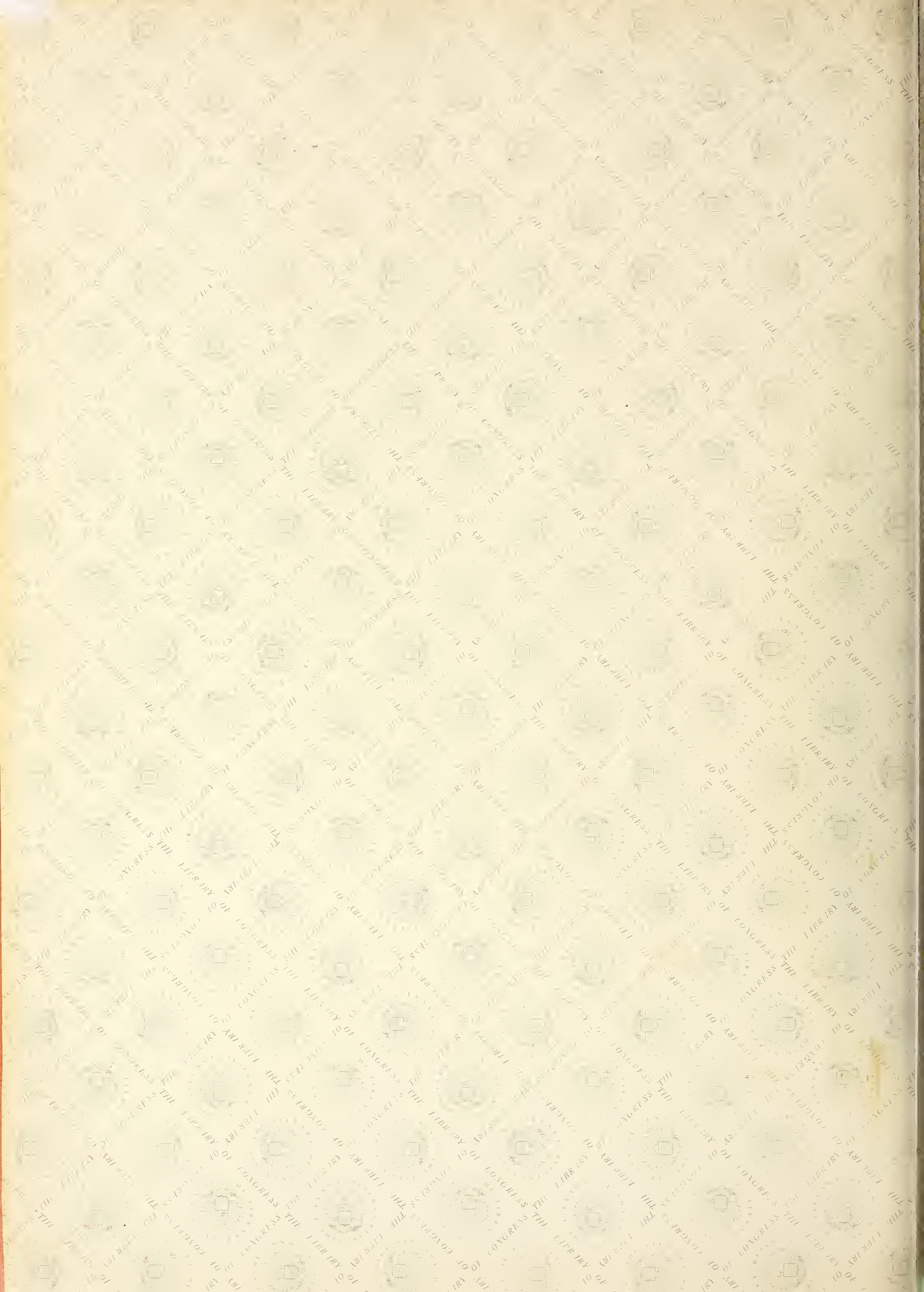

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