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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.
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

**Distributors of Zon-o-phone Goods:**

**MINNESOTA**

**MICHIGAN**
Detroit .......... J. F. Schmidt, 816 Griswold Ave.

**MISSOURI**
Kansas City ....... Webb-Freyschlag Music Co., 500 Del- wurt St.
Springfield ...... Morton Lines, 926 Bonneville St.
St. Louis .......... Knight Mercantile Co., 811 N. 18th St.
St. Louis .......... D. E. Myers, 2889 Finney Ave.

**NEW JERSEY**
Hoheker .......... Eclipse Phon Co., 300 Washington St.

**NEW YORK**
New York .......... E. Davies, Jr., Inc., 258 West 32nd St.

**NORTH DAKOTA**
Fargo .......... Stone Piano Co., 814 First Ave., N.
Grand Forks ....... Stone Piano Company.

**OHIO**
Akron .......... Geo. S. Dakin Co., 129 S. Main St.
Cincinnati ...... J. F. Fenneman, Jr., 609 Main St.
Cleveland ....... The Bailey Company, Ontario St. and Promont Ave.

**PENNSYLVANIA**
Allegheny ....... H. A. Becker, 601 Ohio St.
Philadelphia .... Harmonia Talking Machine Co., 1831 Arch St.
Philadelphia .... H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh ...... C. C. Mellor Co., Ltd., 819 Fifth Ave.

**TENNESSEE**
Memphis ............ Howlett Phonograph Mfg. Co., 909 Union Ave.

**TEXAS**
Beaumont ....... K. B. Pierce Music Co., 608 Pearl St.

**WISCONSIN**

**CANADA**
Toronto .......... Whaley, Royce & Co., Ltd., 154 Yonge St.
Winnipeg .......... Whaley, Royce & Co., Ltd.
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.)


One of the latest additions to the talking ma-

chine trade of this city is the new 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 one man has this opportunity 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 metropo-

lis of the west, they feel sure of making a suc-

cess of the venture. H. O. Shuttleworth, a mem-

ber 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.


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 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. Material 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, selling, or anything along that line. Selfish, narrow-minded men among close observers, who note how large a part the specially trained man plays in the business of to-day, can find little or no opportunity to learn all that is to be known in a great factory or store; and even if he knew 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 ma-

chines, and Western Heavy, heavily of all makes of talking machines, and I do not believe they had twenty-five of all makes in our store when the Christmas trade ended," said President Henry Doran. "We are still handling a Victoria 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 can. As a result of the new year's first wholesale business has also been very large, and for a new concern I honestly say we have done all the business that we could possibly handle.

BALL-FINZTE 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, N. J., Jan. 8, 1911.

The Ball-Finzte Co. have been reorganized and $50,000 additional has been placed in the business, which enables them to enlarge and complete their lines and carry on an aggressive campaign for busi-

ness during the coming season.

James Finzte, sales manager and purchasing agency, has retired from the company, being succeed-

ed by 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 buyers buy-

ing 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. (‘Bacheor’) 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 a bachelor to the extent of a 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 look of verse beneath the bough,

A jar of wine, a loaf of bread; and thus,

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 his announcement 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 daugh-

ter, Marian 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 is a graduate of the University of Minnesota and is a member of the Kappa Alpha Theta sorority."

It'll be no more "Bachelors Lucker." The World joins Mr. Lucker's many friends in and out of the talking machine industry in congratulating those who have decided to try for a long and happy wedding life. It deserves it.

FRANK STANLEY.

I.

I feel, somehow—now Stanley's dead—

As if the golden songs were o'er,

Before his last breath, his heart was so

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—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.
THE TALKING MACHINE TRADE IN JAPAN.

Interesting Letter from Tokyo—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's Comment on Conditions in Japan.

Tokyo, Japan, Dec. 8, 1919.

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 Tokyo with attractive stores on the Ginza (the Broadway of Tokyo), Jijiya & Co. handle various lines, but principally the Victor. Sankudo & Co. are making in their Tokyo factory a very good copy of the Columbia 31 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. Tenbudo & 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 listening 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 row 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 Tokyo.

Here in Japan the business presents some novel features which are not met with in the trade 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 Victor, 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 converts into a "rickshaw" and goes on style to spend the evening at home friend's house, where the little mysterious mechanical gizmo 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 Japanese native listening to concert.

NATIVE MUSICIANS PREPARING TO MAKE RECORDS.

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 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 legal law suits or legal red tape.

ONE OF THE FACTORIES OF THE JAPAN-AMERICAN PHONOGRAPHER 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 Victor's, 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.


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

VICTOR DISTRIBUTORS:

Albany, N. Y.  . . . . . Finch & Hahn.
Atlanta, Ga.  . . . . . Phillips & Crew Co.
Austin, Tex.  . . . . . The Flaskbery Supply Co.
Baltimore, Md.  . . . . . Cohen & Hughes, Inc.
Elmira, N. Y.  . . . . . Elmira Arms Co.
El Paso, Tex.  . . . . . W. C. Wale Co.
Galveston, Tex.  . . . . . Thompson, Guggen & Ross.
Hindustan, N. H.  . . . . Republic Music Co., Ltd.
Indianapolis, Ind.  . . . . Musical Echo Co.
Jacksonville, Fla.  . . . . Center & Logan Brothers.
Kansas City, Mo.  . . . . J. W. Jenkins Sons Music Co.
Knoxville, Tenn.  . . . . Knoxville Typewriter & Phonograph Co.
Lincoln, Neb.  . . . . . Mr. P. Curtiss Co.
Little Rock, Ark.  . . . . O. R. Hook Piano Co.
Los Angeles, Cal.  . . . . Sherman, Clay & Co.
Louisville, Ky.  . . . . . Montgomery-Rich Music Co.
Memphis, Tenn.  . . . . . E. E. Forges Piano Co.
Memphis, Tenn.  . . . . . C. O. Hook Piano Co.
Milwaukee, Wis.  . . . . . Lawrence McGwood.
Milwaukee, Wis.  . . . . . Lawrence J. Luebke.
Minneapolis, Minn.  . . . . Wm. H. Reynolds.
Mobile, Ala.  . . . . . Wm. H. Reynolds.
Montreal, Can.  . . . . . Berliner Gramophone Co., Ltd.
New Haven, Conn.  . . . . C. O. Hook Piano Co.
Newark, N. J.  . . . . . Price Piano Co.
Newark, N. J.  . . . . . E. S. Flowering Machine Co.
New Haven, Conn.  . . . . E. S. Flowering Machine Co.
Ohio City, Ohio  . . . . . Ohio City, Ohio  . . . . . Ohio City, Ohio
Omaha, Neb.  . . . . . A. Heape Co.
Orlando, Fla.  . . . . . E. F. Droop & Sons Co.
Peoria, Ill.  . . . . . Peoria Page Co., Inc., Innsbruck.
Portland, Me.  . . . . . C. C. Miller Co., Ltd.
Richmond, Va.  . . . . . B. J. Hinch & Bros.
Rochester, N. Y.  . . . . . C. E. Chapman.
Salt Lake City, Utah  . . . . Thos. Gagg & Bros.
San Antonio, Tex.  . . . . The Consolidated Music Co., Ltd.
Savannah, Ga.  . . . . . Phillips & Crew Co.
St. Louis, Mo.  . . . . . A. J. Chapman.


To get best results, use only Victor Needles on Victor Records.
THE TALKING MACHINE TRADE IN JAPAN.

(Continued from page 4.)

There are two principal schools of the old classical ballads, one called "Kabuki" 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 griottes 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, theatre or 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 which 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 $5 machine in America, sells here for 25 yen (about $1.25 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 130,000 records. As this represents their first year of business and the trade 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 "cement cars" 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 raise 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 phonographs, telegraphs, arc lamps and electric street cars than to those native arts which are always most interesting to the visiting foreigner. Indigenous Japan hopes to bear the commercial 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, for 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 Crisis" Orange, N. J. recently announced that they had been successful in securing eight Amberol records by Alexander Heinemann, the famous German "feder" 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 directoress 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 Scincke.

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 pupils, 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 Mendelsohn Hall, New York City, November 3, 1910, before a large and enthusiastic audience, in a recital which won him untold 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 art 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
The treatment of these songs by the author is uniform. Thus, for instance, the Song of a Sculp Dance consists of four stanzas of music showing several bass notes, followed by the words, which in this case are:

Some will be envious
Who are in the sky;
I am down here a ground
A man's scalp.

This is then elaborated with a narrative giving the story of the song and illustrated with the "song picture" of phonographs; this 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 love-born 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 many boys and young men being away from the farm and that the talking machine and the postcard retractor in the farmhouse will keep him there is the opinion of many farmers, and they are buying talking machines and relectors 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.

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 fittingly neglecting a quick and sure way of increasing his business. The new $35 Spanish 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 Editions of 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 Complete teaching manuals guaranteed to be correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the language. The new Outfit is at one and the same time the best and cheapest ever conceived, 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.
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, Editor and Proprietor.

Published the 15th of every month at Madison Ave, N.Y.

ACCORDING to reports from our correspondents 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 demand, the higher priced hornless creations had the call. The week before the holidays jobbers 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 condition than for many years past.

No one can overlook the fact that fundamentally 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 produces 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 merchants who are indifferent to the necessities of the business in the matter 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 confidence in their business, present and future, are falling 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 literature and advertising the unique position which the talking machine has won in the musical world as an educator and enterainer.

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 today in our daily life; it is bringing very the best in music into the home.

Clubs, hotels, churches, concert halls, restaurants, cafes 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 mentioned, are sure to reap rewards in increased trade in their locality, because whenever the talking machine is placed in suitable environment it at once becomes a business incubator of no mean proportions.

In hotels particularly, where the talking machine is used, not only alone, but in conjunction with the orchestra, it has proven one of the greatest assets. 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 enthusiasm, and this leads to sales. That is how business is helped.

It is an old saying that goods well displayed are half sold, and this is just as true in the talking machine business as in any other line. There is nothing so essential to business augmentation as an attractive store. Dealers cannot be too particular 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 window, which they admire, and then they invariably enter the store. With the customer once inside the fight is to be won. The moment he enters he should be properly served. He may be in a hurry and slowness and indifference 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 appreciation, and should not be harassed with solicitations to select this or that thing in preference to another.

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

At first glance it may seem as if the carrying 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 nothing so essential as the employment of system—it is the neatly arranged shelves instead of miscellaneous bunching in the corner; 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 machines 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 considered 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 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.
An almost virgin and fruitful field for talking machines is their use in conjunction with pianos which are now so widely popular throughout the country and which are fast assuming a position of great importance no matter of equal or even greater importance to the pianos themselves.

As is well known, the talking machine of the day has been highly perfected. Not alone has the machinery been improved beyond all 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 obstacle to the use of recorded voices to the ready vast collections controlled by the manufacturers of talking machines. One can now sit at home and enjoy a whole grand opera, with the greatest of the world's foremost artists, while the choruses and incitadles are filled in the most capable manner. "Pagliacci," "Faust" and other works now exist complete in the shape of records. It is a great thing to think, in 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 a study 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 practical, yet it is 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, other than 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 a long solo. The accompaniment, of course, 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 piano record will be played on a given player piano.

One music roll manufacturer, however, has made a large number of arrangements from piano and orchestral music roll manufacturers used by one of the great talking machine companies. These accompaniments include the piano parts to art songs and to recital grand operas, sung by great artists. Some of these arrangements have been made for 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 Rosin Man" and "Vieuxtemps-Henk.

One must remember that because of the nature of the music roll, the character may have been arranged or are in process of arrangement. There are also some accompaniments to violin and cellosolos, arranged in the same manner.

When one underakes, 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 player-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 experiment is usually that of the singer's voice on the record made in accordance 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 notes as they appear in the arrangement, 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 than the record, or flatter. The playing is thereby simplified.

If the turn 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 the player-piano is changed by the turn-table of the talking machine to the pitch 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 simplified, also, by the operator can be rendered easier, one can take the individuality down and read the score while the song is going on, noting here and there the pauses, phrases 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. One can then take up the roll and start to study that, using one's own copy of the score to keep track of progress. When one has obtained a sufficient view of the accompaniment the player-piano and record can be tried together.

Now, the first thing that strikes the ear when a roll of this kind is played is the singing itself. 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 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 admirable 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 hear the music much better for the more definite and truly dramatic 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 present purpose the talking machine is merely to assist in making the music roll and it is well to use the best talking machine one can get. The finest of all are the large horn machines, as in these the once annoying scratchs are now either 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 "Jочекel," 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 recorders have also been hitherto given a very interesting field, but we feel sure that if a number of pianist-players, who are also owners of talking machines, will interest themselves in this fascinating work we should find that the future owners of pianos 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-piano demonstration to be given 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 pianist-pianist 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 marvelous of recording, reproduced by a talking machine with a player-piano, in a way that amazed the audience, bringing to the people who were in a position to appreciate true musical quality, to its feet in one great ovation. In reference to the achievement this gentleman said: 'Whether the idea of combining these two devices occurred to me, or the machine manufacturers had noticed the enjoyment of the singer and speakers by the combination of the recital I practically remained closed out 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 adjusted as to render the pitch exactly that of the player-piano. Then the playing of the music roll 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 numbers naturally duplicated the individuality of the singer or speakers. 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 is taken from the depth of the sound-box, from nowhere, so to speak, a much greater concentration is forced upon the performer at the player-piano.'

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

The Two Grenadiers, Schumann, sung by Robert Bliss; The Roisyn, Nevin, sung by Schumann-Henk; Sextet from "Lucia," Donizetti, sung by Caruso, Scotti, etc.; Who Is Sylvie? Schubert, sung by Emma Estes; 'cello solo, Bercese, Godard, played by Joseph Hellman.

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 Cugeyt horn equipment. The extra horn of the straight horn equipment from the last machine catalog (form 1885), announced in sales department bulletin of August 6, 1910, would seem to preclude the necessity of further horn equipment. The manufacture of several orders recently because of misunderstand-
Convenience of Operation
New Flexible Tone Arm

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

U-S
Combination
Phonograph

is the greatest twentieth century innovation in phonographs—it is some-
ting 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 satis-
faction in every way. A phonograph that carries with it a positive guar-
antee 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 fea-
tures 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 we 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 different 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.
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., Gen'l., Tribune Building, New York.

NEWS FROM THE SANTA FE CITY.

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

(Special to the Talking Machine World.)

St. Louis, Mo., Jan. 9, 11.

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

"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 sales of Victor sets. 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 Cummings, of the Aeolian Victor depart- ment, 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: A. Blumhoff, Wemzer-Mill, Ill.; J. Kieselhorst, Alton, III.; John Winkler, Mascoutah, Ill.; Lee E. Gilbert and C. S. Browning, special representatives of the Victor Talking Machine Co.

Manager Walshall, 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 before. 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. Baser, 209 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 win- dow 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. Walshall had an advertisement in one of the Sunday papers on December 13 featuring the new Grafonola Favorite, and on the follow- ing Wednesday he received a $90 draft from Fort Worth, Tex., ordering one by express. This is pretty to be a good seller.

P. T. Locke, Columbia dealer at Springfield, Mo., passed through here December 18 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 graded opera talking machine booth in the next few weeks.

In our last letter we referred to J. H. Allgauer 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 well in the Indian trade, having sold $5,000, fully paid. Incorporators—Bernard Mano- vil, 56 stores; Gustave L. Stern, Philip W. Haber- man, I. Folger and Clyde W. Wagner, each. To manufacturing, and deal in phonographic records.

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

The Thoems Piano Co. had a fine trade on high- class machines during December.

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

The following visitors were here recently: C. H. Hawk, Pocohontas, Ill.; Tony Harpstrite, New Baden, Ill.; WM. Allen, Allen Music Co., Colum- bia, Mo.; C. N. Lanzart, Mattson, 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 travel, spent the holidays here and left January 5th on a three months' trip through the Southwest.

PENOBSCOT SONGS IN PHONOGRAPH.

University of Pennsylvania Has About 500 Records.

Dr. P. G. Speck, of the University of Pennsyl- vania Museum, received an invitation from Chief Michel Sabistis, of the Penobscot Indians, to at- tend 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. Moreover he has collected 200 different songs, which has brought the collect- ion of Indian songs at the University Museum to 500.

"I can whistle the air of some song to an In- dian and he will recognize it, but if I attempt to reproduce the melody by adding the bass the music immediately ceases to be Indian and the natives cannot recognize it. Thus far it has been abso- lutely impossible to harmonize the Indian melo- dies. 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 altogether in a different language. 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 terms which constantly appear in 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 "balle- lujah" of the authors of the whites.

PHONOGRAPHATS AT APPLE SHOW.

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

(Special to the Talking Machine World.)

St. Louis, Mo., Jan. 4, 11.

At the recent National Apple Show, held in this city, two Edison phonographats 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 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 la lu. He’s a la lu. He’s a la lu.$2,000,000—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 15, 15 cents. That don’t mean you, woman every- one 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 the band. Mind your hats and hand. 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 ran. Learn how 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 paste- board and sure ask and get your change. Don’t leave your change at the box office. No mistakes recti- fied after leaving the window. This goes, see!"

"The apples—ooh, ooh, ooh."—"You can’t laugh. It’s a to laugh. Did you see them Bob Congrove? If Chief Dout’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 sightward."

The Edison j ordered 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 Phonograpb Co., as Well as Contents, Totally Destroyed by Fire. Cause of Loss, about $70,000 to Building and $60,000 to Stock. Partly Insured. New Quarters Secured. Will Rebuild on Old Site—What, Col. Hollenberg So Briefly Said.

(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, 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 fire, which started in several different places, was found to be in its infancy when firemen were notified, 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 of the merchandise contained therein. The aggregate loss is approximately $750,000. The building occupied by the Hollenberg Music Co. was valued at $500,000. The stock of pianos, organs, and Columbia graphophones contained therein and fixtures, all of which were total loss, were worth $60,000. Insurance, $50,000. Not a single sheet of paper, catalog, desk, or anything else was saved.

The Hollenberg Music Co. are now occupying premises at 600-606 Main street, just across from their former premises. Their new quarters are fifty by one hundred and forty, and after the extensive alterations 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, as 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 community, 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 Father of P. T. Stanley Have Secured a Great Roster of Talent for the Benefit to be Held at the Amsterdam Opera House.


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.


TALKING MACHINE DEALERS MEET.

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

A meeting of the Eastern States Talking Machine Dealers Association was held at the Cafe D'Orr, West Forty-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 direct 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 in both 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.

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 $90,000. 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 season, and therefore was arranged on a very liberal basis. Further, every Victrola was paid for by us in advance of the deliverys."

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 16th of each succeeding month in each case—so the orders will be filled promptly upon receipt.

HANDLING THE VICTOR IN ALTON, ILL.

The J. A. Kisselhorne 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, and 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 expressions.

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 we don'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" stock first.

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.
The Talking Machine Trade in New England

The TRADE in LOWELL, MASS.

(Most of the Talking Machine World.)


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 shipper end than in our own factory. The trade appreciates '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; 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. I. 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. Reckelder is an old-time, experienced talking machine man, and has 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.

(Most of 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., here reports that they are starting many new dealers throughout the States of Maine and New Hampshire, with a view of strongly outracing 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.

(Most of the Talking Machine World.)

Beverly, Mass., Jan. 9, 1911.

J. F. Kilham, the Edison dealer, sold five Amberolas the few days before Christmas. 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 finds every type of a dealer, 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.


(Boston Cycle & Sundry Co.)


W. A. Moulton, manager of the Vermont Phonograph Co., is the Victor jobber, is a most enthusiastic talking machine man, and is doing considerable to boost 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 condition 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 "five sons" like the American Co., is a trend.

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 1911.

The Columbia Phonographs 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 fact is that all his retail 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.
Without exception, jobbers and dealers unite in accord that 1911 was the largest year in their history. This occurring in a more than good year is indicative of the tremendous growth of the talking machine industry in Boston. The year was not as large as 1910, but there have been some indications the goods were not available for the holiday rush; there was an unexpected crush in orders—orders that were placed too late by dealers—and this disappointment was keenly felt. Nevertheless 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 1912?

Outlook Encouraging for 1911.

For a 1911 outlook the field is decidedly encouraging, and the trade is making a strenuous campaign for a big volume of business. The talking machine rests on a solid foundation of musical quality; its idiom that a star is cast upon the usefulness of a machine, and then only to people absolutely incompetent to judge. What does this mean? Unquestionably the talking machine's recognition by practically everyone, whether rich or poor, by all the makers of machines, who have created instruments to dovetail with the lean or fat purse; not only is the latency 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 boisterous year and a "record" year is missing an opportunity near the sighted man who walked over a pothole bulging out with money.

Growth of Boston Houses During 1910.

The firms to which reference has been made above, 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 Ditson Co., the "largest Victor jobbers east of Chicago," according to Henry Winkelman, 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 of 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. Eitman. For the year there is a tremendous gain. Mr. Eitman is mapping out a 1911 campaign that he feels 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. House, 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 Roscoe, 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 the year.

With the Retailers of the Hub.

Here are still more of Boston's enterprising talking machine houses with a similar rank: Geo. Lincourt Parker, Victor dealer, department managed by Charles P. Trendly; P. S. Boyd, speaking for the Iver Johnson Co., Edison distributors: Sam Katz, the Conclave Phonograph Co.; Harry Rosen, the School street dealer; the Tool 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 handing 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 will 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 pro's or committees. 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 of the firm, according to a recent paragraph to Charles R. Cooper, manager of the Edison end. For the past few months they have been operating under the name of the Lincolnt 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 contemptuous business asset, it was the only thing to do. Dealers have become 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 first-class mount. 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 sizes and difficulties, something over $30,000 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 results 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 Distributors only supplied.
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 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 accomplished artists now appearing in grand opera. She is a native of the province of Pultava, 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, where 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 furiture 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 Elza 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 sternness in business-making opportunities.

PHONOGRAPH AT FUNERAL.

Widow of Turfman Had Asked That It Supply the Music.

Phonograph 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 possable to match the Versis Martin Victors.

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 Mascopat) and two Hungarian records (sung by Irso 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.
TRADE HAPPENINGS IN LONDON.


(Special to the Talking Machine World.)


From whatever viewpoint we look back on 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 that handled 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 retailer likewise. Outside a few Provincial centers, where trade has been upset by local labor disturbances, this satisfactory condition of business obtains with relative uniformity 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 was that machines made the 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 at least 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, completed 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, 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 mechanical or musical respects, and that the only distinct consideration—natural reproduction. Not that one can say our present system of recording and manufacturing is anything but good. It is. Yet, even compared with 1909, the machine made during 1910 is infinitesimal. Here and there some little advancement is noticeable, and this I propose to analyze as we proceed to review the machine situation first. One particular feature is the declining popularity of the interior horn cabinet machine. When these were first introduced to the trade they created quite a furor, 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 marked feature is that, especially when one considers the price of these instruments, one prominent trader expressed the opinion that "the hornless tone is muffled, while the record is a good deal fresher." But of the horn machines 99 out of 100, I think, that they have done away with 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 advance in the principle of phonograph-cutting, 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 description. Here the tone, as it is pronounced, is ingeniously utilized as a sound-carrying channel to the interior aperture which forms the sound-amplifying chamber. Another feature is the metal covering over the screen or shutter 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, but chiefly because the 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 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 conditions as trade conditions in the disc record field, I observe that the phonograph-cut type is rapidly advancing in popularity, and from evidence disclosed to me I should be well content to say, bracket, 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 improvement has been noticeable for the last year or two. It is not that the machines have not been improved, 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 represents a step in the right direction of progress, 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 trade is more or less on the square. Late last month was in the matter of surface. Gradually and surely the scratch, which detracted so much from the musical value of the needle cut for 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. Anyhow, our manufacturers are making good progress, and are accomplishing improvements—they are very small—all the time. One concrete instance 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 cracks and harsh scrape, and, needless to say, dealers and the public have accorded it a pleasing reception. The trade has come to realize, too, the wonderful value now centered in the 12-inch double-disc, so much in fact, that a great part of the big American 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 great deal of talk regarding this instrument—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 is a very big asset to the business of the talking machine among men-in-the-street.

A Long-Playing Flexible Disc Record.

These remarks about 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 Sey- mour, and although only in its experimental stages, the fact remains that such a record has been 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 could 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 manorial celluloid, and is proofed to a cylindrical, the process of duplicating is by fluid pressure. The cost of production, I understand, would be very small, for these records could be turned out almost as easily as bails 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 that sales are well up to the average, which is the more satisfactory in view of the increase competition of the disc. There would still seem to be some little prejudice existing in the mind of the talking machine public against the indescribable cylinder; for although it is pleasing to note that in making good headway, the fact remains that trade is not so progressive as one would naturally expect for a record which is of good quality and unbreakable into the bargain. It is strongly advertised and a little more effective spade work on the part of the dealers themselves should result in the indefeasible record rising in popular honor 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 the Zonophone, Columbia and Edison companies, whose ad...
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 dispatching 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 £16/6, retail.

INDESTRUCTIBLE PHONOGRAPH RECORDS

minute series 1/2, each. 4 minute series 1/6 each. American and English selections. Lists free. Telegrams "Futel London," Special shipping terms. Catalogues and samples mailed free.

TOURNAPHONES

The Ideal Disc Machines

27 distinct models, from 1/9 to £12/6 retail.

PETMECKY MULTI-TONE NEEDLES

with his company of trained (1) 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 hand of H. M. Trench Guard, some of the titles being, to mention only a few: Walz 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 Alama" with cornet solo by Sergeant Hunt. "Serenade of Amour," and selection from "The Girl in the Train," "Poe's Gurt," "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 artists 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.


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. Galliard 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. Jarret's spoke at the chamber during the railwaymen's interpelation, 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 "Tristan und Isolde" by Wagner); "Salome, Intemperance" (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 Charmian; "The Volunteer Organist" (H. Lamb), and "Marie, My Girl" (G. Aikken), 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—"Fly the Sea," Mark Sheridon; "Silver Bell," Stanley Kirkby; "Valse September," the Peerless Orchestra; "My Treasure," Violet Elliott, and "Tobermanny," Harry Lauder. Twelve-inch—"He Shall Feed His Flock," by Mme. Edna Thornton.

Action Withdrawn.

Under date of December 15 Messrs. Barrett, 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. Barrett, Samuel applying the word gramophone to their series of Dulciphone 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...
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 stimulating effect upon the dealers’ activity. There were few to deny that trade does not 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 factories 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 “Tynside” descriptive records for Columbia-Rena, another example of his having used special supporting material. 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 “Patron 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 makes of records and machines, both cylinder and disc, have been in great demand and the Manchester and Liverpool factors—Richardson’s, Christian Dewe, Burrows, Robinson’s 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 boatbuilders’ immediate return to duty has caused great satisfaction to the local talking machine dealers. In Leeds, Bradford and other Yorkshire centres talking machine trade during December was well up to expectations, as and when 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 goods 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.

F. 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, I, personally, extremely commendable.

MR. RECORDER, do you know my WAX "P," the best existing recording material for Berliner (Gramaphone) sets? If not, write for free sample to

CHEMISCHE FABRIK
E. SAUERLANDT
FLURSTEDT

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

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
ROYALTIES ON RECORDS.

The Money Paid by Manufacturers of Records 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 in recent years. The most recent record, 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 songs—would not be avoided and still keep the bulletin selections up-to-date. The manufacturers are disillusioned 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 his name and how much he is likely to buy, 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 "take down" such as these is winning a reputation with his employer and nearly always makes customers out of the "grinches." Pull together with the other clerks. Help them and they will help you. Good fellowship among the employees makes a store bright and attractive and is appreciated most by the customers.

ACCOMPLISHMENT.

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

Beyond, The light shines; Beyond and still beyond Each forward step man takes; And revelation ever eats Its shadow on the path Between the runner and his goal. Yet, runs he on.

Surmounting one
To see another still beyond Beyond and still beyond The unrevealed is infinite, And revelation's shadow falls Upon the path of finite man Up the hill he goes. Beyond, the light still shines, And where the light is Shadows are, He's just begun For light to fall upon.

W. J. LAMPRO.

TO INCREASE AMBEROL LIST.

Beginning with their April record supplement 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, while the company is working out its grand plan. 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 innovation 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., discussing the "Mooseland" mining region as a Subject of Co-Operation of Sales and Advertising. Mr. Metzger emphasizes the importance of, rather, real necessity, of perfect team work and harmony between the sales manager 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 25 the suit of the American Phonograph Co. (Columbia Phonograph Co.) Bridgeport, Conn., vs. the Talking Machine Co., Camden, N. J., charging them with infringing the Jones patent, was filed here. In addition to the original suit, there 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 obtain 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 Bridgeport manufacturers. Yesterday the order for an appeal by the American Phonograph 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 G. A. Ray, Louisvile, Ky., occupied in the trade years ago. Mr. Ray is now at the head of the Specialty Co., manufacturers of electric suction sweepers, Louisvile, Ky.

In the opinion of those best qualified to judge Mr. Ray has a clearer conception 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 famous 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 and his ability to do a big business.

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 little attention to his policy in hiring him by his record of results under some other employer is usually a bitingly disappointed man, and a close relative of the farmer who buys a record of dubious quality to keep up his bitter-fat yield on sawdust.

MAKING FOR LOYALTY.

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

It is becoming the policy of a number of large corporations to offer the men an opportunity to purchase as many of their stocks in 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 employees, and in the personal interest they may take in a concern to which they have a personal bond.

It has been the policy of many large corporations to encourage their official help. An employee who owns stock in a mercantile or manufacturing company, even if he lose 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 pleas to the men and factory employees to develop and exhibit an interest in the business in which they are engaged, and to make of it an object of personal attention. It is a sound policy to make the idea of 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 the 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 such importance has been to vastly accelerate and increase the enthusiasm and working power of a selected number of his employees. There are ways by which he can aid them in their 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 money and time. He has held out a hand of encouragement; he has taught his men to feel that this is "our business" and not the employer's business; he has diminished the feeling 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 can rely 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.


"The commercial travelers," says John Temple Graves, "are reservoirs of commercial energy and encyclopaedias of public and private information. They are the envys 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 welfare."

In their organized life they have bettered every condition of the country. The commercial travelers, says Mr. Graves, are not the debilitated body of any kind who do not have to thank their vigorous protests for the existence of better hotels in the interior towns. They are the passport of good business; they are theidiots of improvement; they are the honest lobbies. They through their spirituous 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 advertisement that is put 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 1910. Several of the dealers who were almost convinced that the day of the talking machine business had gone by were now most enthusiastic over last month's results. In some instances the gains were 50 to 100 per cent. over the same period of 1910. 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 Visitor department, under the management of Louis Alahu, 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 pianos 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 talk machine is a greater territory 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 was 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 Grafonza a fine assortment of good open records was always ordered. The smaller machines came in for their share of popularity, but this was in truth a Grafonza Christmas. We could have sold twenty 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 Favorites.

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

A change in the management of the Krohge & Greene Co., which handles Edison goods, took place this month, the business being bought by the Joseph Krohge 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.

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.
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.


(Special to the Talking Machine World.)

Cleveland, Ohio, Jan. 4, 1910.

The beginning of the year 1911 finds the Cleve-
land talking machine dealers in a happy frame of
mind. The end of the old year and the begin-
ing of the new has been a surprise, but the
business has kept up more actively and longer than in
any previous period. The dealers, both whole-
sale 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 re-
sults evidence the phenomenal popularity of the
talking 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 re-
cently by A. J. Holle and others. The capital
stock is $50,000, and the company is to do a talk-
ing machine business.

The wholesale trade is not as brisk as it was in
December, but the volume of business continues
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 Rosoinenger, the dramatic sop-
ranos, and Jose Mardones, basso. We look for-
ward to continued activity for some months to
come.

Just after Christmas the talking machine display
room of Collister & Stylee looked as though they
were closing out that department of the busi-
ness. Many Victrolas of the usual large number in
stock was to be seen, and Mr. Dom 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 prac-
cially of every talking machine house in Cleve-
land. Manager Friedlander, of the Bailey Co.'s depart-
ment, 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 Adrich-Hoevey Co., Brown Bros., Pletscham, Smith
Co., as well as others, who reported their lines
were working satisfactorily, the companies having
enough machine and record stock on hand to meet the
mightiest demand they have ever experienced this
year.

The effective little "Hattie 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 make
him interest on his money. The manager of the store
engages employees 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 buy
his goods to the best advantage of the store. The
credit man must prevent losses on goods sold on credit. The advertising man has no other use except to aid the salesmen in the selling of goods.

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


(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 9, 1912.

A highly satisfactory holiday business is reported by wholesalers and retailers alike. Milwaukee re-tailers are almost unanimous in saying that the holiday trade was fully as large a matter as any other, and that the results were generally more satisfactory than they anticipated.

Mr. George Son, of the Sons' Sales Co., at a meeting of the National Association of Talking Machine Jobbers, was held in Milwaukee January 11 and 12, when the members will confer with Lawrence McGregor in regard to the coming convention, which is to be held in Milwaukee, July 12 and 13.

Mr. McGregor has completed all the hotel arrangements for the holiday gathering and is now making preparations for the coming committee meeting.

F. K. Dobson, manager of the National Phonograph Co., was in Milwaukee last month, confering with local jobbers on the Edison exchange plan, which was put into operation on January 5.

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 hired in next holiday trade.

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

Talking machines from the Mcgregor 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."

G. Kunde, a local jobber, 569 cottage avenue, has located a new Columbia branch with the Behrend Piano Co., 428 Sixth 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 1911," said Mr. Kunde. "The holiday trade was all that could be desired and we were rushed to death. We have received our first Grafoono Vario, which sells for $40, and it looks like the greatest thing the season will turn out. Now confiding arrangements for establishing several additional branch stores in Milwaukee," he concluded.

The Hoefler Mfg. Co. have secured the representation of the U. S. Phonograph Co. of Columbus, 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 sixty 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.

Edison 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, he thinks, is 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 companies. 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.)

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

Sonora Phonograph Co.

78 Reade Street, New York

The handwritting on the wall in the talking machine line indicates several things which are bound to assure 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, the permanent 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 certain, as far as Sonora is concerned. Sonora does not, with its purpose to father the Sapphire stylus and the Sapphire record in the coming seasons, act or does not encroach on the rights of others.

And its position is as unsailable as it is dignified.
The Only Hornless Machine

The Columbia Grafonola "Favorit"

The Columbia Phonograph
ine 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.
WITH THE PACIFIC COAST TRADE.


(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 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 been able to keep both early and offer, and might be expected to have a fair amount of stock left off a week after Christmas, but the numerous orders which have already been received show that the trade as a whole is not likely to clean 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 season. 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 lid 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 Fifth 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 Victorlas left in the house." Mr. McCarthy states that about 80 per cent of the business in machines is now on the Victorla, 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 hot 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 exceptionally 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 has been handled there in a large way by three houses, the A. J. Pommer Co., the Drake Music Co. and the J. W. Bonton 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 Victorlas, and this line came very near leading all others carried by the house in the sales records for December. The stock being practically cleared out at present.

Mr. Greb, who has charge of the talking machine business of Benj. Curtiss & Son, reports a very satisfactory holiday run, but says the business was materially limited by inability to get the new model Victorla, 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 past two or three years, the sales being far ahead of last December. He reports a lot of large orders from outside which will be filled in January, and feels that there is 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, and reports a trade that promises 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. Shidham, manager of the Los Angeles branch, and his family.

Clark Wise feels greatly encouraged for 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 Hanschild Music Co. have made a big feature of their talking machine department, which, after a strong first look, is going on fine in that district. 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 to 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 unmercifully and he may feel that he is indispensable. The manager, on the other hand, gives his encouragement to those who need it most."

ANET CONSTANCE'S SUIT.

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

"Grit makes the man; the lack of it the chump. Boys who win, catch hold, hang on and hum."—It's a wise man who always has a wise excuse.
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 cleaning up a good wagon trade for 1911, and are also cleaning 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 Dictograph 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 as a good business generally. Elections always disturb business to a greater or less extent.

In Terre Haute there are four brothers, the Archbalds, 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 instead.

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 Edison and Victor, 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 complete 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 Blackburn Talking Machine Co., has deserted the City of Churches for a home and 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 tall flags of the 7:37 A.M. 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 Victor and Amberola recordings 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 emulate 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 machine takes 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 $80—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 talkerdom 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 listen to congratulation by letter, or in person, and pride 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 landing it somewhat in this wise:


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 glimpsee 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 bestriding Bedloe’s Island, and overhead, 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 not only renders the records and can be used over and over again.

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

... John Jones,
No. 1 Broadway,
CITY.

The Home of Elite Talking Machines and Supplies.
To add an additional force to this advertisement it might be illustrated thus:

![Sketch of Fiber Needle]

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

*The Victor Blue Needle*

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 to find the one record that he wants, 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 he called out 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
Indiana, Indiana

NO. 653 DISC RECORD CABINET.
Height, 24 inches; width, 28 inches; depth, 17 inches. Mahogany top, front and back; Gold Hammond trim and front. Will hold 176 12-inch Disc Records in envelopes.

NO. 4855.
Same as above, with horizontal shelves. Will hold 260 10-inch Disc Records in envelopes.

A Suggestion for 1911

What it means NOT to have a Cabin 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 to find the record which he wants, 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 he called out 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.

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

Address them

THE UDELL WORKS
Indianapolis, Indiana

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.

NEW YORK.

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

(From, "When Love Is Young")

The ship steamed up the harbor;

Its hand played loud and clear.

We deemed it so alluring.

We’ve come a little too far 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, “Battlefield 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.

H. T. M.

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 so 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.
"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 does 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 to us in such a way that it set us thinking.

"Although we knew nothing about the mail order game, we were dearsons 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 said that there was no definite plan at the time, our advertising man, 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 way 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 small office and found in Chicago what we thought 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 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 paid for it with patience. Our success was not instantaneous. 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 100 and are housed in a large building of our own.

"We have given us great opportunities to broaden our selling field was the fact that we required no special 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 he was honest and intended to pay. Although we have lost many hundreds of dollars by this policy, you cannot make a profit 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 satisfied patrons. 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 above, we are not likely to lose 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, Ohio, Jan. 15, 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 here-tofore made use of it. The president of Oberlin College visited the demonstration rooms of the Mc-Millins', December 30, and dictated the following message to the Oberlin Alumni Association, of Spokane, Wash., on the occasion of January 1. After its use at Spokane it will be sent to the Seattle Association for their delectation. The record is fine, giving a distinct, natural intonation, and will prove an enjoyable treat to those far-flung 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 unqualified enthusiasm this message, which can be used, with the understanding that you are acting on the well-known principle of the west-end fisheries—that you consume direct what you can, and what you can't you can't. 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 world has been made visible, audible, to an extent of which an older generation would not have dreamed, and it only partly expresses that brotherhood that membership one of another—that sense of the inseparable wealth of every son of man—so to 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 complete, 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 to the double purpose of 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 the efficiency cannot 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.
Put the Columbia line in your store, back yourself up with Columbia exclusive selling rights and make your competitors compete with each other.

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

TWO FAMOUS ORGANIZATIONS.

New Records by the Johann Strauss Orchestra and the Garde Republique 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 Republique 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 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 Republique 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)


Theodore H. Bauer, press representative of the Boston Opera House, gives The World an interesting 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 a few days ago, 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 opera-goers 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 if 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 Neth. 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 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 entered by the frog in its croaking tone? Here the observer, says Science Sittings, 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 total omission magnified a thousandfold shows plainly how 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 Haunted by a Fellow Member Who Impersonated the “Wizard” and Delivered an Address.

At a meeting of the Fifty Club, in Philadelphia, France-colored machines in the Dominant. The prince on the members by Herman Lion, made up to impersonate Thomas A. Edison. As everyone knows Mr. Edison never speaks in public, but the alleged Edison was accepted as the genuine and 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 asked to speak, and I am not going to say a word to you, see the airship flights and continue on my way. While I am here it is no more than fitting that I should here and now make the first public announcement of my most 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 miserable and as full of life as a boy of 18. Given to a lady of 80, it will make her as kitchent as a schoolgirl, and given to a man of 390, 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.”

At this point of the “remedies” the cat was let out of the bag, a good laugh went around, but a roaring 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-phonographed” 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 rates per set, as was done in the United States. The company says this is unfortunate, of course, but as it is irreparable, there is little doubt that the Canadian trade will waste no time in the 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.
TINELY 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 length and breadth of the country have ruled that the manufacturer’s right to formulate a selling price and maintain it legally under the judicial interpretation of the Sherman Anti-Trust Law is one of the basic and fundamental rights of a manufacturer, and cannot be subordinated to the competitive methods of the so-called ‘‘second-hand’’ man. Whether Edison or the Edison Consolidated Co. of Chicago, and many other manufacturers of phonographs, have been, or are, entitled to financial recovery from infringers is the question in controversy. In short, we are not primarily concerned with the answer to this question, so far as the principles enunciated by the United States Supreme Court in the recent case of Edison vs. Deneen are concerned, as the principles enunciated are not in any sense of the term ‘‘new’’ or ‘‘peculiar’’, but are, in point of fact, owned by every manufacturer and every man of any standing in the United States.

There appear to be, however, two or three points of very considerable importance which have been referred to in the course of the recent litigation. It seems to be the general opinion that the ‘‘second-hand’’ man has the right, if he will, to deal in secondhand Edison phonographs, and that his dealing in them should not affect, in any way, the prospective sales of the Edison Company or its agents. It is conceded, as it should be conceded, that the owner of an Edison phonograph has the right to ‘‘repeat’’ it by making a record of it, and that same record may be ‘‘bought’’ and ‘‘sold’’ to the extent of the right of copyright. It is also conceded, as it should be conceded, that the phonograph, its parts, and the records, and the right to make and use them, are the property of the maker until the same are sold to another, and that the maker has the right to prevent the use of the phonograph and its records for purposes of unfair competition.

The point which appears to be in dispute, and which has been referred to in the recent case, is the question of whether or not an Edison phonograph or phonographs, or phonograph records, or phonograph parts, or phonograph records, can or should be bought and sold ‘‘second-hand’’.

As the trial is not yet over, it is impossible for us to enter into any discussion of the merits of this point, but we refer the reader to the opinion of the United States Supreme Court in the recent case of Edison vs. Deneen.

BOSTON, Mass., Jan. 11, 1911.


Mr. Edison—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.

Two of our phonographs 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.

S. H. DAVEVA Co.

JOIN 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 19 feet 8 inches high. Practically soundproof, suitable for demonstrating rooms. Will sell very cheap.


Salemson Wanted


Manager Wanted

For branch office of phonograph department, at Meridian, Miss. Reference required. Experienced man and a live wire, with executive ability. Good salary and commission to the right man.

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 & SUN DAY, O. J. Lucietti, Mgr., 46 Hanover St., Boston, Mass.

Disk Records Wanted

A couple of thousand single side disks wanted. Must be in English and cheap for cards. Could use any kind of phonograph stock as job material. Apply B. L. O. I. C. E., 65 Arthur St., Toronto, Ontario, Canada.

For Sale or Trade

5,000 Edison records, new stock, Will trade for Zonophone records or Columbia records or machines. A. J. DENINGER, 355 North St., Rochester, N. Y.
THE TALKING MACHINE WORLD.

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 illusory 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 man—kind 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 heads 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 that if be true I have no fear for the ethical future of the commercial interests of our nation and of these 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 the safe-guards of public opinion, of friends who know you, who look upon you with a certain watchful interest. You are 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 events, you are tempted. 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 to be considered characteristics of your vocation.

"I honor these tireless men who endure such- heaviness, the hoarseness 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., which is located at 334 Sutter street. The business, under the management of W. S. Gray, has increased so far that the store is being remodeled in view of which the best evidence is the renewal of this lease.

IMPORTANT VICTOR LETTER.

(Special to The Talking Machine World.)
The Victor Talking Machine Co. have issued a letter to its trade, setting 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 have had in projection from a patent 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 undoubtedly increased by certain licensees having made demands 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 we are 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 to date, and will endeavor 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 expiration of our patent.

"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 from when disc talking machine records, or machines, of a quality equal to our commercial, or of a quality that warrants serious consideration by the trade, can be manufactured and sold 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 you or our personal friends, whenever you are purchasing records or machines, of a quality equal to ours commercially, or of a quality that warrants serious consideration by the trade, can be manufactured and sold without licenses under our existing United States patents.

COLUMBIA FACTS AND FIGURES.

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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 prosperous and honest customers the outhaul of the dishonest who will not pay, and of the foolishly extravagant who cannot.

The dead-beat and the harassed improver 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 abatement 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 Liabe for Losses to Shipper on Other Lines—Will Interest the Trade.

The so-called "Carmack amendment" to the Hepburn act, 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 Lurie.

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 similar year since 1901, when the total capital involved was $2,297,970,000. The largest year on record was 1901, when the United States Steel Corporation was organized, and the capital of all the companies of different States reached a total of $37,470,000.

Incorporations outside of the Eastern States increased the 1910 total to $21,721,756,850. Adding all companies in all States of a capital of $100,000 and over but under $1,000,000, the grand total is brought up to $2,890,737,142.

A SOUTH AMERICAN VISITOR.

Ernesto Tosil, with José Cagni, 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, where Senor Cagni represents in that part of the world.

The R. Wulitzer Co., Cincinnati, say the month of December was the best month they ever experi-enced 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 Victorolas. The increased demand for high-grade records was far in excess of any month previous and makes the future book for Purple Label and Red Seal records very promising.

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 Magel Empor Ekabar of India, reproduced on disc. Price $2.50. For sale at

FULLER, BAGLEY & BEERS
(Victor Talking Machines)
2106 Broadway at 73rd Street
New York City
Phone, Columbia 4949

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Cures
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(Victor Talking Machines)
2106 Broadway at 73rd Street
New York City
Phone, Columbia 4949

(Special to The Talking Machine World.)
CURING DISEASES WITH MUSIC.


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

The Vina, 8,000 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 268 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 hypochondrials 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 Kanger 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), 2706 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. The piece was played before Emperor Alexander the Great of Greece by a Punjaban musician in India, when Alexander the Great invaded India and conquered Punjab. 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 went, like many another well-laid plan, "agley."

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

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 seemed 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 are awfully fond of your photographs, 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 or write to them. 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 household the ordinary phonograph records carried merrily about "Kelly" and such subjects, while the elders listened approvingly, and the younger, 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 gently.

Miss Minnie looked the two records over, gamboled 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—"

"That's it?" 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 close," continued the machine.

"Now everything's ready. Next Tuesday night at 8.30 I'll have an auto a block down the street. We'll run to University 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. Groves, 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 was assured that a new bill 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 or 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 14 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
Booming Edison Phonograph Co. Trade.

The company's wagon proposition is being taken very seriously by the dealers. It is on hold of about $250,000 at the present time, and has been sold to the plenitude of Mr. Edison. "The Wizard" is following its progress with great eagerness. The very restrictions with which it has been found necessary to constrict it, and the favorable reception of it is in a fact that only a small proportion of 18,000,000 families in the United States own talking machines of any kind. Consequently, the field has been more than something. Mr. Dolbeer believes that every dealer who asks an unexpected investigation of the situation in his immediate vicinity will be surprised at the sales opportunities, which are wide.

Mr. Goodwin's only regret was that he was unable to stay in the city long enough to get all his old friends here. He is a very enthusiastic Edison man, and has been to New York. All you who are traveling attending this conference are fine fellows, and they constitute a most interesting bunch of personalities. They not only get good points from Messrs. Dolbeer and D'Angelis, but are able to hear many suggestions born of practical experience in the field, which were brought back to Orange.

Jaye de Angelis is a cousin of J. D. Angelis. He covers the 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 Warehouses.

Thoroughly artistic, and thoroughly unostentatious are the remodeled talking machine warehouses of the Aeolian Co., at Chicago. They occupy the mazurka floor at the company's building at 202 Michigan avenue, and constitute, as conveniently arranged an apartment as can be found anywhere. E. J. Fletcher, the general manager of the Aeolian company, and O. M. Scarsdale, 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 Auditorium, but the Ideal department 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 walls being finished in Japanese blonde wood, cloth and gold, the whole scheme consisting with the ornamental ironwork on the elevator doors, which is in white picked out in gold. The lighting fixtures are of oak and finish of glass fans. The booths, four in number, are of pleasing architectural design, and are made of glass. The white marbled woodwork, with the exception of the coping, constitute little more than a frame. The immense plate glass panels, in fact, extend down to the floor with the exception of a shallow footboard. Parnassus panels are also of plate 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 shelves extend along the entire side of the room, back of the booths, and is of the horizontal type, thus preventing warping of records and disfiguring of the room. They are closed. Cupboards in the base of this shelf provide space for supplies, literature, etc.

The general color in the room is a simple red, being flushed and furnished with library tables, chairs and divans in mahogany. The big windows overlooking Michigan avenue and the lake are equipped with French windows, and closed when required. The building, which shelters an indescribable radiance over the beautiful cabinets of the Victrola three exhibited.

Is It a Benefit?

This is an examination of the 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 saying the opera was, or was not being, done 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 said dots and lines, and added that she heard sounds as of mighty carnage from an adjoining room. She hurried to the scene, and after dismounting the kids from a mass of furniture, portieres, "skittered" vases, etc., proceeded to appraise the damage. It included one broken table and one broken arm. An investigation revealed the fact that the youthful hero lovers had been giving a vocal and, as it proved, a realistic symphony of a bull fight.

The incident raises a serious point. We are prone to 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 "Carne, Ich Habe Sie Verloren", that disarming voice by trying to invoke the vocal chord disintegration of gigolo blood things of a Caruso, or the resounding thunders of Aramondi.

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

Schumann-Heink Recital.

Mme. Ernestine Schumann-Heink gave a recital at Orchestra Hall yesterday (Tuesday) afternoon. The program was a distinct artistic success, and the outcome of the little 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" from Orpheus, the recital's high points, 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.

The Talking Machine Company.

The Talking Machine Company of this city report that 1919 was one of the largest years of their history. December was the largest December and the largest January that they had ever had. On the 25th of the month they had shipped over 200,000 machines 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 272 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 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, an excellent salesman. Mr. Root, who recently opened a fine music store and is having a prosperous trade. Mr. Geissler was also pleased on his trip to Chicago he had with half 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 carred, and will give careful attention to them.

They certainly had a merry-merry-around the Talking Machine Co.'s warehousing. Mr. Geissler was agreeably surprised by receiving a handsome imported steamer rug from his employers. 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 39.)

come in very handy when he becomes it down to the office this zero weather. Furthermore, be it mentioned that the famous impersonator of Annette Kellerman is somewhat tiring with satisfactor, that is be believes in equality of repous at any time. 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 missed the V.

Back Up Their Employees.

There are finer things in life, Horatio, than may be found in mere self-boasting. Wooley & Co., of Peoria, have found this out. As related in The World, recently, they secured the services of O. J. Kiess as manager of the talking machine department. The Chicago World office has received a handsome box, 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, who booseth others booseth himself, and this is particularly true when the Hollow is an employee. Not all firms take this broad minded view, however, and Wooley & 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 blusterers 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 whir 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 Equitable Arm Co. Now the Equitable 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 experimenting 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 Wisconsin and Indiana for them. He is a member of the Chicago Yacht Club, and has sailed in the Lepineon cup races. He resides in Roger's Park and is good to his family.

George Cheatele is a graduate of Cambridge College, England. They say of him that he only dreams of things 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 elsewhere. 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. Cheatele resides in Eramont, is a member of 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. Keibl, and in the carrying out of which Messrs. Conover and Cheatele 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 warning 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 may be done 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 unlooked 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 innovations are being made, that insure not only a most delightful time, but a convention of utmost interest and value. However, it is a matter of tradition that a production of Hamlet, the play, is not worth while. Whoops in AVERUS with 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 Walsh and Washington street. The advanced description of the arrangement and equipment of the new store, printed in The World, was not a bit exaggerated, for in fact it failed to do full justice. The company, as previously stated, retain the old store at 210 Walsh avenue as branch retail waterrooms 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 showed material gains. In fact, Manager C. F. Bierstaars 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.

(Cocontinued 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.

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

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

One dozen lots, prepaid, $3.60

Free samples to Jobbers.

Manufactured by
KREILING & COMPANY
1504 North 6th Avenue
Cragin Station, Chicago, Ill.

60 YEARS' EXPERIENCE

TRADE MARKS

DESIGNED

COOPER & CO.

APPOINTED AGENTS FOR THE SALE OF ANY TRADE MARKS

REGISTERED IN ALL THE UNITED STATES PATENT OFFICES.

WRITE FOR LIST OF TRADE MARKS REGISTERED.

60, 62 AND 64 BROADWAY, NEW YORK.

PHONE "MUNN & CO. 2106".
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
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS.

Continued from page 40.

W. C. Fuhr, 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. H. 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, as 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, 1898. The year as a whole was a most satisfactory one, and the percentage of gain exceeded the expectation of the officers. Manager L. C. Wirwell, 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 Travellers.
The special travelers for the talking department of Lyon & Healy were in during the holidays, ate their Xmas and New Year's cards in Chicago, and consulted with the manager, L. C. Wirwell, of Dept. H, and the powers that be, concerning the campaign for the new year. They constitute a scintillating 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 cards show what they got.

RECORD SALES SHOULD BE PUSHED.


A letter recently sent out by A. D. Geise'r, 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 equal 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.

"This 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-engaged 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 issue 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.
TRADE IN THE QUAKER 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 Plans December Ambiance of the Opera Season—Banquet of Columbus Men.

(Special to the Talking Machine World)

On 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 far from one-third to one-half that any of the dealers ever before enjoyed, and consequently the best of spirit prevailed 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. Manufacturers, jobbers and retailers have never before gone so hand in hand as at present, and the Philadelphia jobbers have only the kindliest words for the manufacturer, not only with the way they have been treated 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 Ruchin & 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 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 warehouse they have been able to handle their business, and 1910 was quite the 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 performances start.

The Victor, National and Columbia companies are all increasing their opera record lists, and as there are to be many nobilities 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 Hepco Co. have had an unusually large Christmas business on talking machines, and it was as profitable and satisfactory a part of their business 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 phonograph record adaptable for a wedding. Some way 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 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 J. Robinson and Mr. Copo 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 Brother'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 Ghirardelli with Orchestra Accompaniment Caisson de Grafton
Double-Chocolate Iced Cookies Columbia Pepper sauce à La Lima Cavalière
Eller Magenta of tenderstem Broccolli Inestimable selective Pins (sized 1/2 inch Copyrighted)
For cream de Louis A. Twelve-inch fancy colony
Coffee Regent

H. A. Yerkes, the wholesale manager, was present at the dinner, and made a few encouraging remarks in his interesting style. Eden D. Easton sent the diners a very nice letter of congratulation, which was read at the banquet. Thomas K. Henderson, the Philadelphia manager, presented Mr. Copo with a silver engagement ring, with twins, and members of the Columbia office force say that ever since Copo 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 planted a Grabolonia re-
cital 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 Whiteley 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 has ever had. They have been selling a great many of the new cabinet dim-filling 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.
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 Appear to the Artiste Herself and Puzzle Her Friends.

(Special to The Talking Machine World.)


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.

Miss 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. Eisemann, the Boston Columbia man, while on an "operatic tour" today, and our last but not least call was on Alice Nielsen, who greeted us with a cordiality on par with her ability soprano.

Occupying a conspicuous spot in her apartment was a Granofono "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 Granofono a most wonderful musical instrument, and that the numbers 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 relative showing how "helpful" 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 unusual thing to be singing so near the performance time. You can imagine the astonishment of the singer when she was shown the Columbia Granofono and the same record was re-played. If a record can "fool" an opera singer, her new records most certainly reflect her wonderful singing and personality to an extraordinary degree.

Here are the titles of the tracks of records, which are creating such a tremendous hit: A-5,245, "Annie Laurie," in English, with orchestra; A-5,246, "La Boheme" (Mimi's Farewell), in Italian with orchestra; B-5,245, "Il Bacio" ("The Kiss," Waltz), (Ardisi), in Italian, with orchestra. A-5,247, "Fired in the Heart," in French, with orchestra; C-5,244, "Farewell," in English, with orchestra; "Carmen," Michaela's Aria—"I say that no fear shall deter me," in French, with orchestra; A-5,248, "Mehofele" (Botto). (The other night into the deep sea") in Italian, with orchestra; "Tosca" (Puccini). Preghera, 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.


(Special to The Talking Machine World.)


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 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 busiest 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 results by the dealers as a whole it would seem that the Phonograph machines were the most sought after during the holidays. Of all the large sales the Victorolas 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 line 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 arrangement that could be given is that it represented Virolatrol at Christmas time. Just 1,000 varicolored incandescent lights were used to make this one tremendous one. Then there were a number of the Victor Virolatrol and other Victor machines arranged artistically about the window, while beneath and on the floor of which was an orchestra of four or five." The orchestra, which demonstrated how well he thought of the music played by these machines.

J. Cohen was so pleased with the splendid work and cooperation of his employees 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 banquet. 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 cattails were disposed of. Mr. Cohen made an address in which he expressed his appreciation of the work accomplished by his employees. Others made appropriate responses. Among those present from the store were: J. Cohen, Frank Feldmann, Jr., Morris Silverstein, head of the talking machine department; N. C. Holmes, R. Ansell, John W. Lohrfinck, Wardville Dorsey, Frank Cohen and Abe Berlin. The invited guests were Profs. Frank Feldmann, Sr., John C. Wilhelm, Dr. Raymond Hughes, William F. Emrich, E. T. Lumpkin, J. H. Walker, Albert Boden, Hugh Trainer 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 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. Edisonas also did good demand.

The Columbia products were greatly in demand, according to Mr. Manzanet, local manager of the branch office of the Columbia Phonograph Co. While the big machines were more sought after than the latest productions of the Columbia plant, the $50 Grafonola Fa- vorite, really upheld its name, while the $200 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. Guaranteed for use on ANY DISC MACHINE OR RECORD. Cylinder, $1.00; Cone, 50c.; Disc, 25c.; Packed 100 RETAIL, 18c.; per 100; 25c.; per 500; $1.00.

FREE Samples of "Playrite" needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write now. Dealers are requested to buy from local Jobber. If he won't supply you; write for one of these Needle Makers.

Blackman Talking Machine Co.

J. Newcomb Blackman, President.

97 Chambers Street New York City.

Melotone TRADE MARK

NEEDLES

"GIVE A MELLOW TONE" REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISC MACHINE or RECORD. Cylinder, $1.00; Cone, 50c.; Disc, 25c.; Packed only in RUST PROOF packages of 200. PRICE, 25c. per pack.

FED 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 local Jobber. If he won't supply you, write for one of these Needle Makers.
THE TRADE SITUATION REVIEWED.

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 where the shipments will be equal to the demand. Of the opinions sought regarding the prospects of 1911 the following may be quoted:

Louis F. Geisler's Interesting Review.

Louis F. Geisler, general manager of the Victor Talking Machine Company, 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 (30,600 in Victorads alone, we understand—Ed. World) to consume our present factory capacity for several months to come, and orders continue to arrive in almost unbelievable volume. I believe that the entire country has discovered the talking 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 1909. This is not the sale 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 seem to be hanging 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 doubled, 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 engag-

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.
COLUMBIA ADVANCE DURING 1910.

Some Interesting Achievements That Have Made Progress with the Columbia Phonograph Co., General Office, 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—including the granting of exclusive selling rights and aggressive selling methods."

Added to these especially 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 highly 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 obtained. In a solicited action that the American Graphophone Co. had been making molded cylinder records by certain process of the Joyce and the Miller and Aykworth patent. 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. and 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 the 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 $50,000 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 Rapier, need have appealed to a much wider circle. Each succeeding model, such as the Grafonola Mignon, Grafonola Elite, and the very latest, the Favorite, have been more highly recommended. They have 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 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 most 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 selection 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 been published in our special supplement. This is in connection with the recent announcement of exclusive contracts with famous artists, namely, Lillian Nordica, Mary Garden, Alice Nielsen, Olive Premutico, Lydia Lipowski, 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 year Columbia Co. ads which are in every one of the advertising features that 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. Ilsey 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. 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 representatives 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 personal 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 lass as you would be used." You are not favoring him 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 RECORDS

(Prepared for The Talking Machine World.)

WASHINGTON, D. C., Jan. 8, 1911.

AUTOMATIC PHONOGRAPH or 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. Figure 2, a vertical view of the machine as seen from the right hand side of the aforementioned view. Figure 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. Figure 4 serves to show the preferred form of record or tablet supporting means. Figure 5 discloses a portion of Figure 4, being an elevation of the section shown at the right hand side of said Figure 4. Figure 6 is a view of a drum cam which will appear obvious in Figure 1. Figure 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 portion of the machine, as seen in Figures 1 and 2. Figure 8 is an end view or plan of Figure 7, further disclosing relative positions of the several parts. Figure 9 is a view of the top plate of the machine together with the mechanism necessary for actuating the sound box to and fro and over the record tablet being played. Figure 10 serves to show in detail some of the parts as disclosed in Figure 9.


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 Figure 2, a longitudinal section of same.

TALKING MACHINE. Ami Jacard, New York, assignor to T. Ephreu, La Montagne, 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 improvements, the parts being in the position which they occupy when the needle support is placed in place by a detent adopted to be automatically shifted by the disc; Figure 2 a plan view; Figure 3 an edge view of the stationary portion of the shifting device; Figure 4 a transverse section on the line 4-4 of Figure 1.


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 obviate 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 shall be used in connection with any kind of the graphophone or gramophone type, it being quite immaterial whether or not the modulatory 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.

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 revolving 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.


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 sloping off from the membrane the hollow portion of the sound-box (that is to say, the portion which is connected with the horns) by a thin, flat, rectangular 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, and the flexible strip corresponds to the tongue, and the remaining hollow space at either side corresponds to the gums. This 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 drawings, which serve to illustrate the invention, Fig. 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.


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 off 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 unfiled 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.


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 recording 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 and 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.
The Edison Business Phonograph is a profit builder for you in three ways.

**FIRST,** used on your own correspondence it saves at least half the cost.

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When your customer asks for Columbia Double-Disc Records, he wants “double-discs, double value, double wear, double everything except price,” and he won’t “put his record money into any other” (unless he is over-persuaded, and that can’t last).

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We consider our agency for vacuum carpet cleaners as one of the most valuable specialty features of our business, and a prominent dealer.

The advertising campaigns conducted by various manufacturers have educated the people to the many virtues of the vacuum cleaner, and the business is now only in its infancy. In our estimation the cleaner has established itself in the household as an absolute necessity equal to the kitchen stove. We have handled the —— for over a year and enjoyed a splendid business. Sales are, of course, heavier in the spring, but we sell them right along and feel justified in practically keeping an advertisement standing in our local dailies.

EDISON’S GREAT INVENTION

Of Successful Storage Battery Car Places His Name First in the Domain of Scientific Research for the Year.

Commenting on the world’s scientific attainments during the year just closed the New York Herald says: “The name of Thomas A. Edison stands first in the field of scientific research for the past year, his invention, after years of experimenting, of the successful storage battery street car, having practically revolutionized the construction of street railways, eliminating the most expensive items of construction and operation, the underground conduit and the overhead trolley wire, with the costly power plant necessary to supply current. Mr. Edison has succeeded in protecting a car, operated by storage batteries, which needs nothing more in the way of equipment than a set of tracks to run on and a comparatively inexpensive charging plant, and which costs less to operate than the old horse car. His invention is already in use on the Twenty-eighth and Twenty-ninth street crosstown line. “Another wonderful invention now in use in the Police Headquarters and other places, is the dictograph, a machine which records all the conversations which take place in a room and reproduces its faithfully elsewhere. “A microphonograph attachment to the telephone, invented by Dr. Tardeut, of Arles, France, which by means of a drum raises the voice two and one-half octaves, has been tested and has conveyed the human voice 1,830 miles over the ordinary telephone wires.

Every employee in the department knows the story of the blackboard and a piece of chalk—and their part in the building of a business. “Knives around Here,” was the sign over a ramshackle store in a small tobacco town in Kentucky, and in this mean little shop was hung the blackboard. The proprietor, a German, knew nothing of business science. His bookkeeping was of the most primitive character—single entry in a partly used copy-book which a child in school had outgrown. He had never heard of the card index, had this German. But he was not lacking in initiative, and somehow, perhaps intuitively, he had devised a crude method of accelerating trade.

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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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 February list.
Every Edison Phonograph ever sold in your territory ought to be equipped to play AMBEROL RECORDS.

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ARE DEALERS DEVELOPING TRADE PROPERLY?


In any line of business, whether it be the selling of shoe-stringers or the selling of locomotives, the main factor in ensuring success is the manner in which the effort—whether in the advertising of the product or in the showing and impressing them with the fact that he is in a regular business—and has the faith in the undertaking to stick to it.

How can we refuse to 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 baker, the haberdasher and even the saloon keeper all realize the fact that the general appearance of their business should 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 perhaps willow, or right-handed, or on shelves is all he need offer to capture the business.

The writer was greatly impressed by the 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 $75.50 model was taken off the shelf, dusted off and started playing one of the more popular records of the day. The lady wanted something better and practical and heard a little of the more expensive styles selling at $50.00.

The effort of taking the machine from the window, removing two or three inches of dirt and coaxing the mechanism, that had so long been idle, to 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 business, he would have been able to sell both the business and the machine.

For the success of any concern the intelligent, and the successful members of the trade at large, he would have had several of that particular style of machines in stock, or, if he had sold out the balance, he would have had duplicates so 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 him to have the machine turned out from his jobber, located downtown as it happened, sent a messenger for it and delivered it to the customer's house? A little extra care and trouble 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 men. By accident they happened to be those of the records that 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, the salesman's smile was wiped from his face, and one of those 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 'Tetrazzini record, feeling sure it wasn't in stock. He wasn't disappointed and consequently had a good excuse for leaving.

Sounds like the dream of a rarefied don't it?

And yet it is really little noticed 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 large cities, not meaning to 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 their 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 automanole, it's a credit if he can be a good "smell."

It has been proven that recognized business methods do not work 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 customers. 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 more likely to come when they desire some special machine or record and allow the dealer time to procure it for them from the manufacturer or jobber.

Being the most attractive times is a mighty big fac- tor 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 pre- parations is shown to have a substantial increase during the year? The writer knows of one of the prominent drugstuffs 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, through size and 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 drug stock and the consequent loss each year has been the means of building up the 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 a month, the big manufacturers work general 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 or advertisements. This is perfectly right, and the result is 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 any cost, but who want a "home town" 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 also the newsdealer's profit, 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 is 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 clearing up dead stock—the mistakes made by the manufacturers and jobbers, etc. It's a good thing to get together and discuss the problems, so 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 grocer 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.)


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 figures relating to talking machines and supplies appear:

The total exports of talking machines, records and supplies for December, 1910, amounted to $32,400, compared with $24,000 for the same month of the previous year. The twelve months' exportations of talking machines, records and supplies amounted to $370,000, as against $1,158,000 for the same period in 1909.

He who lifts his life successfully into his work must be a good and thorough carpenter and joiner. His thought-tools must be sharp and to the point, and his tool-cloth 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 has shown a great increase from all preceding times, and all dealers, notwithstanding the many newly established, have had for greater returns than were contemplated.

The demand was most entirely for high-priced goods, such as Victorolas, Am stereo, and Grandofonos. This point seems to mark the passing of the horn machines, which are losing popularity very rapidly. The public seems to have given more consideration, for since the proposition of instrument pianos 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 Victorolas, which played in important parts of this county. Numerous Am stereo and Grandofonos were shipped in large numbers from the Southern California Music Co.; the new Triumph, with Music Master horn equipment, also showed great popularity. The Geo. J. Stitham, 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 lagging. The local store is just beginning work a few days before Congress will decide on either New Orleans or San Francisco. Our northern sisters have sent out their great quantities of well-written literature, which set forth her many advantages, and spent much time and money in efforts to bring about cooperation 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 other California towns during the last season, among whom are Sig. Antonio Scotti, Liza Lehmann, Jaroslav Kodal, Emilio de Gogorza, Mme. Geri-vile-Hansard, and Luis Trazemini, whose records have been in demand. Sig. de Gogorza made an extended visit, spending several days at the aviation field during the recent meet.

The Board of Education 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 agent of the firm, and he hit the ground running. Several other rural districts have been using the talking machine for educational purposes and great success has been had. 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 were encountered in the completion of the building, which was to have been ready for occupancy early last November. The Birkel Co. had a holiday rushes, caused by the previous absence.

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.
"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?


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

VICTOR DISTRIBUTORS:

**Elmira, N. Y.**..... Elmira Arms Co.
**El Paso, Tex.**..... W. C. Ward Co.
**Galveston, Tex.**..... Thos. Grinter & Bros.
**Grand Rapids, Mich.**..... Michigan Music Co.

**Honolulu, H. I.**..... O. L. Jewett & Sons.
**Indianapolis, Ind.**..... Music House Co.

**Jacksonville, Fl.**..... Carter & Logan Bros.
**Kansas City, Mo.**..... J. W. Jenkins Sons Music Co.
**Knoxville, Tenn.**..... Knoxville Typewrite & Photographic Co.

**Lincoln, Neb.**..... Ross P. Currier Co.
**Little Rock, Ark.**..... O. L. Jewett Piano Co.
**Los Angeles, Cal.**..... Sherman, Clar & Co.

**Louisville, Ky.**..... Mancenego-Kalten Music Co.
**Memphis, Tenn.**..... R. E. Forbes Piano Co.

**Milwaukee, Wis.**..... Lawrence McGreal.
**Minneapolis, Minn.**..... Lawrence H. Luder.
**Mobile, Ala.**..... Win. H. Reynolds.

**Montreal, Can.**..... Berliner Gramophone Co., Ltd.
**New Orleans, La.**..... Henry Horton.

**New Haven, Conn.**..... T. A. Ackber Co.
**New York, N. Y.**..... Blackman Talking Machine Co.

**Oklahoma City, Okla.**..... Schenectady Arms Co.
**Omaha, Neb.**..... A. House Co.
**Peoria, Ill.**..... Parmian Piano Co., Inc.

**Pittsburgh, Pa.**..... A. J. Thorpe Co.
**Portland, Ore.**..... A. C. Colby Piano Co.

**Richmond, Va.**..... A. C. Colby Piano Co.
**Salt Lake City, Utah.**..... Continental Music Co.
**San Antonio, Tex.**..... Thos. Gogan & Bros.

**San Francisco, Calif.**..... Sherman, Clay & Co.
**Savannah, Ga.**..... Phillips & Co.

**Seattle, Wash.**..... Sherman, Clay & Co.

**Spokane, Wash.**..... Elbers Music House.
**St. Louis, Mo.**..... Ihde-Burner Music Co.

**St. Paul, Minn.**..... W. J. Derr & Bro.
**Syracuse, N. Y.**..... W. D. Andrews.
**Toledo, O.**..... The Whitney & Currier Co.
**Washington, D. C.**..... E. T. Drop & Sons Co.

**Albany, N. Y.**..... Finch & Hahn.
**Atlanta, Ga.**..... Griswold & Co.
**Austin, Tex.**..... The Potomac Supply Co.
**Baltimore, Md.**..... Cohen & Hopkins, Inc.

**Bangor, Me.**..... Andrews Music House Co.
**Birmingham, Ala.**..... R. E. Forbes Piano Co.
**Boston, Mass.**..... Oliver Division Co.

**Brooklyn, N. Y.**..... American Typewriter Co.
**Buffalo, N. Y.**..... W. D. Andrews.
**Burlington, Vt.**..... American Phonograph Co.

**Butte, Mont.**..... Orin Brothers.
**Chicago, III.**..... Leo & Healy.
**Cincinnati, O.**..... The Redhead Wholesale Co.

**Cleveland, O.**..... W. H. Buechner & Son.
**Columbus, O.**..... Perry R. Whitelaw.
**Denver, Colo.**..... The Herald Music Co.

**Des Moines, Ia.**..... Chase & West.
**Detroit, Mich.**..... Griswold Bros.
**Dubuque, Iowa**..... Hager & Bliss.

**Duluth, Minn.**..... French & Barrett.
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 Internally.

I found my old friend, the jobber, perusing the pages of his catalogue 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 beginning of foreign records.’

‘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 plippin’. 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 Whish 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 catalogue, 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 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 a dealer has 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 clapping hands above a talking machine, while over them, with folds intertwined, hang 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 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 correctly 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 lay the use of a piano or other accompanying instrument, or in other cases for the lack of a musician. Talking machine concerts are interesting and entertaining, and it is true we would 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 harmony and with a full accompaniment 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 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, hit 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 possible way.

‘I hope you notice that poster in the window when you come 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 possibles by the music of a full orchestra at the singer’s command?

‘The average vocalists’ repertoire includes such songs as ‘The Rosary,’ ‘Last Night,’ ‘Anthem,’ of her choice with a full 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.

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THE TALKING MACHINE WORLD.

THE STORE FRONT AS A BUSINESS ASSET


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 to form the part of the store window, it is evident that the store front 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. Street merchants have more personal and material interests at stake, and 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 it 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 attracts, the more important the question of the store front becomes; indeed, some of these concerns, being almost exclusively confined to known and regular customers, personally introduced. The store front, therefore, is 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 the business; and that is to know it thoroughly. In order to answer a question aright, we must consider the wholes and the whereabouts.

The store front may be said to stand at the beginning of the window display, which, indeed, in a fashion, determines 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 to the sidewalk, and a long way back 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 storefront before we can attempt to answer the question whether the front 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, there doubtless is no great room for a good entrance in the center, with a display window of any pretensions on both sides. 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 in a way that gives a prominent raise, or interior space 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 forbidding 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 re-cross, the entrance. In this way he is liable to forget 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 businesses are what are known as select. They are inclined to specialties, 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 street, 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 by the sliding display to the date reserved for them. If so, it is double-ful if he figured out human nature aright. "Come into my parlour 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 is 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. 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 endorsed 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 inflection and intonation. In addition to these Conversational Records there are pamphlets Instructor Papers teaching the meaning 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
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.
Edward Lyman Bill, Editor and Proprietor

J. B. Spillane, Managing Editor.

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REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

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.

There is 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.

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 results 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.

A matter of fact is that few businesses where there is 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.

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 clientele will permit—all these things are as a matter of course.
BUT do you make that last extra effort to attract customers? 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. An impression 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.

T takes all kinds of people to make a world, and all kinds of people have all kinds of opinions. There is the old fogey 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 cut 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.

**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 business has enjoyed 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., 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.'

**READS 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 "ginner," 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 the 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, uninterrupted 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 hand operated models.

Write to us for full particulars. The proposition is an inviting one.

**THE REGINA CO.**

Broadway and 17th St.
NEW YORK

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.

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.

Name...........................................
Address...........................................
City...........................................
State...........................................
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 hang 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.
"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.

WITH THE INDIANAPOLIS TRADE.


(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 Bishpham records and Raymond Hitchcock records. In fact, they sold out in all of these. This was largely due to the fact that David Bishpham 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 Nielsen 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 restocked. 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 Oma B. Tallott. 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 districts 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 beyond 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. reports 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 Klipp-Link Co. are located by the sales that were conducted at the beginning of the year by the large Marrott department store. The Klipp-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.

GRACE CAMERON AND THE EDISON AMBEROLA.

The accompanying interesting photo was taken recently in the Edison parlor of the Sampson Music Co., at 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 catalog 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.

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 pleasant emotional thrill, 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 oxygenizing 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.
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.

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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......................
TRADE ON THE PACIFIC COAST.

Falling Off in Business After Holiday Causes Retailers to Complain—Dealers Replenish Stocks—Summary of the Situation—Pacific Phonograph Co.'s Anniversary—Improving This Quarter—New Store Opened—Babson Bros.' New Store Complete—What Other Houses Are Doing—Strong Demand Noted for Victrolas—Interesting Items of Personal Interest.

(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 the fall off. 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 a不 thorned at present conditions. Stock in general is rather scarce, having been pretty well cleaned up before the first of the year, and few 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 begin to abate or in the spring when new shipments in some lines are rather slow in arriving.

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 S. Buel.

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 on 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 fitted out 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 satisfactory than last year, though money is still rather scarce.

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. McCracken says, for the decision on the Panama-Pacific Exposition, and it is expected that orders will follow its favor. So far, however, there has been no sale 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 Barigalpui, the pioneer Edison dealer of San Francisco, announces the arrival of a new grandadughter—the daughter of W. B. Ackerman, manager of the business phonograph department. C. H. Pierce, of Eureka, Cal., has made a number of improvements in the 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. McIlhine, 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.

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

MAX LANDAY ON LONG TRIP.

General Manager of Talking Machine Supply Co. to Sail Now on Annual Visit to 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 is meticulously 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 ideals, 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 Locations—Record Hardly-Busy Times with Columbia Phonograph Co.—H. A. Weymann & Sons to Rarrenage 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. The supplier of goods only complained that 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. Esibill’s is 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 goods to the tune of orders for different 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 off the floor, for it frequently means, for them, a minus a sample. It is to be hoped that the manufacturing situation will clear up shortly. It seems a pity 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.

J. Bee & Bro. report that their business was splendid in January, very much better than a year ago. Edmund Buehn says: “We would have had a phenomenal business had we been able to get all the goods we wanted. In Vitrolas particularly we are very short, and the demand seems to be just as great as before the holidays.”

Edmund Buehn has a new arrival at his house on South Street—his daughter, 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 house is getting 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. Edson, Philadelphia; Prof. 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 behind the period of January. "We particularly would not know that Christmas was over was the way people are buying machines," said one of the members of the firm. They, too, note the shortage in goods, and said that they would have been able to have done considerably better had they been able to supply all demands.

L. Zebin, 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.

The Buehn firm have improved their talking machine department from their second floor to the first floor, where they have built several very nice bearing rooms. They have had a very good talking machine trade in January, 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 the 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 he 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 St. Schulm, with fine talking machine rooms on Broad street. Mr. Bloom has not been connected with the firm bearing his name for some time. Some reliable report says that the firm will hereafter be known as the Talking Machine Co.

The Heppie 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, where all but the grandest artists who sing for that company, alone were, heard in the cast, these including Lipkowska and Constantino, Daddi and Avondale. 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 of the manufacturing department, says: Richard Faulkner, manager of the Philadelphia Dictaphone department, has been away from the office sick. J. F. Scullin, of Atlantic City, has just opened a new line of fine phonographs, which will devolve the manufacture of the Columbia exclusively. It is at 33 South Pennsylvania avenue.

The Columbia Co. have been meeting with splendid success with their new $5900 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, Fitheti 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 Epiphany, and other places still to go on the schedule. The new Columbia records of songs by Alice Nielsen in English have been phenomenal successes. Manager Henderson has brought down Atlantic City weighted on the Philadelphia advertising department. As soon as the new store is open Mr. Scullin is going in his new store started.

H. A. Weymann & Sons start next week to make extensive alterations in their talking machine department. They hope to change their entire wont. The new store will be the biggest in the city.

The Weymann firm have 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 November 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 Fonotipia 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 $1.75

For Trade Use Victor Machines, and Victrolas.

"Velvet Tone" Needle Balance

What it is and what it does:

It balances the Sound Box and enormously reduces the resistance of the heavy-weighted andpricesized needles. Consequently, the strain on the motor of the Talking Machine is removed, for without this resistance the spring will make many more records at each winding and save many more years labor. The "Velvet Tone" Needle Balance is similar to a pair of weighing scales, as it leaves the extra weight of the sound box off the record, thereby insuring only a slight but sufficient pressure of the needle on the record surface. Furthermore, the "Velvet Tone" Needle Balance prevents the destruction of records by slipping, and eliminating any troublesome necessity of changing the needle every time a record is played. The harder a trial is made against a reservoir containing the greater the wear of both. This is exactly what occurs when "Velvet Tone" needles are weighted down, but are weighted up. In the former case, the needle is continuously touching with new surface of the revolving record, while in the latter the revolving record is reduced to the finest possibility—thus the record surface is harder than the soft steel needle, the little wear, will be all with the needle. The tender point of a needle is continuously touching with new surface of the revolving record, and as the needle is worn and dangerously blunted when weighted with a heavy balance weight.

Only the diaphragms of Sound Records should rotate in union with record sound cavity, but all scratch- and outside noises produced by the friction of heavy weighted needles against the record are eliminated by the "Velvet Tone" Needle Balance.

Rcmedy

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. Macaulay

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.

NOTICE
We have built a large business in selling the best needles. WHY DON’T YOU DO THE SAME?

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 expert journal estimated that the world is spending about $40,000,000 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 $5 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 $325,000 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 (30 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. They did this, and they now have fifteen branches throughout the country: Tokio (three), Osaka (two), Otsu, Nagoya, Kobe, Kyoto, Oka- yama, 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 $30,000 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 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 yen's worth of records can barely be thought of. As an indication of this, the tax list showing incomes of 1,000 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 bid 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

USE THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHHS

LIST PRICE 15 CENTS

FOR VICTOR TALKING MACHINES

LIST PRICE 25 CENTS

IT SAVES THE TONE

You can't afford to lose this protection.

NOSE 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 sapphire 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, 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. 18, 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, E. 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. Steiniert & Sons Co. have an excellent Victor department.

The Columbia Phonograph Co. have five 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’s Business of W. H. Bagshaw Has Developed with Quality as a Basis—Plan Increased Output.

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 EDISON’S IN “COMB CITY.”

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.
(Special to The Talking Machine World.) New Bedford, Mass., Feb. 11, 1911.

General business is reported good for this season of the year with an outlook that is encouraging.

Mr. 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. Steiniert & Sons Co. have a Victor department at their piano headquarters.

FURNITURE HOUSE TAKES ON COLUMBIAS.
(Special to The Talking Machine World.) Plymouth, Vt., 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 long standing business and sells a lot of talking machines. Mr. Barber handles the 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 Winkelman 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 H. 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 unique and pure tone 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 oblige you in the least and it may mean hundreds of extra dollars for you.
Erisman, the 1911. shows on tremendous chance featuring turn, nine business any statement lemmatical January, signs of stonific ston. management as N. Victor's. that Boat lines. an machine of destroyer of great advantage. Harry Meets the West happy. The orchestra of Columbia shows that he understands 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 Victorica 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 10 and 20. The E. T. M. Associates are planning a minstrel show to occur in April, when the two irresistible end men, Mesters 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.

Find's Business Good with Dealers. Charles R. Cooper, manager of the Edison end of the Boston Cycle & Supply 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 five 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 "bag, you're it," proposition with the managers of this department. One week there will be a manager; next week, none; and ad libitum. A bright man takes the job; the store thinks he makes too much money; the man is fired, and the sales fall with him, and this occurs at every "change of policy." The latter is d.a. for "you are discharged," and this week is an off week for the managerial chair. In off weeks, the writer has found the upholsterer in charge; another week, the sporting goods man; and also the book buyer, who happened in, 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 display 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 connoisseur.

Local Columbia Co. Personalities. 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. Flighner, 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.

From Our Boston Headquarters.

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, unusually, shows 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 profligate from a voluminous standpoint. This statement does not mean to imply that there was any existing pessimism, as, of course, the trade was encouraged from the satisfactory January totals, but they did not have any idea that the trade would break to 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 proof of the progress of the business. Columbia Line for Carl Fischer Store. The Carl Fischer music store—upstairs on Boylston street—has created a talking machine department by securing the Columbia Line. All the styles of machines and line of records are displayed at Fischer's. Victors for Moving Picture Theaters. At South Key Theater, Salem, and the Pasteau 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 proved 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 Victorolas. Harold Spence, with the 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. Spence is a talking machine man, as he is on the player-plato end of Mr. Parker's business, but he knows 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 to 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 a distinct briskness, it is sufficient to assume that H. R. Skelton, the Edison hash-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.

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 protesters 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 employees 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 employee 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 muslin bag which could be slung across the shoulder and carried home. Forty-nine barrels of cranberries were required to supply the 3,000 employees of the Victor Co.

It was indeed a sight to see the thousands of employees 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 $2,250 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 35 years.
LONDON TRADE IN FINE CONDITION.


(Special to the Talking Machine World.)


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 time of the year. The time of writing distributor's 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 interest of local area added to 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 succeeding buying 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 never looks upon talking machines as rivals to the sale of pianofortes and sheet music, with the result that the interest to the trade is real and the fair sale 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 more and more important 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 goods as far as selling 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 competition.

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 sold attempt is made to grapple with the many difficulties and evils which beset and hamper healthy trade development. In the pianoforte upside of course it is the case. There is no doubt that the artistic instrument business is doing fairly well all over, and it is hoped that the coming season may be as good as last year as far as manufacturers are concerned. The fact that the introduction of the talking machine has opened a huge field for business is clear, and everyone is looking forward to the possibility of a good year.

The new talking machines are very much in demand, and the trade hopes that the coming season will be prosperous. The manufacturers are making every effort to meet the demand, and the trade is confident that the coming season will be a good one. The talking machine business is one of the most promising in the music trade, and the manufacturers are doing all they can to meet the demand. The trade is looking forward to a prosperous season, and the manufacturers are doing all they can to meet the demand.

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 folder to the Stroh Makers.

GEO. EVANS & CO.

145 Albemarle Street, London

Or

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street

BOSTON

NEW YORK and

PHILADELPHIA
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 drums, 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 Erica 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.

ROYAL APPRECIATION of "HIS MASTER'S VOICE" THE GENUINE GRAMPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT

To H. M. QUEEN ALEXANDRA

THE GRAMPHONE COMPANY, Ltd.
21 CITY ROAD.

FRANCE . Cité Francaise du Gramophone, 15 Rue Blute, Paris
GERMANY . Deutsche Grammophon-Aktien Gesellschaft, 16 Hinterstrasse, Berlin
ITALY . Compagnia Italiana del Gramofono, Via S. Prospero 5, Milano
EGYPT . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . Direct Importers and Distributors, Huvetihk, Frihavn, Copenhagen

ROYAL APPRECIATION of "HIS MASTER'S VOICE" THE GENUINE GRAMPHONE

To H. M. the KING OF SPAIN

TO T. M. the SHAH OF PERSIA

THE GRAMPHONE COMPANY, Ltd.
LONDON

FRANCE . Cité Francaise du Gramophone, 15 Rue Blute, Paris
GERMANY . Deutsche Grammophon-Aktien Gesellschaft, 16 Hinterstrasse, Berlin
ITALY . Compagnia Italiana del Gramofono, Via S. Prospero 5, Milano
EGYPT . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria
SCANDINAVIA . Direct Importers and Distributors, Huvetihk, Frihavn, Copenhagen

RUSSIA . The Gramophone Co., Ltd., Krastaja Ploshchadj, Mittlere Handels-
Rollen 212-222, Moscou
Festanka 58, Petersburg
Also branches at Riga, Karloff, Rostov, Omsk, Tiflis
SPAIN . Cité Francaise du Gramophone, 86 Salinas, Barcelona
INDIA . The Gramophone Co., Ltd., 139 Jullundera Road, Calcutta

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 Vel-
vet-Face records!

Large Gramophone January List.

A phonemically 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 M. G. Carvey; a Quaker Girl"; Miss Gertie Millar also sings "Moonstruck" and "In Yorkshire," from "Our Miss Gibbs." From "The Chocolate Soldier"—"That Would Be Lovely" and "Sympathy," by Miss Jerome and Mr. R. Pembroke.

Madame Melba has recently made two new rec-
cords, and five other records of some of her most famous numbers, which the company say it has been imperative to have made owing to the im-
provement in recording since the time when Ma-
dame 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 as is follows: "La Mascotte," selection (Andraud); "Preludio Overture" (Weber), and "The Sorcerer," selection (Sullivan), by the hand of H. M. Coldstream Guards; "Spirit of Pageantry March" (Fletcher), Black Diamond's Band; "The Sold-
ers' Chorus, Faust" (Gounod), La Garde Re-
publique; "Choral des Epies, Faust" (Gounod), by La Garde Republique; "Wedding Dance Waltz" (Lachey), Herr Gottlieb's Orchestra; "As Once in May" (Lassen), Mme. Kirby Lunn; "Molly Bawn" (Lover), Mr. John McCormack; "Ingenioso, Requiem" (Verdi), Mr. Evan Will-
iams; "The Rosary" (Neville), Mr. John Harris-
son; "De Sun Is a-Sinking" (Bohmann), Mme. Emanuel Jones-Hudson; "Peter" (Scott-Gatty), Miss Margaret Cooper; Gems from "The Mi-
kado" Part I and Part II (Sullivan), the Light Opera Company; "Click, Clack" (Scott-Gatty), quartet by the Minster Singers; "Adagio Can-
tabile" (Tartini) the Renard Trio; "Ave Maria" (Schuberti), '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" (Pel-
itzer), 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 Nicolee Zedeler. But this artist was not able to elicit from any of our critics praise to equal that which her performances sus-
pired in one who heard her play at Wimborne-
sole (U. S.). What of this, for instance? Miss Nicolee 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 smashed of a corn-shucking in the mountains, with the bass 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 Sylvinus Thompson, the eminent au-
thority 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. Hoogh, Ltd., under date of December 23, 1910, as fol-
lows: "The Velvet-Face disc well fulfills its name, for it is wonderfully free from any scraping sound. If this condition of freedom from that prevalent drawback can, as you say, be
The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is the judicious handling of "just those goods that sell"—coupled with a perfect and prompt despatch system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines

14 models from £2.3/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPH RECORDS

3-minute series U. each. 4 minute series £1.6. each. American and English selections. Lists free.

Telegrams "Paton London," Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines

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

PETMECKY MULTIPLE NEEDLES

The finest needles made. We also control the Angelica Duplex Tone, Empire Speaker Point, and Turnaphone needles.

JNGH G. MURDOCH & CO. Ltd., 91-93 Farrington 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 again from the "Queen of the" opera, and "The Count ofLuxembourg." "Beautiful Garden of Roses," and all the best piano hits, etc. The V.F. needs only to be demonstrated to you, our valued patrons, 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 held 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 make a show of interest in the studies 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 a remarkable business revival is in evidence 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 Turnaphone 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 desire to maintain trade connections with this country can obtain almost any thing 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 1000 miles without a break, a well-known 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—the telegraph, 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 wherewith of the hundreds and one scientific miracles which he employs as a matter of course in his daily life?"

Aviator Moinat's Early Career.

The late John B. Moinat of "flyng" 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 Moinat 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 Talezis. Their loss has occasioned profound regret among music circles, and there is no doubt that the world will be left with records less enshrined, if we be allowed to say so, than some of the best baritones ever listed on Edison, Victor and Columbia records. A leading Italian operatic soprano, Madame Talezis, was exclusive to the Fo-notopia records of which she is responsible for a goodly number.

The Latest Edison Record List.

The Phonograph Co. draw attention to the fact that for the last month or so they have been issuing convenient boxes 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 of the Monophone includes some of the best known arias from popular operas by artists of the first magnitude. Here are the titles: Grand Opera Amorial Records—"Faust—Georgest sei nit" (All hail thou dwelling), (Gavotte), (Gounod), sung in German by Leo Slezak; "Mignon— Styrienne" (I know a poor maiden) (Thoma), sung in French, Selma Kurz; "Gioconda—Cielo e mar" (Heaven and Ocean) (Ponchietto), sung in Italian, Florencio Constantino; "Alfo—O cieli azzurri" (Nill Aria) (O sky of azure) (Verdi), sung in Italian, Marie Rappold; "La Bohéme— Ah Mimi tu pur" (Ah Mimi, false one) (Puccini), sung in Italian, Giorgini and Benedetti; "March—Marnare" (Ah! so pure) (Flotow), sung in Italian, Aristodemo Giordano; "Traviata—Beppe, liberi liberati" (The roared of pleasures) (Verdi), sung in Italian, Maria Galvany; "Paillacet—Prologo" (Prologue) (Leoncavallo), sung in Italian, Antonio Marchionni; "La Sonnambula—Girofle—Grands" (Drinking Song) (Loccq), Blanche Arral, Edison Amorial Records—"Thy Voice Is Near," march (T. Bennett), National Military Band; "Drake Goes West" (Wilfred Sanderson), David Brizzell, "Taking My Father's Tal" (Harravees), George Tyrone; "Fall in and Follow Me" (Mills and Scott), Stanley Kirkby; "Put on Your Ta-Ta, Little Girlie" (Bolles), (Leigh), Miss Flora Ford; "Les Paupières Polka" (L. Wenzel) (concert solo), Alexander Prince; "Early Closing Day" (H. Harworth), Arthur Osman "Nirvana" (Stephan Adams), Samuel Hempell "Lisa Ad Of My 'And' (Alex. Kendall), Jack Preis-...
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-Kenza list for February gives no less than eighteen popular pantomime hits—to say nothing of the medley by the Band of the Scots Guards.

Latest Pathé Record List.

The Pathé 16-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 Vennang, "Love's Old Sweet Song" and "Whisper and I Shall Hear." Billy Mersoon, who has taken brighton by storm in the pantomime, gives his famous Russian burlesque, "Wallapamik," and coupled with same is "The Gay Cavalier," while Arthur Leslie, the inimitable mime, contributes a lifelike reproduction of "I Want to Sing in Opera," Wilkie Bird's latest, coupled with "He Was More Like a Friend Than a Husband!"

In a Japanese Leper Hospital.

Miss Mary Martindale, writing from Kumanoto, 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, Gay Linton, Harry Trevor, Miss Besse Abeisen, Babalaka 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: (380) Selections from "The Yeoman of the Guard," Part I and II (Sullivan); (887) Andante and Allegro from "William Tell" (Rossini) and (389) "Sourire d'Avril" and Waltz from "Faust."
The "Gipsy" splendidly on large gramophone. You is certain way. particularly high the city.

The Gondolier's "Strange Adventure" (Sullivan). Harry Thornton is responsible for "Long Ago in Al-

cala" and "In Old Madrid," (385) Billy Whistlock offers him "Long Song" and "Billy Whistlock's Party," while (391) contains "Children's Carni-

val" and "The Hayrick Dance," by Max Witte with his "Fairy Ball." His Majesty King George has bestowed the honor of a knighthood upon the famous conductor of the Queen's Hall Orchestra. It is well de-

erved by his many congratulations to Sir Henry, who we believe is more or less indirectly associated with our leading talking ma-

chine 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 eliminating a myriahed 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 speaker should appear, and he went on to suggest that Ellen Terry or Madame Patti might consent to open by telephone. Counsel: How could it open by telephone? You mean grammaphone? Don't you? The lady would say into the gramophone, and you would reproduce it? Plaintiff (quickly): Yes, that is the way. (Laughter).

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 El-


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 settled, and the information may not be available for some time. But apart from the religious music and marches which will be specially com-

posed for the occasion, it is certain that the list will contain many compositions and 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 stimulus to offer records in the shortest possible time.

American Engineer Retained as Adviser.

Douglas Jackson, the well-known American elec-

trical engineer, and for several years—1891 to

1897—connected with many important Edison in-

terests, has been retained by the British Govern-

ment to advise upon the value of certain telephone properties recently 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 dur-

ing 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 ex-

ceptionally large number of songs which have found favor with the pantomime public, and since prac-

tically all of them may be obtained on cylinder and disc records, it is perhaps only natural that trade in this direction should be exceedingly satisfac-

tory. Machine trade has cost 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 stock their machines and records out of the way, to make room for the cycle. "Tis true, but pity 'tis, as the poet says, but the fact remains that the succession of interest in the propagation of talking machine trade which marks the beginning of the traders' rush this time of the season in the rank 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, talking machines will be purchased by 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-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 is to be desired, and will have some 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 Sonsa 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 cooperation on the part of many dealers, enormous sales have resulted everywhere. Lockwood's Man-

chester branch is showing increased returns each week, and the Perphone machines are gaining in popularity throughout Lancashire North, Derbyshire, Manchester, reports that he has re-

cently 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, Columbus, Edison-Bell, Toronto, Becca, Zonophone, Pathé and other lines sales are certainly keeping up well. The Glasgow and Edin-

burgh factors are doing good business with the new Edison Lander, and the special Scott-

ish titles recently listed are selling freely. The talking machine trade is holding up fairly well in Yorkshire, but unfortunately there are not wanting many signs of a decline 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 its output was £500 above that of even time the previous year, and January trade is proportionately as good.

CONSEQUENCE:

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

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

Finest Reproduction

No Ruin of Record.

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.

Sole Manufacturer

Sole Distributor

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

H. R. H. NICHOLAS

258 Broadway, Room 615

NEW YORK
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.

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 mesmer 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 Sossa record, or look out for 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' holl;
The rumbles 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. Lawrenece 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 particular. They are compiled from reports obtained from various dealers and from other sources. Here is the list:

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<th>Year</th>
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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-
BIG PURCHASE IN SPOKANE.
Graves Music Co., of Portland, Ore., Buy Out Two Phonograph Companies for $55,000 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 Ideal Phonograph Co., paying $55,000 for the stock and taking over the new company's stock and the franchise of the two companies a year ago.
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".
The new "Echo" Record Album advertised on another page is a distinct advance over the original Record Album introduced by the company a couple of years ago by the inventor, L. J. Gerson, now talking machine buyer for the Wamamaker 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.

NEW COLUMBIA CO. STARS.
Exclusive Engagement of Nordica and Fremstad of Grand Opera Fama, 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 opera stars, whose names and eminent artistic qualities are put on the market a year ago, is one of the most important announcements of the season. 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. Notice to All Dealers.

That There Will Be a Record Breaking At
		
tendance at the Convention.

The executive committee of the National Association of Talking Machine Jobbers will meet at the Chicago Hotel (Auditorium Annex), on February 19-29, for the purpose of taking up and discussing a number of matters of great importance to the members of the association. There will also be called for at the convention in Milwaukee in July, which, in the way, promises to be the most successful in the history of the association. Being the first convention held on the mainland, the national association, was formed in Buffalo, there is a tremendous interest already manifested in the occasion and there are 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 Ross 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, held in Boston, Massachusetts, the organization was 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 Mermod Co., which is representative in that city. It merits particular 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 interest into some 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 to open up the city and the dealer and the machine will flock in. This will be particularly true if the jobber has pictured a glowing account of the case 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 all 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 under no circumstances 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. 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 appears with a line under the best conditions and after a few months withdraws his support, so to speak, and by 'sup- port' I mean a fine made-up line, a 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 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 salesman must be able to do, or what they should be able to do, it is any wonder that the position is an exciting 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 few very 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 'need's are looked 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 warehouse, will doubtless arouse a great deal of interest in the trade at large. It may also be said that The Knabe & Co. have already considered 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 already considered the trade second in importance to the exclusive dealers as an avenue of distribution for their products.

William Mermod, of William Mermod & Co., 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 Jaco 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, in his recent Southern trip, visited Baltimore, Washington, Birmingham and Chattanooga. He was accompanied by his daughter, and returns to-morrow (February 10).

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?
What is the element that determines the reproduction of sound, and we have produced a Built Up Wooden Diaphragm which imparts to sound and natural a tone that it never had to charm listeners. You will marvel over the vast difference between wood and metal diaphragms. They improve the tone, increase the volume of sound, increase clearly, and make it possible to use samples of Diaphragms and Victor Exhibiting Sound Movers, which will be sold, 80 cents per dozen, and 50 cents per each. We shall be pleased to receive a simple order.

S. B. DAVEGA CO.,
126 University Place,
NEW YORK.
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.
Do you realize that only through the Columbia phonograph Company can you offer to your customers records by:

**OF THE SEVEN GREAT TENORS:**

**E NINE GREATEST BARITONES:**
Bispham, Amato*, Sammarco*, Baklanoff, Campanari, Gilibert, Blanchart, Van Rooy, Stracciari.*

**E THREE GREATEST BASSOS:**
Mardones, Journet, Didur*.

**EVEN GREAT SOPRANOS:**
Nordica, Destinn*, Fremstad, Nielsen, Cavalieri, Russ*, Boninsegna.

**E ONE GREATEST GERMAN LIEDER SINGER:**
Alexander Heinemann.

**E WORLD'S GREATEST VIOLINIST:**
Kubelik*, the only true successor to Paganini.

**RENOWED 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 growth.

**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 seizes, 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.

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 Pittsburgh, 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 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 sign on the left of him placarded: "Great Backdrop 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 Larger Exhibition Box," a detail, presumably, but very much up to the minute.

In this particular the company says: "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 Forgoing.

(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. Ballach is in charge of the new branch.

"Business is very good," said A. G. Kunde. Trade is decidedly better than at this time last year 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., and a member of the Association of American Advertisers and the National Association of American Advertising Managers, at Chicago, recently, before which he read 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 Ceycassian 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 ample 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 paper-mache, 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, Tetrazzini and Gaski.
Disc Record Manufacturers Demand Protection of Leipzig Chamber of Commerce Owning to Infringements Following Becoming Talking Machines Now in Germany—Discussing the Matter in Berlin—Popularity of the Hornless Machines—Itinerant Dealers Hurt Holiday Trade—Other Comments.

(Special to the Talking Machine World.)

The representatives of the talking machine industry at Leipzig have petitioned the Chamber of Commerce of that town to use its influence to stop infringements of the exclusive rights of the manufacturers in Germany is said to be endangered through the activity of Pathé Frères, of Paris. This step was instigated because France recently increased the import duty on German discs to its new tariff from 30 to 60 francs per 100 kilogrammes. This action will kill the disc export trade, which was hitherto flourishing. Germany levies only a duty of 5 marks per 100 kilogrammes, 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 the petition as a means of protecting the industry and staying off the impending ruin that these Pathé Frères discs should be taxed at 40 marks per 100 kilogrammes to the part of the various 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 collections of Scientific American have 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 of phonographical collections have already been designated, and they are marked with small flags. This gives a clear indication of 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 die-casts 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 of American Indians; one hears musical and Levinsky speaking. Furthermore, the voices of all the members of the Imperial House of Austria are here perpetuated. The catalogues, which contain the names, when phonographically, with the recording date of each.

Talking 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 orchestra, 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 pleasurable 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 referred to a commission to prepare a draft 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 branch offices in Berlin. If one considers how energetically the organizations of other branches of trade tackle any questions that concern its interests and reads their exhaustive pamphlets, the simplicity of the attitude towards the business of the American System of Musical Manufacturers who have shown such a thoroughness in the business. Unfortunately, the same thing is now happening at Munich, although the town is already preparing a tax on public amusements, from which naturally the orchestras 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 cinemas, and small theaters, whereas the unions of the mechanical music branches are holding aloof, though their interests are as in a great measure at stake. Their presence would certainly have been decisive in favor of our view of legislation, because the others present numbered several thousand.

Hornless Talking Machines Well in Favor.

In the talkling-machine business 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 meet the demands of modern 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 easier 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 phenomenon—the development, which was, however, in evidence before, but was not so prominent. Many shops, which were otherwise empty, are, for the present taken by the disc business. The dealers 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 310 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 machine that is not a "talker." The 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 no sufficient 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," 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 as 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 be, has only as much value to you, for naturally it beattles him, and that is something that you want always to avoid."

"So let the man who likes to talk, Stephen, while you listen. Your interest in what he says will commend you to him as a person of intelli- gence and appreciation. As he talks on he will have a higher opinion of himself, man as surely, as you listen, a better and better opinion of you."

"Stephen, learn to listen. At your age you should not be anything like so important. It is a contrari- ary 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 a smile, and a cheerful expression, you know, many a man at a disadvantage. For the world has blossomed 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. P. BOWERS REVIEWS CONDITIONS.

Popular Opinion of Lyon & Healy Summarized: Results in the United States during the Past Year for the Tribune of That City.

James F. Bowers, of Lyon & Healy, and former president of the National Talking Machine Job- bers' 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 outstanding 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 for music, and the growth in 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 last three months.

"Player-pianos—that is, the pianos which may be played by means of a paper roll—have gained tremendous favor, especially as regards the instrument produced. The latest player-pianos now have the piano. The music is cut very accurately now and in 88-note scale, and, therefore, play every note in climax. The machine has been used mostly by girls in the matter of expression-controlling devices, so that very artistic effects are possible.

"The harp, mandolin, guitar and banjo are enjoying a great deal of favor. Practically every college and school has its glee and mandolin club and the growth in the number of men's and orchestras is responsible for the largely increased number of harps now being sold.

"Talking machines have continued to improve 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 settle your accounts immediately. Goods must be removed from 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 card, or order, or a charge, without being posi- tive 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 customer that you are inexperienced, and unacustomed to an active business.

"Don't be discourteous. It is a fault that can- not be excused.

"Don't disregard instructions from 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 Aedican Co., New York, and expressed her satisfaction with the talking machine and the tone 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 mar- velous.
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 ELIIS 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 sure to make displays that will assure them of the confidence of their customers. A well appointed window is just as necessary to the success of a retail operation as is an adequate supply of merchandise. A show window that is not well kept may drive customers from a store just as it drives them from a home.

The Victor Company is probably not alone in realizing the tremendous influences that good windows exert in stimulating trade, but, 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, I was a window designer. I was hired toward the tailing machine. The Victor appeared 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 due 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 landed 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 famous displays of these two stores proving to them that all Victor dealers should be educated into this method of advertising.

It is another way of saying that I have traveled 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 to see that the real value of importance of his window. With the assistance of an artist and a boy 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 advertised the mystery of cataloging 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 followed orders have 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 error, but a first class investment, and the confidence of the hundred dealers throughout the country, to the extent that they have signed our standing orders for all Victor dealers, and 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 with out 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 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 every Fourth of July window, shown here, I took advantage of the leading magazine and newspaper crusade urging the celebration of the Fourth with a manly and safe spirit, and I gave the 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 tall pieces are not different from the real cannon, but the body of the cannon is merged 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 your WAC.

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 sound of battle, but the musical burst of a national song.

Back of the cannon is a little girl, her foot on the truss piece, and she has supposedly just fired the record in her patriotic enthusiasm. She has a canteen hung from her shoulder on which appears:

I bought Victor Record Guns
Instead of Firearms
showing that she has been taught how to celebrate in a manly and safe manner. Directly in front of the girl are six Victor records built in cannon-ball fashions, each bearing a record with the name of a good patriotic air on it. The knapsack suspended from the stocked 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’t Get a Better Rifle in Perfect Safety,” etc., and the entire window was a very effective display, as shown in the reproduction.

This window could not help but impress the fact that it is another advertisement of the Fourth of July other than by fireworks and cannon, 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 announcing 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 in New York, and in England, France, and, 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 recordist, 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 Rising 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 listlessness 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 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 PHONOGRAPHER.

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 in 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 Acra, 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 debts to land which was suspected of bearing gold.

"I asked him how he got the debts. He grinned. I cannot attempt to give his dialect, but he said the phonograph was visible.

"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 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!"

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.

DEFINING A PRIVILEGE.
How One Concern Prevails Upon Help to Work Overtime Cheerfully.

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 employees 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 employee of any importance, the whole force is kept at work for full time on the Saturday next succeeding. As a result, no employee ever dares another to object. "We give Saturday afternoons as a privilege, not a right," says the manager.
36.

THE TALKING MACHINE WORLD.

TRADE NEWS OF THE MONTH FROM CLEVELAND


(Special to the Talking Machine World.)

Cleveland, O., Feb. 8, 1914.

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. Improvements, improvements and removals to more elaborate quarters of the business show the growth 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 lesser demand for the higher grade machines and operand 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 material, and improvements in the reproductions of the records resulting in a wonderful versatile musical instrument.

The February Victor, Columbia and Edison lists of records include many purchased "For You Alone," in English, by Caruso, and two solos by Constandino, with the soprano and tenor duet, "Alma, Where Do You Live?" by Spencer and Gravitt.

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 from her husband, on the ground that every time she had company in the house, he disappeared for several hours, 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. In the Alhambra ex-periment wins the public favor it will be an example for other theaters as well as for the town halls of music-loving, is too far from the center of population. In fact, it is one of the great questions of the day. 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 opened 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., which have purchased the latest model Edison kinetoscope, which is used in connection with the phonograph to throw pictures upon a screen in the show window of the company's exhibit room. The picture shows the present 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, as 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 is Henry H. Schenck, traveling expositor and repair expert of the Victor Talking Machine Co. He spent a few days at the first of the month with the different dealers exhibiting and demonstrating the latest model 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 conditions as he found them in his travels. He instantiated 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 David E. Broad & Co., Inc., New York, in the adjoining department. He visited here last week with relatives and a host of friends.

Thomas H. Hoge, the Sales Manager for the Victor Talking Machine Co., spent several days in Cleveland and vicinity the latter part of January and first of February. The dealers give 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. O. Riesman, 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. B. Llub, of the Eclipse Musical Co., of this city, now with the New, Clark & Neal Co., Victor and Edison distributors of Buffalo, spent a few days in the city recently. He was soliciting orders, and it is reported he found trade good in all the towns he 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 1306 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 rich gold, of full length plate glass booths most conveniently arranged and the large and beautifully furnished reception hall, all brilliantly electric-lighted, impress one as not being among the 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. Powell, 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 Edison products.

The Talking Machine Co., under the management of S. A. Mintz, is doing a thriving business. The company handle the Victor and Edison goods.

A. W. Robertson, who has had the advantages 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 transaction was made February 1, under the supervision of Marion Dodson, treasurer of the Columbia Co, and Geo. R. Madson has been appointed Cleveland manager, and it is his intention to greatly extend the operations and make this city more of a distributing center than here before. In his opinion, he is negotiating for a large store in the vicinity of Euclid avenue and Ninth street, which will be fitted up in the style of the Chicago store and 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.

Miss Violet Voitker, who has been with the Columbia folks for the past six years and who is one of the most indigent 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 machine on the market, 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 advancement 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 talking at a moderate price.

The U-S record department has just been installed in larger and more suitable quarters. This was considered necessary by reason of the steady and increasing demand for the product — the record which absolutely overcomes all "loss from breakage," and which has become noted for its unfailing quality of tone and sound.

"The impetus in business during December, especially as regards Victorola, continued throat 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 it is showing very favorably in the purchase of one or more. Prospects are very encouraging."

Phil Dorn, manager of the talking machine department of Collister & Bros., wholesale distributors, said he was very well pleased with conditions in trade both in the wholesale and retail departments, the only drawback being his inability to satisfy a sufficient Victorola demand. The large sales of machines during the holidays is reflected in the present excellent demand for records, especially, said Mr. Dorn, for the 10-in. and 12-in.Sizes.

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, and is just now booking a large clientele for records in the different foreign languages, as well as English.

"We are very busy in all departments," said O. E. Black, sales manager of the American Phonograph Co. "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 Victorolas and Auberolas and Edison grand opera records is fine. The piano trade is excellent. We have just taken the agency for the Alhstrom 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 phonograph machines, making a very attractive display. John I. Kears, in charge of this department, said trade was good and exceptional in the record department. Mr. Friedlander, of the Bulley 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 records. The Edison 91-due dixies, 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 distributor, in speaking of the business in the Victor line for the first month of the new year, said that he had the best January in his 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 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, on a claim for damages for breach of a statutory injunction 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 a finding by the 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 the highest court have carried forward long and long 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 to the merit of the 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 company's most directly concerned.

Another case before the Supreme Court of New South Wales was decided adversely to the defendant, H. H. Hunter, who was "unjustly 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.


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 telephone. Then he was transferred to the early talking-machine plant, and was still further transferred to another plant, his introduction to the talking-machine trade, of which he said:

"My contract 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 reorganizing their western office and our company thought they saw such a great future for the phonograph that they accepted the jobbing agency for the line and also operated a store at Streets and Washington streets, New York. This was brought about by A. S. Martin, president of the Tea Tray Co., New York, N. Y., 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 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 Braddock to make needles—pin like needles in New York City. 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 was a caution. Haworth & Shible were then getting into the field and contem- plated making needles, and one day Haworth 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 Haworth's surprised inquiry. "Who from?" "Oh, to go to South Africa." In fact, everything of a similar kind in sales, either of records, machines, or anything, went to South Africa, according to the character of our statements of our manager.

"In those days there was no litigation 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 I. 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 'drubbing,' I can remember when the Chicago Talking Machine Co. had a long bench rigged up with 'drubbing' 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 of it. This 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. During the time 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 expressive or adequate name—was so actively and enthusiastically developed by the public in its possibilities as one of the finest and best musical instruments ever invented."

S. B. DAVEGIA ON WESTERN TRIP.


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 1910, decided to invest in lands of considerable 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 most valuable 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 Seattle. The proper time is right this year for not only 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.

THE TALKING MACHINE WORLD.
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 29. 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 American 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 Senator 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 $46.41 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."

LEWIS H. CLEMENT VISITS THE VICTOR PLANT.
En route to Washington, D. C., to attend the National Merchant Marine Congress last month, L. H. Clement, president of the Whitney & Carrier 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.
While the manufacturers and distributors of the talking machine have, comparatively speaking, wasted so little or no effort in creating a demand for the machine itself as the manufacturers of writing material have wasted effort in creating a demand for the writing material itself, the industry has been sufficiently successful to have practically monopolized the field. The result has been a demand for the machine, the growth of the machine industry, and the establishment of competition between the various manufacturers. The result has also been an increase in the price of the machine as well as in the price of the related supplies.

The Victor Talking Machine Co. are to be felicitated upon the renewal of their exclusive contract with the Edison Chain of stores, the world-famous operator tenor, who has long been under contract with Edison. His contract with Edison has been renewed, and he is now under contract with the Victor Talking Machine Co. The renewal of his contract has been hailed as a great event by the Victor company, and it is expected to result in a considerable increase in the sale of their machines.

In the World's letter from Tokyo 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 to the song as sung by him on that particular occasion. This position of the courts, according to Mr. Prescott, puts 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 new page, makes a diametrically opposite statement regarding "dubbing" records, and says that 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 reproducible 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 decimation, 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. Ingestious 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 Chaffnield, United States Circuit Court, Brooklyn, N. Y., when a nest of "conspirators," as they were termed in the accompanying documents, who aimed at crippling the business of one of the largest record-making companies, whose investments represented millions of dollars and years of costly experiments and unremitting work, were placed in the dock 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 mysterious 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 that 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 heartfelt thankfulness.

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.
OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to the Talking Machine World)


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.**

Baracoa, 3 pkgs., $128; Callao, 8 pkgs., $429; 4 pkgs., $341; 7 pkgs., $177; Cochoa, 9 pkgs., $122; Corinto, 2 pkgs., $142; Havana, 7 pkgs., $319; 9 pkgs., $182; 11 pkgs., $508; Iquique, 5 pkgs., $149; Kingston, 4 pkgs., $306; London, 308 pkgs., $7,230; Melbourne, 6 pkgs., $906; Milan, 11 pkgs., $734; Santiago, 4 pkgs., $307; Trinidad, 4 pkgs., $355; Vera Cruz, 165 pkgs., $2,241; 38 pkgs., $2,376.

**JANUARY 17.**

Amapala, 4 pkgs., $934; Azul, 6 pkgs., $131; Barcelona, 2 pkgs., $134; Cape Town, 157 pkgs., $3,222; Cienfuegos, 3 pkgs., $1,409; Colon, 2 pkgs., $115; Frankfurt, 16 pkgs., $2,669; Gayaquil, 4 pkgs., $206; Hamburg, 84 pkgs., $1,104; Havana, 16 pkgs., $885; Las Palmas, 5 pkgs., $367; London, 209 pkgs., $4,812; 17 pkgs., $1,335; 13 pkgs., $4,400; 147 pkgs., $3,033; Manilla, 59 pkgs., $1,160; Milan, 16 pkgs., $1,262; Para, 14 pkgs., $907; Port of Spain, 2 pkgs., $112; Rio de Janeiro, 29 pkgs., $2,955; 75 pkgs., $3,585; Savannia, 19 pkgs., $2,264; Vera Cruz 460 pkgs., $11,400.

**JANUARY 24.**

Berlin, 40 pkgs., $1,016; Buenos Ayres, 143 pkgs., $6,894; Callao, 5 pkgs., $579; Chemulpo, 4 pkgs., $215; Colon, 12 pkgs., $202; 14 pkgs., $206; 4 pkgs., $110; Havana, 15 pkgs., $582; 4 pkgs., $171; Kingston, 4 pkgs., $236; Liverpool, 21 pkgs., $1,575; London, 7 pkgs., $3,266; 17 pkgs., $4,472; Mac- orias, 3 pkgs., $184; Montevideo, 56 pkgs., $5,521; Para, 49 pkgs., $3,401; Port au Prince, 14 pkgs., $350; Puerto Rico, 8 pkgs., $146; Rio de Janeiro, 7 pkgs., $245; 14 pkgs., $782; St. Petersburg, 6 pkgs., $701; Vera Cruz, 100 pkgs., $3,078.

**JANUARY 31.**

Acapulco, 5 pkgs., $111; Bombay, 10 pkgs., $255; Buenos Ayres, 129 pkgs., $5,194; Cape Town, 21 pkgs., $604; 5 pkgs., $126; Colon, 2 pkgs., $386; 9 pkgs., $201; Frederiksted, 6 pkgs., $105; Havana, 4 pkgs., $275; Havre, 902 pkgs., $4,489; 40 pkgs., $806; La Paz, 4 pkgs., $190; London, 103 pkgs., $3,658; 2 pkgs., $185; Rio de Janeiro, 21 pkgs., $857; Trinidad, 1,532 pkgs., $9,000; Yokohama, 8 pkgs., $929.

**FEBRUARY 7.**

Berlin, 62 pkgs., $1,360; Bluefields, 6 pkgs., $150; Bombay, 5 pkgs., $221; Buenos Ayres, 3 pkgs., $236; Callao, 7 pkgs., $1,005; Cartagena, 4 pkgs., $180; Casca, 3 pkgs., $227; Cienfuegos, 6 pkgs., $165; Colon, 27 pkgs., $375; Corinto, 5 pkgs., $138; Cuna, 3 pkgs., $143; Iquique, 4 pkgs., $234; Limon, 9 pkgs., $132; London, 206 pkgs., $4,300; Manilla, 83 pkgs., $7,564; Montevideo, 9 pkgs., $715; Rio de Janeiro, 138 pkgs., $12,902; 39 pkgs., $3,427; Valparaiso, 13 pkgs., $100; Vera Cruz, 19 pkgs., $405; 44 pkgs., $160.

**WORTH OF SALESMAHESH.**

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 must and do depend upon the business which was done during some other period. The cost of selling is a more or less fixed cost, and cannot be gouged by the profiteers 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 the lowering of the three clergs to only all 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.

KNABE HALL WHERE THE COLUMBIA LINE WILL BE FEATURED.

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.

The opening of the department and will figure among the future attractions of the company’s great piano warerooms.

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 change as successful as and much as 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 completely featured 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 of their three years’ 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 advertising 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 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 cleaning and re-arranging stock.
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 Oultfit 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 line of Wood veneers, in Appleton, Wis., in Chicago, Ill., in St. Louis, Mo., and in New York City, 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 Uddell Cabinets?
Are you going to write for it when?

(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 trade, for the correspondents in various cities have never before 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 failed to accumulate.

Creating Music Roll Accompaniments.

Chicago has cultivated initiative as a habit, and this applies to the talking machine and allied lines. The following is the result of such efforts.

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. Now in the various engagements, in order 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, with branches of its own and with foreign offices 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 roles specially made for accompaniments to Victor records, and which are now available:

Q. R. S. CO., CHICAGO.

Roll.

70009 Rigoletto Quartet
70010 Trumpey (Oland Powell)
70011 Violette (Holman-Beale)
70014 The Mammoth (Schumacher-Beale)
70017 Queen of the Quaas (Caruso)
70100 Queen of the Quaas (Caruso, A. E. Allen)
70101 La Donna Mobile (Caspian)
70102 The Westminster Choir
70103 Sextette of the London Philharmonic Orchestra
70104 MeLOGRAPHICAL ROLL CO., BUFFALO, N. Y.
8010 La Donna Mobile (Caruso)
8015 MeLOGRAPHICAL ROLL CO., BUFFALO, N. Y.
8020 Caro Nome (Mella)
8025 Medley of Melodies (Mella)

The University orchestra at the University of Chicago has a number of accompaniments arranged for this work, but they are not listed in their catalog.

There are some twenty rolls being prepared now by Q. R. S. Co., which will be on the market very shortly.

Mr. Allen is now in charge of the exploititive work for the Schaeffer Piano Mfg. Co., producing a player-piano containing their own principle of pneumatic action. He is a thorough musician, has studied abroad, and for many years was a pipe-organist and director of boys’ choirs. He says that he has been able to find objects in which he has aroused a realization of the musical value of both the Victor machine and the player-piano in the minds of 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 Violette" record, accompanying it on the player-piano.

Chas. D. Allen’s Views.

In a chat with the World, Mr. Allen remarked: "Accompanying the talking machine with the player-piano? Why not? The wonderful records of the world’s great singers and instrumentalists are interesting to a man who is not even theoretically familiar with the player-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 already tried it and has great array of 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 the player-piano. The talking machine company wants its instrument played perfectly, so one must not be hampered by technical difficulties. The highest musicianship consists of something more than mere ability to execute difficult passages correctly. It consists of the ability to interpret perfectly. We must not allow ourselves to confuse the words musician and technician, for the piano is the musician’s and the player-pianist’s, with practically no technical knowledge of music, have developed a far greater musical knowledge and interpretative ability than is commonly realized. To this is added a new field, rich with beauties, and one in which the possibilities are unlimited.

"For the budding musician one cannot imagine a better educational medium, and will develop his skill 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 future. That is the secret of this art which comes 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 earnest amateur.

"One should not imagine that the ability to accompany the talking machine is no practice, because after all, 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 simple enough. The manufacturer’s new automatic figures of rolls for player-pianos are showing their interest and 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 subscription engagement, 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 issues forth, of course, from Victor’s and Victrolas, and the stage lights are managed in the most scientific manner, producing the most realistic results. Mr. John III, the stage manager of the theater, and who accompanies the performances by illuminating pictures, is here completing arrangements. The Victor Theater will be open every night at 8:30, or as near as can be arranged, and probably three evenings a week. At any rate, both matinees and evening performances will be given all next week. Hundred and fifty 70000 price invasions 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 remember that A. V. Chandler, the popular and efficient representative of the NationalCo., is ill at his home in this city with what is feared is incipient pneumonia. Mr. Chandler, however, is about as game as any one, no doubt is entertained by his friends here but that he will successfully weather the storm.

Candidate for Judiciary Honors.

C. W. Goodwin, a prominent Chicago attorney, who is a member of the one time committee 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 Photographic Co.

Columbia Notes.

In their new headquarters at Washington and Wabash avenues the Columbia Photographic Co., have recently moved into new and equipped quarters as can be found anywhere in the country. The company has 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 de- signs exceeded any expectations. The manager of the Columbia office, is enthusiastic regarding this latest effective method adopted by the company.

C. C. Furbish, 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.

Vice President and General Manager of the Columbia headquarters here the past few days were H. H. Niehaus, successor to Phelps & Niehaus, Columbia dealers of Quincy, Ill.; M. C. Nasson, East Chicago, Ill.; J. C. Randall, Geneva, Ill., and Tom Butler, Marion, Ind.

Wiswell’s Eastern Trip.

J. 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 month of January 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.

Mr. Wiswell is meeting with a most excellent demand.

Visitors.

Geo. Ormstein, 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. Bialch, 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., Detroit, Mich., a large talking machine dealer, is in Chicago this week.


The Talking Machine Co. is another concern which has 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 came to the company’s headquarters during the automobile show were the following: A. P. Grebard, manager, John Oken, Chapin, Ill.; August Peters, Benton Harbor, Mich.; Chas. E. McLean, Mr. Pleasant, Ill.; George Butler, Butler Machine Co., Marion, Ind.; Mr. Bergh, of Bergh Piano Co., a close Wils.; A. V. Lyle, Janesville, Wis.; Mr. Schaeberle, of Schaeberle & Son, Ann Arbor, Mich.; Henry Habu, Dalton, Ill.; C. E. Goodwin, Mr. Allen, Appleton, Wis.; F. D. Watson, Leland, Ill.; J. E. Wilson, Mendota, Ill.; A. D. Swanson, Galena, III.; C. A. Fenn, Bloomington, Ill.

(AContinued 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 at length 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 and employees in the remarkable wholesale talking machine business of which he is the head. The 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.

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 present 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 a striking resemblance to her almost namesake, Geraldine Farrar, the famous opera singer and Red Seal artist. Misses Boothwell and Katzman have each given seven years of competent service to the company. Miss Wolfbrecht has efficiently "booked" them for six years. Miss Schuler has been there four years, Miss McGeary three years. Miss Johnson two years, and Miss Grace Holly, she of emphonic 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 ablest god, Cupid, was getting very busy, 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 CONSIDERED.

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 retards a service, sells a device or material that 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.

60 YEARS' EXPERIENCE

PATENTS

Trade Marks

Designs

Copyrights &c.

Scientific American,


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

1904 North 4th Avenue

Cragin Station

Chicago, III.
Lyon & Healy

SERVICE

Filling Orders Accurately
Filling Orders Completely
Filling Orders Same Day as Received

Have You Tried this Service?
It Will Pay You

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

CHICAGO
RECORD OF VICTOR AND PLAYER.


(Topical to the Talking Machine World.)


The picture herewith shown was taken while Ernest McGill, of the Chace & Baker Co., was playing an accompaniment on the Chace & Baker player-piano to Caruso's singing of the "Arioso" number from "Pagliacci," on the Victrola. The gentleman standing just to the right of a Victrola in the picture is J. C. Emahizer, at the head of the Emahizer-Spaldan Furniture Co., Topoca. 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 aime,'" by Schuetz, and "Whispering Flowers," by Blau-Rosenbecker. Other artists appearing on the program were Miss Leavitt, soprano, who sang with pleasing grace, according its first by Miss Haveger and then by the Chace & Baker player-piano. Miss Walker, 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 Chace & 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. Doree & Sons Co.—Columbia Co.'s Excellent Trade—Other News in Tabloid.

(Business to The Talking Machine World.)

Baltimore, Md., Feb. 6, 1911.

"It might seem 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 characterised it during the last 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 corder 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 & Stuyman, announced that among the many sales made during January he disposed of two Columbia Grafonolas. Regrets 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 world.

A THESIS IN ADVERTISING.

The word advertising is composed of seven letters, the first one is A, the second is D, the third is V, the fourth is E, the fifth is T, the sixth is I, and the seventh is N. There are, however, several other words which contain advertising. Every little Has a Meaning of its Own—An A B C Book for the Business Man.

The word advertising is composed of seven letters, the first one is A, the second is D, the third is V, the fourth is E, the fifth is T, the sixth is I, and the seventh is N. There are, however, several other words which contain advertising. Every little Has a Meaning of its Own—An A B C Book for the Business Man.

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The Talking Machine World.

Now Sold Everywhere
All Hardware Men
WILLIAM F. NYE
NEW BEDFORD, MASS.

WANT MORE GOODS IN CINCINNATI.

Dealers Complain About Difficulty in Getting Stock.—Columbians 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 troubles lie 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 day.

Professor John L. Shearer, of the Ohio Mechanics' Institute, this city, unconvincingly 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 sitting the conductor the cause for the assembling of the populace the American was told. He 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., 30 West Fourth street, will be located on the first floor. Mr. Ahau, 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 months.

Strange things happened to the stock of records of the Joseph Krolage Co. in the fire which took place on Monday night. Monday night's configuration 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 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 $5,000.

Manager R. J. Weeks of the Columbus Phonograph Co., reports a splendid January business, in all departments, being particularly pleased over the sales of Grafonola Regent 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 and opera records. The Alice Nielsen records have been received with great enthusiasm.

Marion Davies, 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 is expected 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 of this former successful business are this 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. John Thorpe, of the Victor Co., who has been giving daily concerts in connection with his theater, showing in tablature various scenes from the opera as they are reproduced faithfully and true to the original harmony and artist. The crowds grew daily, till it was impossible to accommodate those who wished to attend the concerts. The last concert was given this week. Unprecedented requests were received for a continuation of the concerts. Mr. John 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. It has been marked interest 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 exceeds 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 preceding period last year. The wood Coper 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 hit 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. Poore, 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 scooped $75 in tickets.

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 Brides 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 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-oyucky 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."


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 idea 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 agone. 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 un-musical 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 Sembrih, and it becomes clear. We speak of the opera—children have never heard opera—their parents, perhaps, have never heard opera—they do not know how what we mean. But give to an eighth 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 they must 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 $600 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 Kromhage, 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.
GOOD BUSINESS IN MILWAUKEE

For the Talking Machine Men During January

—Money Easier and Collections Improved

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 come 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 exhibitions which are being given at the various public school buildings by the Milwaukee Journal. These entertainments are attended 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 uses it to the fullest 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. Frisch, a young man aged 29 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. Frisch was forced to spend some time at the hospital, but is about once more.

Milwaukee talking machine men are much aroused 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 most an excited manner.

"Oh, Mr. Borup," said the lady, "I have a most astonishing 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 tortured a number of dogs terribly to make them bark and howl when they are supposed to be a charging a negro who has committed an awful crime. Why, they made him scream, and make 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, having buns 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 upon 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 Summertime," 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 Sali," "In the Hour of Trial," "Ben Bolt," and "We Are Tenenting 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, 510 Grand avenue, is living up to his record of opening one new Columbia branch store in Milwaukee each month.

- End.

Linotronic 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 Linotronic Recording Horn is made of bakelite, without song for those who are owing to its construction and its peculiar acoustic properties, is best adapted for recording purposes.

Order Through Your Jobber.

THE PARDEE-ELLENBERGER COMPANY

90-104 State St., 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 Victorias 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. Byers 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-

ling 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. Kaufman, traveler for the Columbia Phonograph Co., is making his regular trip through southwest Missouri and Arkansas, having a good business.

The Acolian 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 man on the new Caruso records.

C. O. Thompson, in charge of the wholesale talk-

ing machine department of the Acolian 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.

A. A. Carr, traveler for this concern, is now on a trip through Ohio and Kentucky.

The Silverstone Talking Machine Co. report hav-

ing 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 Koecher-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. O'Leary, 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 im-

proving prospects.

The Théòles 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 selection and kept them all. This firm reports a good January trade.

The Rollman Bros. Piano Co. report their talk-

ing machine business quite satisfactory for the month.

O. A. Gressig, manager of the talking machine department of the Acolian 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 Central Europe. 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. Howes Piano Co., Memphis, has been made manager of the same department.

S. W. Goldsmith, trader for the Victor Talking Machine Co. from the home office, spent a few days here recently calling on the trade.

William Vooder, of the Excelsior Co., Cape Coral, Mass., a talking machine dealer, was a recent visitor here.

WHERE CLOCKS SAVED TIME.

With Time Always in Sight Employees Did Not Have to Stop Work and Begin Gossiping.

Every employer who watches the clock is losing time. Yet clock watching is necessary in planning work. Employees watch clocks because they are set at tasks and work and have been posted on the pass-

ing of time as their work progresses through the day.

The superintendent of a big city office was an-

noyed by the constant complaints among em-

ployees 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 clock that was lighted at dusk. Thus at a glance, any employee could learn the date, hour, minute and second, without disturbing anyone else in the process.

The clocks cost $24 a year; the lights were esti-

mated at $1 a year for current and maintenance; the calendars were supplied gratis by a firm whose interest they are. The manager saved the entire year's investment during the first month in em-

ployee's time that had formerly been wasted.

Final facts and list. When you come to your place of business each morning have a 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 today—Two kinds of people, no more, I say. Near the one end, far and small, for all the world to see, are the,LIFTERS. The good are big 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 his little span, Who puts on vain airs is not counted a man.

Not the happy and sad, for the city flying years Bring each man his brother and his trysted heart to press.

Not the two kinds of people on earth I mean, Are the people who lift and the people who lean.

Wherewer you go, you will find the earth's masters Are always divided just in two rigid classes.

And oddly enough, you will find too, I mean, There's only one lifter to twenty who lean.

In which class are you? Are you eating the load Of overtaxed lifters, who toil down the earth, Or, are you a leader, 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, Col-

umbia Phonograph Co., was born in Kansas in 1871, but came East while very young. He was a printers' devil on the Lithoer's Press, 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. Metz-

ger's next experience was in connection with the Wincham Book Club, and his next advertising manager of Everybody's Magazine he became the chief member of the Hampton's Advertising Agency staff and continued there until his present connection.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)


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 that possesses 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 and soundwaves as accurately reproducing the volume and register of the original sound without distortion or the absence of any of the characteristics associated with the use of single discs.

In the accompanying drawing, which illustrates one embodiment of the invention, Figure 1 is a perspective view of the diaphragm, and Figure 2 is a sectional view showing the inner face of the diaphragm. Figure 3 is a plan view showing the central portion of the diaphragm, and Figure 4 is an enlarged sectional view of the central portion of the diaphragm.


The objects of this invention are to provide a sound-box casing of durable and soundproof form suitable for easily assembled parts, few in number, and which may be readily taken apart or assembled; to provide a light and rigid styli bar; to provide a ring or gasket for the diaphragm which is symmetrical in construction and which is securely located in the casing; to provide an improved form of porous ring or gasket for mounting the diaphragm and to make provision for holding the said gasket; to provide a torsional spring mounting for the styli 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 the 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 air by the leakage of air past the diaphragm in order that the full effect of the action of the diaphragm upon the air may be derived 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; Figure 2 is a sectional side elevation of the sound-box; Figure 3 is a sectional front elevation of the sound-box; Figure 4 is a sectional side elevation of the sound-box; Figure 5 shows the front of the arrows; Figures 6, 7, 8 and 9 are enlarged perspective views of details of construction, and Figure 10 is a sectional view of the line 9-9 of Figure 2, and shows modified forms of hollow stylus bars.

Fig. 10 shows forms of hollow stylus bars.}


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 of uniform thickness throughout, excepting in the center, where it may be located above-mentioned diaphragm.

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 producing 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 resistant to moisture and unaffected by climatic changes, and is capable of giving out clear, loud and distinct tones of great volume and depth, 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 ali-like noises such as blasts and scratching sounds which are so frequent with the ordinary diaphragms.

Figure 1 is a side view of a diaphragm which embodies the invention, and Figure 2 is a cross-section, on a large scale, of said diaphragm.


This invention relates to gramophones and particularly to brakes for the same which will stop the rotation of the turntable 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; Figure 2 is a central longitudinal section of the brake operating mechanism; Figure 3 is an interior elevation of one of the operating shafts engaging levers; Figure 4 is an end elevation of the brake operating shaft illustrating the co-operation thereof with the gramophone shafts.


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, resilience and capacity, 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, Figures 1 and 2 are side views of two diaphragms made in accordance with this method and the arrangements of the lesser or minor diaphragms, and Figures 3, 4, 5, 6, 7 and 8 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.


This 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 pieces of cloth in the manufacture of my improved phonograph horn. Figure 5 is a central, vertical, longitudinal section showing the cloth layer stretched upon a horn-shaped form. Figure 6 is a plan view of one of the segmental blanks of cloth used in the manufacture of the horn. Figure 7 is a view in side elevation of the horn with a portion of the edge broken away and shown in central, vertical, longitudinal section.


This invention relates to improvements in electric brakes for graphophones, and the prime object is to provide an improved construction of electric brake mechanism for graphophones whereby the mechanism 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 after the needle has reached any desired place on the record.

In the accompanying drawings: Figure 1 is a plan view of a disc graphophone with parts broken away and showing the application of the invention; Figure 2 is a vertical section of the same on the line 2-2 of Figure 1; Figure 3 is a rear view; Figure
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.


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 division of the line. 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 in B, BNW and BII. The cabinet is to sell for $35 and $50 list. The $35 cabinet is equipped with racks for albums, while the $50 cabinet will accommodate nine albums, bounded in substantial cloth, with gold lettering to suit, fitting ten and twelve-inch disc records, and with a capacity of 100 records. The cabinet work is in golden oak to harmonize with the machine outfit of the same finish.

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 thought they 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 Dober 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 courteous manner 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 Feiberg, 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. Feiberg landed an order in New York city this week exceeding $55,000.

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 unequaled. 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.
Leading Jobbers of Talking Machines in America

PERRY B. WHITSTI
PERRY B. WHITSTI CO.,
233 South High Street, Columbus, Ohio.

JOBBERS
Edison Phonographs and Records
Victor Talking Machines and Records

D. K. MYERS
3319 Flansay Avenue
ST. LOUIS, MO.

An exclusive Jobber in U. S. of
Zon-O-Phone Machines and Records
We Fill Orders Complete Give us a Trial

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.

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 in that town.

VICTOR & EDISON JOBBERS

JOHN M. DEAN

Makers of Puretone Needles—the fastest-selling needle on the market.
Daily capacity of plant, 2,000,000 needles.

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 plan of sale they have adopted 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 be necessary paying a commission to agents or canvassers.

"See what use you can make of this advertise- ment (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's Loesser & 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 arrange- ment 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 where bids are afoot and keep in touch.

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 Cuts 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 volume of the department's work, press copies of each were made for the files and for the accounting department.

This is how $6,080 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 opera- tors, 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 were along. To prove the addition the operator noted the columns in the accumu- lator and the total was copied and verified. If it stood at zero in all columns, the addition was cor- rect, 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 con- stantly, while the billing department was very ex- pensive. With the installation of machines, only half the floor space was required, half the furni- ture, fewer printed forms and less stationery. Instead of twelve employees the department was conducted better with six. The cost of the equip- ment—$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 COL'S SELLING AND SHIPPING DATES.

The selling and shipping dates of the National Phonograph Co., Orange, N. J., during 1912, follow:

February—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 23d, 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 of his order and asks for the shipping will be held fully responsible for the shipping and selling specified, violates the terms of his agreement.
Leading Jobbers of Talking Machines in America

The Oliver Ditson Company are the LARGEST VICTOR TALKING MACHINE DISTRIBUTORS East of Chicago.

Stocks always complete
Delivers 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 E. 34th St.
NEW YORK, N. Y.

PHILADELPHIA, PA.

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., 85-86 N. Ter. St.
Baltimore, Md., Columbia Phonograph Co., 201 
Road Street. North.
Chicago, Ill., Columbia Phonograph Co., 174 Washington St.
Cincinnati, O., Columbia Phonograph Co., 322 Grant Ave.
Chicago, Ill., Columbia Phonograph Co., 210 Wabansia Ave.
Cleveland, O., Columbia Phonograph Co., 117-18th St. Fourth St.
Dallas, Tex., Columbia Phonograph Co., 313 Main St.
Denver, Colo., Columbia Phonograph Co., 105-107 Market St.
Des Moines, Iowa., Columbia Phonograph Co., 903 Marshall Ave.
Detroit, Mich., Columbia Phonograph Co., 212 Woodward Ave.
Hartford, Conn., Columbia Phonograph Co., 911 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 221 California St.
Kalamazoo, Mich., Columbia Phonograph Co., 112 Grand Ave.
Little Rock, Ark., Hohenberg Talking Machine Co.
Louisville, Ky., Hohenberg Talking Machine Co.
Memphis, Tenn., Hohenberg Talking Machine Co., 1311 Main St.
Minneapolis, Minn., Columbia Phonograph Co., 111 S. 4th St.
New Haven, Conn., Columbia Phonograph Co., 274 Church St.
New York, N. Y., Columbia Phonograph Co., 125 Columbia St.
New York, N. Y., Columbia Phonograph Co., 60 Chambers St.
Ogden, Utah, Columbia Phonograph Co., 1311 Main St.
Philadelphia, Pa., Columbia Phonograph Co., 123 Chestnut St.
Pittsburgh, Pa., Columbia Phonograph Co., 102 5th St.
Portland, Ore., Columbia Phonograph Co., 545 Union St.
Providence, R. I., Columbia Phonograph Co., 271 Washington St.
Rochester, N. Y., Columbia Phonograph Co., 271 Washington St.
Sacramento, Cal., Columbia Phonograph Co., 267 California St.
Salt Lake City, Utah, Dyer's Inel Ce Music Co., 137 N.
Saint Paul, Minn., Columbia Phonograph Co., 1145 Wabasha St.
Seattle, Wash., Columbia Phonograph Co., 1311 3rd Ave.
Springfield, Mass., Columbia Phonograph Co., 800 State St.
St. Louis, Mo., Columbia Phonograph Co., 106 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 3rd Ave.
Toledo, O., Columbia Phonograph Co., 233 Sycamore St.
Washington, D. C., Columbia Phonograph Co., 621 33rd St.
Wilmington, Del., Columbia Phonograph Co., 453 Market St.

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

Write for particular to the Columbia Phonograph Co., Sales Department, Tremont 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 your order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eakle Street, between Walton and Locust.

DES MOINES, IA.

Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.

The best service in IOWA

Jaci Music Box Co.,
25 W. 35th St., New York

Mira and Stella Music Boxes.
Edison and Victor Machines and Records

PACIFIC COAST

Victor Talking Machines

STEINWAY PIANO—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.

"If it's made we ship it the same day order is received"
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.
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.


Fourth and Race Streets

PHILADELPHIA, PA.

WHERE DEALERS CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS
Hot Springs—Joe Hilliard, 218 Central Ave.
Little Rock—C. H. Bollinger, 204 Garrison Ave.

CONNECTICUT
Bridgeport—F. E. Beach, 923 Main St.

FLORIDA
Tampa—Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago—W. H. Sajecki, 1511 Milwaukee Ave.
Chicago—Trench, Fears & Co., 73 Fifth Ave.

KANSAS
Topeka—Empire-Spalding Farm Co., 517-24th Kansas Ave.

MARYLAND
Annapolis—Globe House Farm Co.
Baltimore—C. B. Smith & Co., 441 W. Baltimore St.

MINNESOTA
St. Paul—W. J. Dyer & Bro., 81-84 W. 8th St.

MICHIGAN

MISSOURI
Springfield—Morton Lines, 223 Booneville St.
St. Louis—Knight Mercantile Co., 111 N. 12th St.
St. Louis—D. E. Myers, 828 Pinney Ave.

NEW JERSEY
Hackensack—Eclipse Phonograph Co., 658 Washington St.

NEW YORK
Brooklyn—E. G. Warner, 1310 Bedford Ave.

NORTH DAKOTA
Fargo—Sierra Piano Co., 416 First Ave., N.
Grand Forks—Sierra Piano Company.

OHIO
Akron—Geo. B. Dales Co., 128 S. Main St.
Cincinnati—J. E. Poorman, Jr., 409 Main St.

PENNSYLVANIA
Allentown—H. A. Becker, 603 Ohio St.
Philadelphia—Harmonia Talking Machine Co., 1019 Arch St.
Philadelphia—S. Nittinger, 1920 N. 9th St.
Pittsburgh—C. C. Mellor Co., Ltd., 215 Fifth Ave.

TEXAS
Beaumont—K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN
Milwaukee—G. H. Eichholz, 503 15th St.

CANADA
Toronto—Wipfle, Payen & Co., Ltd., 227 Yonge St.
Winnipeg—M. Walsh & Roy, Ltd.
The Talking Machine World

Vol. 7, No. 3.

New York, March 15, 1911.

Price Ten Cents

BUILDING A PERMANENT BUSINESS


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 dollars less than the public paid for the privilege, tell us, one of the greatest evils that can befall a young man is the habit of living beyond his income. In fact, in our personal opinion that duty is next in importance to the way in which 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 in this 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 constant 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, instated or otherwise, a manufacturer 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 installment accounts. Say, a man has $3,500 worth of stock. He has $500 in outstanding installment 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 are considerably pleased 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 he can do so handsomely. That is, if he is properly run 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 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 jobber's 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 business that requires the dealing 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 10 miles. He then is on the right road for 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 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.

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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 industry 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. Made by a company at a cost of $4,500, it is given to the public on a weekly basis 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 young man 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 crack manufacturer and one worthy of consideration. He said: "When I started in busi- nesses I endeavored to adjust my affairs so that my assets were sufficiently in excess of my liabilities and that my creditors were not disturbed by an unexpected 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 payment 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 three negro children earning $5 a week for the board who was offered a job of $70 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, y' know ah git's 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 big show. A business of the bubble variety may explode at any minute and ruin it. Careful consideration 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 occu- pied a good double store at a high rental and had difficulty in stocking it up to make an impressive appearance. Finally, he got wise to himself. Sec- uring the line of machines and records for the landlord he requested the landlord to half the store to a man who opened a racket store in his section and also paid for the partitions.

The stationery store was condensed into the half store, a complete change for nothing. Without the neces- sity of the dealer overstocking himself for appear- ances sake, and the racket store attracted a great crowd of people, many of whom dropped into the stationery store which was 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 Ethno- logy 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 industry 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. Made by a company at a cost of $4,500, it is given to the public on a weekly basis 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 young man or a local disturbance of that character. At such a

**KEEPING A TIDY WINDOW.**

Should Be Watched Constantly in Order that the Displays May Not Become Disarranged—The Dusty, Untidy Talking Machine Win- dow Is an Injury to Any Business.

Speaking of window dressing, if you go in and out to keep an eye on your own window and see that there has been no dust falling 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. They declared that the price was, and they did not seem to like to go in and ask in case it was behind their pockets. This keeps 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? 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.
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 the 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 them.

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.
before—right in your own home

Ventric 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
continued 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
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., Gent., 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 Sharrett, 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, 11/2 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 Sharrett, that the master records used on graphophones or similar instruments for the production of sound, and that any attempt to 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 protesters 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 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 Johnson, of the Victor Talking Machine Co., with his figures to give concerts and demonstrate the Victor talking machines at Victoria Hall next week. These concerts will be invitational concerts and the general public will not be admitted.

K. M. Johnson, manager Columbia Phonograph Co.'s local branch, is in New York.

NEW TEXAS ASSOCIATION.


(Special to the Talking Machine World)

Dallas, Tex., March 8, 1911.

Robert N. Watkins 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, Stamps, Tex., 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 Force to Make More 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 standards nowadays he must possess fore-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 machine? Why is it made in that particular way and what is it intended to do? Can he explain the mechanism to the customer in an intelligent manner? Though he may be a good salesman, he may not understand a phonograph. 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 therein 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 work for the phonograph school. A fifteen year old stock boy may know the titles and numbers of records, but the salesman should know all about them.

The first 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 that are issued by the company regarding some should be read by the staff as a fore-knowledge of the new record and as a suggestion 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 salesmen—that the salesmen are supposed to know their business before they enter the dealer's employ. Such dealers have only to think of their talk and walk, and all the small amount of stock they are paying for public education—for the education of people whose knowledge will never bring a dollar into the dealer's pocket. Is that case does it hurt to spend a little money at home?

A CLEVER WINDOW DISPLAY

Made Around the Edison Business Phonograph by the Slate 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 brush, the figure of a transactions 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 start 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 of talking machine department, attracted much attention from the passersby and a number of excellent prospects were secured among those who realized the force of the argument.

THE TALKING MACHINE WORLD.

COLUMBIA AGENCY IN COEUR D'ALENE

(Cadet to the Talking Machine World)

Pacific Opening the Occasion of Quite a Celebration at Young's Pharmacy.

(Special to the Talking Machine World)

D. C. Seed, manager of the Columbia Photophone Co., 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 souvenier in the form of a white carnation was given to each visitor to which a card reading as follows was attached: "The Columbia Photophone Co. beg to announce the placing of the exclusive agency for Coeur D'Alene with Young's Pharmacy, who are represented by 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 style. 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 to do, and do it promptly.
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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t has not been the policy of this publication to comment upon the legal battles which from time to time have been waged in this industry with considerable vigor in defense of patents. We have left those matters entirely with the courts, which presumably are competent to deal with them.

The present situation has been always more or less uncertain and vast sums of money have been expended in support of legal contentions, and it would seem as if there was going to be no particular subsidence of battles 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' Association in Chicago did not settle important matters, and unquestionably there will be happenings of material interest to the industry occurring from time to time within the near future. The matters affecting records, exchanges, territory, lines handled—almost fair to form topics for considerable discussion within trade circles.

The talking machine industry, so far as its jobbing distribution is concerned, is controlled 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 growing steadily better.

The talking machine trade is in an expansive condition, and the output for 1911 bids fair to far eclipse that of any previous year in point of monetary 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 necessary 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 according to up-to-date rules. This is perfectly logical. In all lines effort is necessary to win success, and those who "stand pat" and expect business to come their way without working for it, are naturally disappointed.

This is the type of merchant who is always complaining and finding fault, and not seeking the reason why "fat is against him."

There is no standing still in business today. 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 active. 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 advantage of this good work and applying it locally, to the end that he may profit accordingly.

THERE is no one subject of more importance in the talking machine trade today than that of credits. If business 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 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 community, but if he does a credit business, and is a poor collector, his failure sooner or later is inevitable.

Indifference on the part of the talking machine men to this vital department of their business is certainly not satisfactory. It is high time that they became more alert. Every dollar 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 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 we had ever laid 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."

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NOTHER 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 to the attention of The World to 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
TRADE GOOD IN MILWAUKEE.

Spring Business Opens Up In Satisfactory Shape—Good Reports From All Over the State—Dramatic Appearance of the Situation—A Columbia Co. Record—Arrangements Completed for Jobbers’ Convention—Concert Programs Exhibited 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 the grounds have 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 buoyancy in the State and the increase 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 this 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 near future. Mr. Kunde is an experienced man and in business for many years.

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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 Pilette, one of the best known hostleries in the Northwest. An interesting program which will be carried on during the convention has been arranged in 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 gala and social, 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 28th.

The talking machine was put to a rather unique use at La Crosse, Wis., recently when Prof. L. P. Benne, 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 concerts at which the programs were conducted by the famous orchestra was introduced 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 New York where she attended the 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 retailers 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 Oskosh, and D. M. Groatzi, 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 visitor of the Milwaukee office.

F. A. Scheurer, mayor of Livingston, Mont, and representative of the Columbia Phonograph Co., has made a trip to 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. Scheurer is a brother-in-law of A. G. Kunde, Milwaukee Columbia jobber. In addition to the Columbia Mr. Scheurer has taken on the agency for a strong line of pianos while in the East.

“HENRY VII.” 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 Theatre was prepared at a suburban studio. All the other properties were used as at the theater. The whole company of 180 persons, including Will Roebircher and Violet Vanbrugh, went through the scenes, speaking their lines. The film will show for twenty-five minutes.

EDISON STATUE IN ROSELLI, 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, III., 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 turned out. The loss was partly covered by insurance.

The Henry Co., talking machine dealers of Pittsburgh, Pa., have leased the building at 611 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 Reginas if he carries them. If not, write to us for full particulars. The proposition is an inviting one.
We Have Proved that the
Wonderful

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 comparison, by actual side by side graph and Record and any other kind.

That is all we ask. We are leaving it to the dealer's judgment whether he will accept it or not.

We also positively guarantee that there will be no defect or injury in any way the sapphire diaphragm used in our machines.

Then, if you conclude that our phonograph and a big opportunity every week includes horn and cabinet machines and records ranging from the classics to opera and instrumental. We maintain a big office in New York and are constantly in touch with our main factory.

Your Turn

Fill out and mail the accompanying coupon and let us tell you our proposition. It's a proposition with no "strings" attached.
The 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.

**Company**

Cleveland, Ohio
The Talking Machine World.


(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 supply.

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 fact, all in the 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 advertisements recently showed 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 interspersed appropriate music. The entertainments are conducted by Rev. H. W. Cook and are very attractive.

A fire in a block near Collier & Slaye, March 5, resulted in considerable damage by water. Business, however, was continued uninterrupted.

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 $3,000,000, $1,200,000, and $1,000,000, Bowell, 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 in the West. The store has a frontage of 25 feet, at 1310 Euclid avenue, in the new and beautiful Athletic Club fourteen-story building, and extends back 150 feet to an alley. The reception room, 30 x 30 feet, is finished in a color scheme of white and gold, and the walls and ceiling in old gold tints.

Mercifully supplied with both old and new rockers and rocking 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 two highly 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. The 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 passageway also offers closet or arrangement 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 a view to comfort and convenience in transacting business. The opening day occurred on the 3d, and was the Euclid avenue attraction of 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 the 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 high-priced productions.

Geo. R. Madison, 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. Madison, "at a wonderful rate. This 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 $30 Grafonola, which I am sure we have the ability to supply. Our new store at 911 Euclid avenue is rapidly being remodeled and we hope to be settled in about the 25th of this month." G. J. Probeck, manager of the Dictaphone department, reports excellent business.

W. H. Bressler & Sons say February sales of Victor machines and records considerably exceeded those for the same period a year ago, and sales are continually expanding.

A very fine ton of phonograph phonograph record was held in the factory at the U.S. Phonograph Co. Indicating 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 have 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.

Collier & Slaye are again partially supplied with Victor machines, and have the advantage of the various styles and different woods. The demand, Mr. Dorn states, continues for the higher-priced instruments and Red Seal records.

Charles J. 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 a thirty-foot floor, conveniently and neatly fitted up. The Edison department, reached by a marble stairway to a mahogany-furnished, white and gold room, is now the equal of any in the country. The whole arrangement is homelike and attractive and his business is rapidly growing.

Mr. Flesheim, of the office in the rear of the store, has sold 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 Allied Phonograph 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 Petmeky Supply Co. of this city, well known in the trade for their liberal amendments to their charter, changing the name of the company to the Talking Machine Co. of Texas, and reducing the capital stock from $90,000 to $41,000.

Talker Music by Wire.

Talking machine music transmitted by electricity will be one of the conspicuous exhibits at the 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.
Jose María Restrepo Millán  
Avenue 200, San Juan, Colombia  

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, Tetrazzini &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, Tetrazzini'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 enthusiastic admirer

José María Restrepo Millán
The Columbia exclusive dealer runs his own business—fit 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., Gen'l., Tribune Building, New York.

TRADE NEWS FROM GOLDEN GATE.


(Special to The Talking Machine World.)

San Francisco, Calif., 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 quite strong, 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 very 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 throughout 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 brand 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 was fortunate, however, as it enables the firm to keep 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 best, warehouse talking machine warehouses in the country.

W. A. Volz, 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. Volz expresses high approval of Tabson 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 outlook for the latter half of the year is exceptionally good.

Mr. Hauschildt, head 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 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 Haushildt 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 Haushildt 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 booths. He is well satisfied with the recent look of the Northern branch and is confident that they will show a remarkable increase this year. The situation at Portland is exceptionally encouraging. Mr. McCarthy has been importing business all over the territory, going more Victorias, 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 Haushildt 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.

F. A. Schoberer, of the Schober Drug Co., Livingston, Mont., who also handles 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. 29, 1911.

That no record of his wife's 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 desired 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 means. 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 sober thoughts and do sober deeds. A man may be worth his millions and still be a slave. Let the cogs in thy 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 thoughts 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 success-
fully 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 Cir-
cuit 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 defend-
ants, 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 and decided by that
tribunal, which is the court of last resort for
England and the British Colonies and which cor-
responds precisely to the Supreme Court of this
country, was due to the fact that both the Aus-
tralian 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 deci-
sion 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 con-
sisting of five judges.

By this decision the principles supporting the
system under which Edison phonographs and rec-
ords 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 knowl-
edge of the conditions attached by the patentee,
which knowledge is clearly brought home to him-
self 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 de-
cision continues:

"In their Lordships' opinion, it is thus dem-
onstrated by a clear course of authority, first, that
it is open to license, by virtue of his statutory
monopoly, to make a sale sub modo, or accom-
pounded 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 chattel will be limited if there is
brought home to him the knowledge of conditions
imposed, by the patentee or those representing
the patience, 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 Bloode 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—re-
sources and business honesty. Let us look at a
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 requi-
tities 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 specu-
lates 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 be-
yond 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 de-
cidedly 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.
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.

(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, attains 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.

(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 his name for needle or machine products. Say it quickly—Newichawanick!

CO-OPERATING WITH THE DEALERS.

(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, beautiful spring business." "Give me your proposition" on a postal will secure the outline of this plan from Mr. Cooper.

WILL FEATURE THE VICTOR LINE.

(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.

(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. Dickerman ranks with the leaders in volume of talking machine sales.

NEW CLAREMONT, N. H. HOUSE.

(To the Talking Machine World.)

Claremont, N. H., March 6, 1911.

Quinby & Quinn are new dealers here. They will handle the Columbia products and will open with a complete line.

E. D. EASTON A BOSTON VISITOR.

(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.

(To the Talking Machine World.)

Rutland, Vt., March 6, 1911.

M. A. McCarron, 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 Alteri," one of the modern buildings in the city, and transacts a good talking machine trade.

E. T. M. ASSOCIATES' MINSTREL SHOW.

(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 our men, S. H. Fitzgerald, Mr. Bagshaw. A number of prominent New England dealers are planning to attend this big yearly event.

SUCCESS OF THE PETMECKY NEEDLE.


(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 $3.50 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 success of 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.

(To the Talking Machine World.)

Boston, Mass., March 4, 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.

(To the Talking Machine World.)

Springfield, Mass., March 6, 1911.

A. A. Magowan is the bustling 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."
While the past year has not exceeded 1909, yet business was a little disappointing to the trade, particularly in the retail division. It is improbable that their hopes were elevated too highly, caused by a beneficial February. A little more management might have given this a really excellent month, comparatively speaking; it did not seem so large. March has opened magnificently and the most conservative talking machine manufacturer 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 1st will mark the minstrel happenings for 1911. Last year the “show” was witnessed by several hundred people and had its precedence on the 19th of the month, 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, which it is 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 Obier Ditson Co. Victor jobbers, in some of their good retail advertising. 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 traveling 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 boasts of 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 prospectors 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. Minimn, manager of Shep & 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. Eiserman, Arthur C. Eiserman, 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 $50 which to-day would bring $1. To-day to show how the industry has been revolutionized, Mr. Eiserman 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 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 set, by studying his right hand, the correct way of re-
The Talking Machine World

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 businessmen hard to travel when deals 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.

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 shall have to look for a slight slack 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 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 Granumatics were the most sought after. President G. Wright Nicol, of the firm, has just returned from a delightful pleasure trip to Bermuda and Florida. Mr. Nicol 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
Polyphone ELECTRIC PIANOS

Agents and Jobbers Wanted to apply for Catalogues and Price Lists

(Special to the Talking Machine World.)

London, E., March 1, 1911.

Things here in the talking machine industry have been decidedly good this last week, so that the 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 that is that talking machine trade in bulk is very considerably ahead of even time last season. Signs are not wanting, too, that the prolongation of the period temporarily cut off to the season proper, without doubt to a great extent due to the sustained activity of certain manufacturers in the advertising field, has again been to some extent a new 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 part of the effect 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 distributors to work with, manufacturers and 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 great period of the year of 1910 is certainly past, 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 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 has not been forthcoming which would 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 new products, but it is 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 introduce the phonograph 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 Freres.

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 Parliament. G. R. Askwith, of the Board of Trade, advises me that in accordance with the usual practice, the fact that the present Parliament will be a short one in the present 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 in general 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 from the figures. Class 24, par. (D), of the bill published last year provides that "the sole right of making and authorising the making of records, perforated rolls, or other contrivances by which music may be reproduced or mechanical 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 8th day of July, 1910." The period in question was the 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 complete suspension for the time being. Then came the dissolution of the 1910 Parliament in November, and with it, of course, all chance of any such becoming law that year.

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 new shortly to be introduced 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 the present were: W. M. Green (the Gramophone Co., Ltd.), H. J. Callum (Callum & Best), and H. H. Glaisount (Pathe Freres), in addition to a large number of pianoforte and music dealers present. After a short discussion, the following resolution, proposed by Mr. Callum 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, 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 as the occasion demands and as 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 in 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.

Cari Lindstrom's Excellent Report.

Cari 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. over the previous year, and the number of employees has increased in the same proportion. The actual figures are 6,520,000 marks turnover, as against 4,035,000 in 1909, the gross profit amounting to 1,504,541 marks.

After allowing 883,871 marks for working expenses and writing off 260,000 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 30 per cent. These figures speak for themselves, and we congratulate Messrs. Lindstrom upon a very successful year.

Beko Record Co. Have Good Year.

A similar satisfactory report is to hand from the Beko Record Co. This concern, it will be remembered, have advertised their talking machine Co. during the year, and they in turn were number, with the object of co-operating with the organizer. 

AFTER MARCH 25 THE LONDON OFFICE OF THE TALKING MACHINE WORLD WILL BE LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL ST., E.C.
acquired by Carl Lindstrom. The turnover of Bela Record Co. in discs and the Puppel Co. in machines during 1900 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., 173,880 marks; general working expenses, 816,020 marks, leaving a net profit of 511,960 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 33,815 marks forward to the next account.

House of Lords Commissions 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 Waringleton, 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 appellant's 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 Bliff 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 Trever: "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 protested 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 1896, 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 "dealers 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 Gramophone 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-
The Perfect Singing Machines
14 models from £2/2/6 to £16/16/retail.

INDESTRUCTIBLE PHONOGRAPH RECORDS
3 minute series 1/3 each; 4 minute series 1/6 each. American and English selections. Lists free.

Telegrams: "Point London." Special shipping terms. Catalogues and samples mailed free.

THE HOUSE OF MURDOCH
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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 dispatch system, that The House of Murdoch stands where it is today—England's largest factors.

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The Ideal Disc Machines
27 distinct models, from 1/1 to 5/12 retail.

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MULTI-TONE NEEDLES

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

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

The New Favourite Record List.

The Tournaphone lists always contain much of interest to dealers abroad desirous of handling 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 well as abroad. A few of these, recording too, is all that one could desire in the matter of tone quality, clearness and volume, and in the matter of success 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" (Strains), duets by Miss Violet Essex and Stanley Wentworth; "My Dreams" (Toot), and "An Evening Song" (Blumenthal), with Philip Hare and from "The Quaker Girl" and waltzes from "The Quaker Girl" (Lionel Monckton), the Favorite London Orchestra; and "Ragtime Frolic" 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 programme during the past three months, and those 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 a mere chamber of waxworks!" (Laughing 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's PC" and "Parker's Progress" on Columbia-rena still continues unabated. Certainly the enterprise that prompted this departure in musical taste is strongly advocated by the Parker PC" and its sequel has undoubtedly attained its full measure.

It is curious to remember that the play "Rosa- munde," for which Schubert composed the incl- dent music, 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 "Rosa- munde" is a very popular item with concert audi- ences, and the musical "clash" 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, contrib- ute Weiber'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 twelveinch 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 since the March list include the following: 12-inch records—"1914 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; 16-inch records—"Bess of the House" and "It's the First Time That I've Been in Love" (Jack Pleas- ant), 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 Gif- ford), Jack Charman; "Torchlight March" (Scott- son Clark), and "Solderino March" (G. Affler), Band of H. M. Scots Guards; "Keepin' Bees" and "The Knights in Armor" (with piffer), Will Evans; "There Is a Flower that Bloometh" and "Yes, Let It Be a Happy Hour for Him" (Wallace), Walter Wheatley; "March Past of the Brigade" (Mr. H. Hesse), King's Military Band, and "Wee Macgregor Patrol" (H. G. Amers), Band of H. M. Scots Guards.

The International Musical Congress in London.

A very important gathering in London this year will be the assembly of most of the leading music publishers of the world at the end of May. The Inter- national Musical Congress, the first conference of the kind ever held in the United Kingdom, will afford the opportunity of demonstrating to the pub- lic on all hands that some of the best of British music, not to mention the larger works, bears the name of English composers and is worthy of tak- ing equal rank to that of foreign nations. Promi- nent musicians have associated themselves with this eminently desirable object, and the principal of the Royal Academy of Music, Sir A. C. Mac- kenzie, 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 Numbers.

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 beauti- ful ballads, "Heroes of the Flag," and "The Tod- ders," excellently sung by that popular artist, Her- bert Payne. The record, needless to say, is in great demand.

Recent Trade Visitors.

A Bodansky (Bela Record, Ltd.), Berlin, and M. Strauss, of Carl Lindstrom's, were recent visi- tors to this city.

Developing Trade With the Colonies.

During the last few years Barnett Samuel & Co., Ltd., have been successful in gaining a lodgement in the market of the British and Colonial Empire, and this is the more remarkable when it is considered that the company's trade has been handled through the same men in the London and Scottish branches from the first day of the business. The present boom in the British Empire, of course, is a great factor in the development of the last few years. 

The FLEX Patent DIAPHRAGM LOUD SPEAKING

Edison Size "C" or "H", post free £ 5.00 Patent Model "O", £ 3.00 Exhibition, or larger sizes, " 1.00 Patent Needle Tension Attachment for Concerts and Expositions, or Exhibition Sound Box, can be affixed in a few seconds. £ 40

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

DAWNS CLARKE, 6 Longford Place, Rusholme, Manchester, ENGLAND.
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 R. 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 Edison and Juansco records, Talking machine 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: "Pipe Dame" overture (Stuppe); "La Sirene" overture (Anher); "Ballet Music and Rustic Dance, Colom-bal" (Macenike); 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 (Delibes), Mayfair Orchestra; "I Will Excel 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 "That's Berry Queer" (Scott Gatty), The Minor Singers; "Scheroo" (Donniesine), piccolo, Elliot Hudson; andante and variations, "Kreutzer" sonat (Boethoven), violin, Joska Seigott; "It's Just Like Being at Home," Harry Linder; "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 Ashby), W. H. Berry; "Oi! Ha Byddain Hal 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" (Quomiam tu Solus Sanctus); "Thou, Lord, Art God Alone" (Cum Sancto Spiritu); "How Down and Hear Me" (Ex incarnatus est); "He Is Blessed" (Benedictus), and "Holy, Lord God of Sabaoth," (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.

KLINGSOR TALKING MACHINES

The ONLY Musical Talking Machine

Various Designs and Prices
Second to None in Reproduction

Klinsor 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

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Cables: Deliatory, London
Mr. Recorder, do you know my wax “P,” the best existing recording material for Berliner-Gramophone—cut if not for free to sample? CHEMISCHE LABORATORIEN E. SAUERLANDT TURMSTURZ bel Anno, B., Germany

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

Don't Buy Needles That Damage Records

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 Risk of Record Wear.

Sole Manufacturer

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AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK
TIMELY TALKS ON TIMELY TOPICS

Perhaps too little is heard of the selling prowess of salesmen in the talking machine trade. It is our hope to redress that complaint not only by individual immediately concerned, but others as well. As yet the high marks in this respect have not been reported, at least for publication. Recent World War events have contributed 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 a salesmen in charge of the talking machine department of Wm. Knabe & Co., New York, who scored $800 to a customer. H. A. Yorks, manager of the wholesale department of the firm, in general, says that one of the disputants, replied he could "go 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. Yorks heads the list, for $1,200 as a single retail sale is going on, as the familiar phrase

Greek dancing, now receiving the enthusiastic endorsement of fashionable society, and which is very likely to be added to the list of Greek dancing, now receiving the enthusiastic endorsement of fashionable society, and which is very likely to be added to the list of Greek dancing, now receiving the enthusiastic endorsement of fashionable society, and which is very likely to be added to the list of useful for 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 orchestral records. A woman who indulges in Greek dancing for exercise only, in giving her experience, said: "Now, when I get up and feel heftily on my way to work, I am filled with such a desire to have my exercise. I start the 'Marche Muraille' on my patient machine, and the strains are so inspiring that I go through my pace 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, lifted body, lightly turned head, and so on. The exercise is so charming 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. This pleasurable exercise is a 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 "shut-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. Harrisot), 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 by her husband. In these 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 "blank" and "duty" thereon at 50 per cent. ad valorem under paragraph 112, of the tariff act, is not dispensed with. Duties thereon 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, and must be dutiable. Several shipments have not been entered for dutiable use, and were entered as machinery, &c., and the record was made according to the decision of the New York custom house, that the goods in question were intended for use in phonographs as producers or reproducers of sound, the value of which processes enhances their value about 300 per cent. The question presented is, are these goods to be entered as machinery, &c., or is the machinery itself to be entered as the "manufactured article"? While the importers claim that the phonograph is a "manufactured article"—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 419, and the collector's decision in each case is reversed.

The argument advanced by General Appraiser Sharrett in this case is lengthy and rather choky. That aside, those directly concerned in the trade are to be congratulated, and Mr. Sharrett, 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 machine parts 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 is good, but when there is a machine demonstrating 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. The ingenious invention of talking machine 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 vitiate their contracts with the manufacturers in relation to the sale of goods at other than the established prices, or infringe patents which have been adjudged and upheld in court, 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 "bought for book" a large order of expensive and annoying litigation by the Victor Talking Machine Co., Camden, N. J., and finned $5,000 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 $500 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. Cases "have been reported in which more or with more or less fulness, according to their import, in the World from time to time. The two contemporary cases quoted, the first to occur, are significant. In the cases there are inclined to crooked selling methods should bear them in mind and keep in the straight, if narrow, path.

James B. Landsyd, of Landry Bros, New York, after a recent visit at the factory of the Victor Talking Machine Co., Camden, N. J., came back more optimistically regarding the future of the business. Not that he always looks on the bright side of things and is generally hopeful; yet a talk with General Manager Geisser is invariably stimulating, and he knows Vitrolas and other Victor products the firm can use conveniently and probably in their business now will be coming along in due course. It is whispered the Landys 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 Freres, St. Croix, Maine, who has been reported lately as having 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 in the Jacot Music Box Co., New York.

One of the latest reports is an announcer of the Victor catalog in the "Talking Machine" record, Red Seal 4161. It is a perfect and marvelous reproduction of this celebrated American warbler and is the master'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 astounded everybody and a regressing of another edition of magnitude was necessary. Dealers could not even retain a sample in their stores. It demonstrated the "Herb 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., reports the best business they have had since 1906. General Manager Morris says he could handle a bunch of Vitrolas 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., has disposed of one the Silver Star catalog record 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. He is the only recorded buyer 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 talking machine patent has not been upheld by the court of last resort in Austria. But on the other hand, the so-called goose-neck patent is declared valid by the same tribunal, providing the act is one a 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 better than ever.

"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 a man praised occasionally it would stimulate him, no doubt.

"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 done and say, 'Sammy, you're doing splendidly. Keep it up, boy.'"

"There was praise for you, but do you think that stimulated you?" said the other. "On the contrary, you didn't want to smash the block and lose 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., Gen'l., Tribune Building, New York.

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 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 manufacturer, 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 open and on which the records may be handled with convenience.

The manufacturers state that there has been an unusually strong demand for 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, which ratified it, as is required. The treaty deals with a number of questions of concern to all the nations in 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, presenting 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.
ACTIVE IN THE NATIONAL CAPITAL.

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 Alaska 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 Phonograph Co. here has received 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., 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 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 Cuba. 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.

Stil another handsomer, with a genial smile, was Edw. X. Burns, the manager of the Columbia Co. here, 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 being 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 yesterday and today were L. W. Lyle, the Columbia Co.'s 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 play an important part. 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 records from "Lucia" and the "Ring," and several of the David Bishupid 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, 398 Grand street. The property was acquired by the company for about $50,000. They will handle the Victor and Edison lines and are doing a nice business. At the testimonial Stanley concert, May 16, Mr. M. M. Mathews, 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 trader, 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 mean 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, has been transferred, rechristened 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.

HAPPY 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 Marduhall & Son and the Cable-Nelson Piano Co.:

"During the time we have had the pleasure of setting as your representative in our city we wish to say: We find that the Columbia graphophone has made many intelligent 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 Grafonolas '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 salesman, 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.

ATTRACTION 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. 2A 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 outlines 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 filigrees 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 sigmas 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 Am-
sterdam 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. Grie-
sort (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 party," and through
the medium of their songs and jokes proved them-
selves 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 preceded a cordial welcome and generalised
applause. Among these were Billy Murray, Ada
Jones, Collins and Harlan, Henry Burr, Elizabeth
Spencer, Harvey Hindermeier, Maurice Silver,
Steve Porter, Edward Merker, Wm. H. Easton,
Mrs. L. Osman 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 Colum-
bio Phonograph Co., General, filling one of the
principal 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. Burton, Mortimer D.
Easton, Tom Murray, Victor H. Emerson, and
others. Louis F. Geissler, general manager of the
Victor Talking Machine Co., Camden, N. J., occu-
pied 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. Mac-
donald 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 "Mackers' 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 Brander and wife; Frank Hoffbauer 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 treasurer of the Blackman Phonograph
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 Bubin, of Louis Bubin & Bros., Philadelphia,
Pa.

About two thousand made up an audience not-
able in many ways and the receipts reached about
$2,800, a matter 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
unselfish efforts in the same connection.

The souvenir program is to be commended, as
it contains attractive advertisements of music
publishers, manufacturers and jobbers in all parts of
the country, as far away as California, which
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 job-
ners 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.

SOLID WOOD (NOT VENEERED)

Mr. Dealer!

Do you fully realize the great number of
TALKING MACHINES AND PHONO-
GRAPHS that have been sold in your terri-
ory 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
in this regard 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 sound-
ing 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 & VANDEGRAFT, Inc.
PHILADELPHIA, PA.

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 Na-
tional Phonograph Co., Orange, N. J., state that
the plan continues to find favor among the trade
as its provisions are better understood, the consen-
sus of opinion being that the question of disposi-
tion 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 coun-
try have been no better than themselves; that they
will improve with themselves; that reforms, like
charity, begin at home.
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.

Oliver Fremstad.

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 perfectly 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.

Oliver Fremstad, singing exclusively for the Columbia

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.

Oliver Baklanoff

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.

Oliver Bonci

Columbia Phonograph Company, Dealers wanted. Exclusive selling rights
Record Quality

Public—endorsed 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 the industry. And it’s rapidly coming to be

Material, Quality in Duplicating

what some of the greatest artists in the world

Lillian Nordica, singing exclusively for the Columbia

SCHARWENKA—THE RENOWNED COMPOSER-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.

NICOLAI—OPERA COMPOSER

I have never heard a recording that approached the perfection of your Columbia records. I have been able to hear samples of your work, and am charmed to find that you have succeeded in obtaining such accurate, natural and altogether lifelike reproductions of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia Records hereafter.

GIACOMO PUCCINI

CAVALIERI—THE WORLD FAMOUS DRAMATIC SOPRANO

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 lifelike reproductions of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia Records hereafter.

GIACOMO PUCCINI

NIELSEN—SOPRANO OF THE BOSTON OPERA COMPANY

The records you have sent me of my voice excel in perfection of tone my most sanguine expectations. There is a complete absence of the defects which have hitherto been associated 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 wonderful accomplishments that modern science has made in reproducing the human voice.

Alice Nielsen

PUCCINI—COMPOSER OF "MADAM BUTTERFLY," "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

PUCCINI—COMPOSER OF "MADAM BUTTERFLY," "THE GIRL OF THE GOLDEN WEST," ETC.

CAVALIERI—THE WORLD FAMOUS DRAMATIC SOPRANO

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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.
THE TALKING MACHINE WORLD.

SEND GREETINGS THROUGH RECORD.


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 phonograph. It was this one, and he professed to have 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 familiar with a machine 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 envelopes. After I had heard 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 19. They will be issued in single form as well as double face. List price, $3 for the latter and $2 for singles.

The 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 famous tenor to be delivered the following day. The Balanoff, Heineman and Scharwenka records went to the trade on February 27.

Another notification of moment of the 6th inst., ran in the Industriehandel 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 Industriehandel 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 dia- phragm, which makes it only more valuable, 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 Edison portable phonograph and equiped with model "R") will be supplied at an advance of $3 (Canada, $1.90) over present list. Sold separately the list price of the model "R" is $6 (Canada, $6.65), 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"

THE TALKING MACHINE WORLD.

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 Arthur Mayer had become mutually interested in a certain aspect of sociology. The committee in charge of a big banquet were to be given by the author, and Zangwill asked him to be present. The author de- nied, however, quite piously, of course, any such particular subject. The noted author replied as follows: "Dear Sir—if A. Lang will, I Zang- will."

On a large estate in the Scottish Highlands it was the custom for a piper to play in front of the house on a week-end morning to awaken the resi- dents. After an over-continental Saturday night, however, the piper forgot the day and began his revelle (can it be played on the pipes?) on Sunday morning. Angry Master (from bedroom win- dow): "Here, do you know the fourth com- mandment?" Piper: "No, sir, but if you'll—hie—whistle it I'll—he—try it, sir."

Rastus had been caught red-handed. "Posching again, Rastus?" said the colonel, gravely. "I am afraid, Rastus, that you have a bad egg. 'Yassuh, duh colonel, what's the matter?' said the old man. 'I jest a plain bad egg, cummel.' "So you admit it, do you?" demanded the colonel. "Yassuh—I admits it, cummel, becase, ye know, cummel, dem bad eggs nebbeh poaches, soh," said the old man.

A Cornishman visited London and was gazing into a shop window and obstructing the footpath. A policeman stumbled against him and seeing that he was from the country said to him: "My man, have you seen a waggonload of monkeys pass down the street?" "No—o.—Can't say I'd heard of it out of the wagon, deerdye?"—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?" "Just hanging around the stoneyards," replied the musical 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 hatpin, 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 out at twelve." She (comparitively): "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 Ger- man House of Lords. Perhaps he will look down on those who associates who have been less success- ible in life.

Cook: "I wonder what would happen if trades- men 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'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 Thomas A. Edison, Inc., Lecture Illustrated with Slides and Offers Valuable Information.

The mechanical features of the phonograph hold a simple sound, because it is more widely known and accepted as a really valuable commercial and artistic proposition the public interest in the structural features continually becomes more keen.

In 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 service as the watch or a pair of scales. This that 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 set 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 consecutively 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 wave-like 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 loudness of the sound which it represents. For instance, if the sound were a simple note of low pitch and volume, the wave 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 arc 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 wave."

"The graph-like form 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 different 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 think 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, being 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 38th street, New York, have their opening as The World goes to press. Mr. R. K. Pynter, manager of the piano warerooms, has arranged his department to the very best advantage. Five demon-

strating booths are provided, with ample floor space for the display of the Columbia line, which Knabe & Co. will handle exclusively. The color and decorative schemes are 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 has been 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 ever-

lastingly 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.


One-Half Interest for Sale.

In a long-established retail talking machine store, with 1,000 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 "imported stock". Money to be made for the investment of interested buyers. Full particulars on request. Everything conditional. "NEW ENGLAND," care Talking Machine World, 1 Madison Ave., New York, N. Y.

VELVET-TONE NEEDLE BALANCE.

Highly Praised After Actual Use Has Proven Its Worth—Substance of a Recent Report 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 work-
ing 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 re-

sults were not good, simply because, like all new appliances, it worked a little rough, but after ex-

perimenting, with the weight in different positions, and getting everything to running with perfect smoothness, the results are all that could be de-
sired. The tone is greatly improved, the grinding

FORSALE—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."
"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, 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-
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 con-

nected 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 every-
body 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 sopho-
more 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 organiza-
tions at Princeton. During his vacations he de-

voed 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 at-
tainments. Among his other intellectual equipments is that of a linguist, and he not only has a mas-
tery 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.

THE 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.**

Baltimore, 6 pkgs., $357; Bueno Ayres, 30 pkgs., $236; 67 pkgs., $4,025; 41 pkgs., $2,228; Callao, 6 pkgs., $411; Cape Town, 3 pkgs., $128; Guayaquil, 6 pkgs., $391; 4 pkgs., $167; Havana, 21 pkgs., $2,446; Havre, 2 pkgs., $115; Ijapo, 1 pkg., $978; 8 pkgs., $628; Limon, 19 pkgs., $609; London, 151 pkgs., $4,743; 30 pkgs., $1,766; Manila, 80 pkgs., $2,526; Porto Plata, 5 pkgs., $128; Rio de Janeiro, 19 pkgs., $1,671; Vera Cruz, 244 pkgs., $5,191; Zurich, 1 pkg., $100.

**FEBRUARY 21.**

Berlin, 123 pkgs., $1,645; Bombay, 2 pkgs., $109; Callao, 3 pkgs., $210; Cartagena, 24 pkgs., $1,555; Ciemniegos, 12 pkgs., $416; Dunkirk, 3 pkgs., $359; Havre, 11 pkgs., $230; La Guayra, 4 pkgs., $148; London, 149 pkgs., $8,089; 217 pkgs., $4,120; Pari, 11 pkgs., $851; Santiago, 25 pkgs., $346; Sydney, 320 pkgs., $1,472; Tampico, 6 pkgs., $355; Trini-
dad, 7 pkgs., $406; Vera Cruz, 78 pkgs., $974; Vienna, 9 pkgs., $576.

**FEBRUARY 28.**

Bahia, 2 pkgs., $133; Berlin, 128 pkgs., $2,783; Bueno Ayres, 202 pkgs., $6,667; Calcuta, 9 pkgs., $110; Glasgow, 403 pkgs., $13,367; Havana, 1 pkg., $104; Liverpool, 7 pkgs., $677; Manila, 67 pkgs., $5,286; Melbourne, 133 pkgs., $2,179; Montevideo, 7 pkgs., $329; Paris, 7 pkgs., $969; Paramaribo, 5 pkgs., $445; Port Linton, 6 pkgs., $254; Rio de Janeiro, 32 pkgs., $2,752; 50 pkgs., $2,252; 32 pkgs., $2,069; Santiago, 1 pkg., $164; Tampico, 15 pkgs., $809; 12 pkgs., $176; Trinidad, 5 pkgs., $189; Vienna, 31 pkgs., $1,043.

**MARCH 6.**

Acapulco, 18 pkgs., $1,049; Barranquilla, 9 pkgs., $471; Berlin, 128 pkgs., $1,816; Bombay, 12 pkgs., $368; Callao, 12 pkgs., $250; Genzenberg, 10 pkgs., $173; Guayaquil, 7 pkgs., $231; Hamburg, 2 pkgs., $255; Havana, 12 pkgs., $164; 13 pkgs., $741; 6 pkgs., $4,138; 1 pkg., $136; Havre, 37 pkgs., $877; Igton, 5 pkgs., $962; London, 44 pkgs., $1,482; 119 pkgs., $2,505; Milan, 13 pkgs., $465; Monte-
video, 9 pkgs., $651; Rio de Janeiro, 84 pkgs., $7, 906; 19 pkgs., $1,731; Santiago, 15 pkgs., $83; Savallana, 10 pkgs., $409; Vera Cruz, 61 pkgs., $1,413; Vienna, 6 pkgs., $413.

Although the recent railroad race 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 lay less and to pay less for what they buy, it seems to be better for the country at large than if the proposed advancements 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

employees 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 are not long in the market. 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 Fa-

vor with Customers of That House—Con-

venient for Holding Surplus Records.

Of the bookcase cabinet, one of the latest prod-

ucts of the Columbia Phonograph Co., briefly de-

scribed in last month's World, it may be said it is for the BN, BNW and the BHI machine, and is designed in a special golden oak finish, is equipped

cabins, and to make a big hit.

The Will A. Watkin Co., of Dallas, Texas, are getting out some very attractive literature for the purpose of exploiting the Columbian graphophone line, which they represent in that city.
ATTRACTION 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 passers-by 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 everyone. Hundreds upon hundreds gathered about the window of this deckily 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 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 passers-by 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 "miracle." 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 case struck the United States a widowsale 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 masterpiece, 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 on 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 with 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 side-wise, 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 boom of the lampered 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. Wootten, 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.
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.


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

VICTOR DISTRIBUTORS:

- Albany, N. Y. - Finch & Hare
- Atlanta, Ga. - Knirin & Lasell Co.
- Austin, Tex. - The Talking Machine Co. of Texas
- Baltimore, Md. - Cohen & Hughes, Inc.
- Bangor, Me. - Andrews Music House Co.
- Boston, Mass. - Oliver Ditson Co.
- Brooklyn, N. Y. - American Machine Co.
- Butte, Mont. - American Photograph Co.
- Chicago, Ill. - Ditson & Sons Co.
- Cincinnati, O. - American Photograph Co.
- Columbus, O. - The Best Music Co.
- Denver, Colo. - The Knight Campbell Music Co.
- Des Moines, Ia. - Chase & Weil
- Detroit, Mich. - Grinnell Bros.
- Dubuque, Iowa - Harper & BLash, Inc.
- Duieth, Minn. - French & Bennett
- Elmira, N. Y. - Elmer Arms Co.
- El Paso, Tex. - W. G. Welsch & Sons
- Honolulu, T. H. - Berjoine Music, Ltd.
- Indianapolis, Ind. - Musical Echo Co.
- Jacksonville, Fla. - Carter & Logan Bros.
- Kansas City, Mo. - W. J. Jenkins Sons Music Co.
- Knoxville, Tenn. - Knoxville Talking Machine Co.
- Lincoln, Neb. - Rose P. Currie Co.
- Los Angeles, Cal. - Sherman, Clay & Co.
- Minneapolis, Minn. - Lawrence H. Lucek
- Mobile, Ala. - Sam. H. Reynolds
- Montreal, Can. - Ditson & Sons Co.
- Indianapolis, Ind. - Musical Echo Co.
- New York, N. Y. - Blackman Music Co.
- Oklahoma City, Okla. - Schrader Arms Co.
- Omaha, Neb. - W. C. Clark Co.
- Portland, Ore. - Buescher, Clay & Co.
- Richmond, Va. - Cable Piano Co., Inc.
- Rochester, N. Y. - E. J. Chapman
- Salt Lake City, Utah - Consolidated Music Co.
- San Antonio, Texas - Ditson & Sons Co.
- San Francisco, Cal. - Sherman, Clay & Co.
- Savannah, Ga. - Phillips & Greer Co.
- St. Louis, Mo. - Koehler-Benson Music Co.
- St. Paul, Minn. - W. J. Drew & Bros.
- Syracuse, N. Y. - W. D. Andrews
- Toledo, O. - The Wallyer & Carrier Co.
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 Talking Machine Co. as secured to them by their Federal patents. He has for the past two or three years, it is said, deceitfully 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 80-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 of the Victor Company after the expiration 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 Victor XVI at less than list price; also for having sold imported Beke 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 affidavit is the general scheme of his affidavit 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, it is adjudged and decreed that the said motion for contempt be and the same hereby is denied without prejudice, however, to the renewal of said said defendant's affidavits and proofs to be taken before Harrison B. Well, who is hereby appointed the master with full powers of a master in chancery to take proofs on behalf of the complainant and in his absence 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 4th, 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 case. 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 this fact, and to his attorney fining the defendant in the sum of fifteen hundred dollars ($1,500) payable to the complaint as compensation, and that he be committed until payment is made."

This case should have a good moral effect on certain dealers who are want 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 Greenberg 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 the customer 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.
THE BERLINER PATENT.


Cameron, 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 Petit, 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.

The court's determination 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.

The while the Berliner patent No. 594,518 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 this particular type of gramophone 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 control, and hereby give notice, constitutes infringement of our patents.


We would also like to emphasize the importance of our patented invention, or so-called "talking type" 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 a 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. GEISLER, General Manager.

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 by preventing your record from injury of any kind.

No demonstration of records necessary when the "Velvet Tone" is in use. Your customers will love the "Velvet Tone" after seeing you use it. (Save $200 saved every day).

For only at All Victor Talking Machine Shops. Send for illustrated circular. Prompt to the Trade.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.

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. Edi- son Is Interested Will Be Ruthlessly Consolidated Under One 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. Edi- son, Inc., which name is authorized to issue a 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, Long Island, and at 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 management of the stockholders is left to Mr. 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 indis- solubly connected with the phonograph at its inventor, and its value as a business asset in an advertising way is incalculable.

The annexation of the Superior Edison, the father, reorganized, company, which began its corporate and active in- terest this month, F. K. Dolbeer said to the World: "This reorganization or merging of the differ- ent companies was made for business conveni- ence. No change whatever is made in the product of the National Co., or its method of doing busi- ness, excepting such as may be for its interest, the development of the phonograph and safety of the trade's welfare. The entire trade have been officially notified to this effect."

C. H. Wilson, general manager, referring further to the subject, said:

"The change in question does not in any way affect contracts and agreements to which the Na- tional Phonograph Co. is a party. The officers of the Thomas A. Edison, Inc., are the same herebefore existing, 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. Edi- son, Inc., of course, obligates that company, and its successors will be conducted by the Thomas A. Edison, Inc." The officers of the Na- tional 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 blind a chance in the world. The Boston and Cambridge Works they their Sunday off. Hibbert it has been sup- posed that similar plants must be operated every day, lest the kites cool and destroy the lessons. He has proved that by giving the blind the day off at intervals of four hours between 6 o'clock on Saturday night and 7 on Monday morning, allowing the kites to cool gradually, the harm to the line is not taken place, and he has given orders that this plan be adopted in his works. The men greatly appreciate Mr. Edison's thoughtfulness.
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. Although variably 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 pause which 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 its operation. A young woman sat at a piano singing a plaintive love song. The setting was simple in the extreme, just the books and records, records, records, and in the air was the most perfect of pianoforte music. The scenery was beautiful and the moment so tender and soothing that it 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,

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 fifth 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 Beethoven Grand; glanced at the frescoes 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 that actual 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 Rosary," then, dear heart,
Are as a string of pearls to me;
I count them over, 've 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 reminiscence 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 itothrobbed 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 overflowing pain.

"Each hour a pearl, each pearl a prayer,
To still a heart in absence wrung;
I tell each bead until 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 magic which followed could be heard the tension of feeling produced. But in another moment the quiet voice fell softly, expressing a strength of emotion which would fail in no crisis, nor fail to face any depths of pain; yet gathering to itself a polyness of sweetness rendered richer by the discipline of suffering.

"O memory! Memory! Memory!
O barren gain and bitter loss!
I kiss each bead and strive at last to
Kiss the cross—to kiss the cross!"

The instrument 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 masterpiece 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 record. The results have been everything that one could wish."

"Do you depend entirely on the contraelo 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 on your shelf.

Why not get busy?

HOWARD TAYLOR MIDDLETOWN.

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 $292,367, as compared with $292,761 for the same month of the previous year. The seven months' exportation 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.


(Special to the Talking Machine World.)

Atlanta, Ga., March 7, 1911.

Richard Thornton has been appointed assistant manager of the Columbia dealer stores here, distributors for Georgia, Florida, Alabama and South Carolina. The Goodie 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 box-quoters. The Goodie Music House has 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 phonographs are handled by Ely & Silvernail and the Rhodes, Fuch-Collins Furniture Co. Both of these dealers report a very good business. In Tampa the representatives are the Rhodes, Pearce, Mahon Furniture Co. They handle the Columbia line exclusively and have practically all the talking machine business of that town.

The Havery Furniture Co., Savannah, Ga., writing to Mr. Terhune recently, said: "We know it will be interesting to you to hear that on Feb. 28, we sold more records than any one day previously. We attribute this to the many recent 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 Schwarzenberg. These are certainly the best piano records we have ever heard. A person not knowing the difference, would certainly say that it was a real piano."

SIX STEPS TO XOUNT.

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 to waste.

The third is Perseverance, the industry which goes by fits and starts is motive power which is wasted, while continued application conquers all things.

The fourth is Fronlency, 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 the ray of health which darts itself through all his organizations. 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. "Salesmanship to the customer" is the only foundation upon which all lasting businesses are built.
OPTIMISTIC IN SAIN'T CITY.

Sales Exceed Expectations for This Season of the Year—Small Victoira Styles in Favor—
High Priced Machines in Favor—New Quartets for Aeolian Co.—O. K. Houck to Add "Talker" Department—May-Shift Columbia Exhibition—Price Changes Giving More Attention to Talking Machine Business—Startling Dictaphone Display—Interest-

Budgeting 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 month more than the year in, year out record. "The small Victoira 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 1000 Pine street, where the department will have space commensurate with its needs. "We are very highly 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 Mascoth, III., 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 $3.00, with $2.50 down and no interest.

THE TALKING MACHINE WORLD.

The Paragon Quartets, popular local vocalists, recently visited Camden and some excellent records were obtained of their voices. These records are nothing but 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 departments devoted to the work was contemptifully grand. He is 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 six piano men, some of whom have considered the talking machine as a side line.

The Thiebes Piano Co. have given half the first floor showroom to demonstration rooms, dividing the space with a partition. 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 winner 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 busy 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. Crip 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 1001 South Broadway, to L. C. T. Sickles, of Beloitville, who is manager. Mr. Schmitt retains his bicycle repair business.

Gus Kleikauf, 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 Tetraxciini concert here by giving a special Victoira Tetraxciini concert the Saturday previous to the appearance of the star in person.

Max Landry, of the Talking Machine Supply Co., New York, was a February visitor.

C. O. Thompson, who was for a long time with the Acolian music 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 Com-

mission 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 plus 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 receiver, 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.

The decision of Judge Hazel, 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 clever and comprehensive opinion, adverse to the expiration date of the Berliner patent, has aroused widespread interest in the trade. The first case argued before Judge Hazel, February 7, was that of Victor Talking Machine Co., Canton, Ohio, against the Sonora Phonograph Co., New York. The second, heard by Judge Hazel, the Victor Co. against Westminster and Barnes, President of the Sonora Co.

In December last, on the 15th, to be specific, Judge Hazel 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 was made to be entered and argued that so much of the injunction applying after that date should be vacated. Counsel Pettit for the complainants made a strong plea, and the court accepted the opposing view and granted the motion.

Preceding the opinion the court made this pre-liminary statement of facts: "Upon a final hearing, which took place on December 10, 1910. The suit is upon Berliner Patent No. 553,463, which, by its terms, expires on the 19th of February, 1911. The injunction aforesaid was made to be entered and argued to the same, upon the ground that it appears, from the records of this court, that the invention of the patent suit has not been adjudicated to be that of the complainants, but that the invention was registered in the name of Berliner in the Canadian patent No. 4,901, issued to the same Berliner (as assignee of Suess) on February 11, 1911. The suit under the 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 cases resulting in decisions hereinafter referred to."

THE DECISION IN FULL.

"The only contention of defendant regarding consideration is that he is not bound by the said patent, as it has been held upon the before noticed (Nos. 5 and 30) it is, in the courts of this circuit, if not in all the courts of the United States, that decisions of the Patent Office relating to patents under section 487 Revised Statutes with the statements of the records of the Canadian patent No. 4,901, issued to the same Berliner, and have no force, and are not admissible into evidence, in any suit brought against the said Berliner in this circuit. The point made by the court is that the invention was not the same as claimed in said patent No. 553,463, and the court is now ready to state that the court is satisfied that the said patent No. 553,463 is invalid, not only as a reference, but specifically as a bar under Section 487 Revised Statutes, on the ground that it had been granted on Feb. 13, 1909, for a term of six years only, and had therefore expired before the patent suit was filed. The said Canadian patent No. 4,901, was therefore examined, and necessarily presented for the decision of the court. And the court finds that the said Canadian patent covers the identical invention of Berliner, and (2) the said Canadian patent expired with the said Canadian patent suit expired at the same time."

"Having thus answered the first question, and it was bound to respond to the question, or he answered in the negative, finding that the life of the Canadian patent for purposes of Section 68, Revised Statutes, is the term of the expiration of the said Canadian patent, decree for defendant dismissing the bill. Dated February 28, 1911."

"In the decision, the Victor Co. the unquestioned opportunity to take the case to the United States Circuit Court of Appeals, Second Circuit, for review, and application of the decision to that court. 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, and to present all of the evidence and the question in dispute. The hearing had not come 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 bill, he will continue to trade with you, whereas if you don’t make him pay, he may be large as he thinks you will allow it, he goes elsewhere to trade, and there you are!"
THE TALKING MACHINE WORLD.

1866

1910

THIRD

FOR

Talking Machines,

Typewriters, Phonographs, Adding Machines,

Cash Registers, Guns and Tools,

and all the Pinned Instruments.

The Finest Oil Made.

It Absolutely Prevents Rust.

Now Sold Everywhere

By All Hardware Men

WILLIAM F. NYE

NEW BEDFORD, MASS.

TRADE NEWS FROM PHILADELPHIA.

Business for Past Month Exceeded Expectations—Fall is 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.)

Phila., 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 was made, and 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 Heepes, 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 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 Hepes are 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 good 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 Gramaphones and piano recitals were given, the concerts being under the direction of Hamilton Boulver, of the Philadelphia branch of the Columbia Phonograph Co. More than 1,200 people visited Mr. Wuchter’s Gramaphone 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, Empire 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 Co. are making heavy sales on the new piano record by Schurwena and the vocal records by Baklanoff, Nielsen and Flemstad. They report that they are being sold in 11 of the 11 classes this year last, which is the general condition on 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 hint 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.

Lous 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 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 Photograph 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: R. H. Fyrer, 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. Weymum & 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 retail merchants 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.”


Successors to

Victor Distributing and Export Co.

83 Chambers Street

New York
THE TALKING MACHINE WORLD.

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 Companies Are Doing—Recent Visiters at the Hotel—A Surprise Package From the Zimmerman Co.—Commercial Talking Machines Exhibited at the Business Show—Visitors Will Acquaint the News of the Month of Trade Interest.

(Special to the Talking Machine World.)

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 something 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 considerable improvements during the present month.

That was a remarkable meeting of the executive committee of the National Talking Machine Jobbers' Association, and was nowhere in the history of the Association up to that time. 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.

Chandler's Name.

The news of the change of name of the National Phonograph Co. to Thomas A. Edison, Inc., has created a great deal of interest among the trade. It is a matter of 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.

A good constitution, reinforced by a persistent baked potato diet, is able to withstand all ordinary disease ravages. Ambler V. Chandler, the comedian and creative representative of the Thomas A. Edison, Inc., now 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 former presence on the trade.

Ornstein a Visitor.

George Ornstein, manager of traveling salesmen for the Victor Co., is paying one of his ever-welcoming visits to this city this week.

Davidson's Good Sale.

Cecil Davidson, of the Talking Machine Shop, sold four Victor for a dollar a 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 philosophy of the country weekly, we wonder what it can be. Cecil.

George Davidson is spending a short vacation at the Spring Lake baths.

Good Lyon & Healy Business.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, reports their business in February to be better than that of any like month.

In a corner window of the big store is exhibited a beautiful Victrola of the Vernon 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 accommodate the crowd, and proved a big success from an exploititive standpoint.

Columbia Items.

W. C. Fuhr, district manager for the Columbia Phonograph Co., in a recent 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 avenue, just west of the Coliseum.

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 best months they have ever had.

Dan Creed, district manager for the National Talking Machine Co., who has been working day and night for several months is recreating, vacationing, and a few other things in the South. The trip includes Madison, Grayson festsivities and a stay at Hot Springs, Ark.

Traveler George P. Cheate 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 unusual on that line on the market.

Good Commercial Machine Exhibits.

The Business Phonograph Co., of Chicago, dealers in Edison business phonographs, and the Chicago Dictaphone Co., have several good phonographs, 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. Grinberg, the Newport, Ia., is a recent visitor. He is putting in a new stock-selling scheme 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 the Pittsburgh Bros., Milwaukuee, 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. Rach, who for several years has had immediate charge of the talking machine department of Rothschild, 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 excitement 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 of New York, formerly of the Columbia Phonograph Co., is now general manager of the Zimmerman Co., and he has evidently limited large quantities of the advertising spirit. Witness the registration stent. The book, which is exceedingly well written, describes the special syndicate newspaper advertising copy propagation 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.

Kreuling & Co., 150 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 supplied by leading jobbers all over the country.

The George P. Bent Co., manufacturers of Crown phonographs, who occupy the fine building on Vassah 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 brought a needle to show his friends on the Coast, and reported excellent business.

New Idea Record Cabinets.

Lawrence McGuire states that 20 of the 21 displays of record cabinets which were shown by the 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. Complete descriptions of these remarkable cabinets will be found in the advertisement elsewhere in this issue.

JOBBERS MEETING IN CHICAGO.

Executive Committee of the National Talking Machine Jobbers' Association Meet and Transact Business of Importance.

(Special to the Talking Machine World.)

Chicago, III, 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. extension of the convention 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 the executive committee 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 diversion was furnished by Mr. Reynolds, of Mobile, who told of sending out one of Secretary Boss's "cheerio" form letters regarding the Edison exchange proposition. One old colored woman, who received one of these letters, took the term "cheerio," which, of course, referred to cold teat, and her ready resolution of a bill for $8.10 sent in $5 cash and 108 real-sting 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 and handed 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 McGuire gave the committee information on the arrangements of the National Talking Machine Jobbers' Association convention, to be held in Milwaukee on July 10, 12, 11, and 12, 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.
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 46.)

at the Hotel Plater, and a banquet and ball will be given there the night of the 12th. 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 had been nine new members as follows: J. F. Schenkel, Arms Co., Oklahoma City, Okla.; Lit Bros., Philadelphia; The Talking Machine Co., Philadelphia; R. L. Pennik, Montgomery, Ala.; Sherman-Gray Co., Seattle, Wash.; Philip Welkin, 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.


Sunday night the visitors attended a body of the "Get Rich Quick Wallfing" tour at the Olympic, and afterward enjoyed luncheon at the College Inn.

Traveler Menger, for Lyon & Healy, came down from Milwaukee with a band of live wire dealers from the city of beer and beauty. They were George Ehleboths, C. C. Warner, E. F. and D. C. Schell, and Harry W. Krenzit. F. J. Kraus, of Koenig & Grau, Fort Washington, W. Va., was also of the party.

The only difference between a rat 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 Without the Help of Propaganda-Who Met the Other Followers as He Was Finishing and They Were Starting—Getting After the Summer Business While the Snow is on the Ground—How He Launched 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 provides a model for 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 reason why his dealer friends are lucking of having with him. He's not afraid of his Christ-mas 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 first saw Perkins going 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. But he had something he was doing to kill 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 cam-paign started in another month. Why I've been dopping this stuff out for the last six months, all calculated to cop the simomokes when the dazes are in bloom."

"Naturally we remarked that we were some surprised at this gen's foresightness 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 ad-dress of every sky pilot, regardless of creed, for miles around. I have got in touch with those who are going into the summer meeting and the summer 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 see my little forehaves and half-a-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 precious one going into each spring house and over the "Babes in Toyland" or some such music? Can you see the young man who will dare hesitate to dig when his girl needs close up under his wing and murmurs that all he 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 'It's a Jolly Good Fellow' in an almost empty college and 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, on the other hand the people may be reckon a bowl off 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 machines."

But joking aside, though, I have really been Jokes a long time. I have had expert advertising men preparing folders, newspaper advertising copy and a bunch of general printed matter that seems to work, 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 we'll put the other before Christmas campaign while sitting on the porch in my shirt sleeves or under an electric fan."

Some class to Perkins, oh? Kind of asleep at the switch—what? No, it's his method which will give a lead over a hot twentieth century competition. That idea of getting up early in the morning to beating the other fellow is antique.

Nowadays you don't get to sleep two months ahead and be through the night before. You have all heard of Coney Island and there lies an excellent example. As a general rule, the workmen have to shovel away the snow before they can finish work on the cooling apparatus for July and August. Don't want to sermonize, you know, but the Perkins plan is worth contemplating. 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, has 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) All records, with the exception of 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 of $1.00, 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 ap-parent 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. It shows a short-sightedness—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, you had better use your secret letters."

"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"

Al-Met 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 complete list of Jewels and tubing. Order "TIZ-IT" now.

If your jobbings do not handle this Connection we are willing to supply on one dozen lots, prepaid, 50c.

Free sample to jobbers

Manufactured by KEELING & COMPANY

1904 North 40th Avenue

Chicago, Ill.
Lyon & Healy

SERVICE

Filling Orders Accurately
Filling Orders Completely
Filling Orders Same Day as Received

Have You Tried this Service?
It Will Pay You

DISTRIBUTORS OF
Victor Talking Machines and Edison Phonographs

CHICAGO
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 country 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 combining 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. Bliskey, 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 the first five arguments 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 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 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.

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 Not 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 advice 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.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(especially prepared for The Talking Machine World.)

Washington, D. C., March 10, 1911.


This invention has reference to improvements in phonographs and is designed to produce a machine with a recessed needle or stylus whereby the recording or reproducing of the sound on the record, the structure being such that it may be more accurately reproduce the sounds than is possible with a reproducing instrument that is held toward the record by a weight only.

The figure 1 is a sectional view of a phonograph having improved spring pressure appliance connected therewith. Fig. 2 shows an enlarged detail view of the arm that supports the reproducer of the phonograph with improved spring attachment applied thereto. Fig. 3 shows a sectional view on the line 5-5 of Fig. 2, and Fig. 4 shows a side elevation of the attachment disconnected from the phonograph instrument.


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 full play 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 different 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.


The present invention relates 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. Figure 2 shows a side view of the needle illustrated in Fig. 1. Figure 3 illustrates a pointed needle sectioned for stuffing. Figure 4 shows a modified form of needle subsequent to stuffing. Figure 5 is a vertical section of the needle shown in Fig. 3, and Figs. 6, 7, and 8 are further modifications of the improved needle.


This invention relates to phonograph recorders and the object thereof is particularly to improve the construction described and claimed in the application of Louis A. Chipot, Serial No. 874,853, for phonograph reproducing 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 different angles 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. 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 contour 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 designed 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 improved embodiment, 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.


This invention relates to improvements in sound reproducing instruments, but more particularly to sound boxes for phonographs, gramophones, 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 various portions of the sound box. Herefore, the bar carrying the stylus...
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 many 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 front view of the cabinet having a phonograph mounted thereon and a phonograph horn contained therein 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. Fig. 3 is a detail, partly in section, showing the manner of connecting the horn to the reproducer neck.

Mr. Wuchter, assignor to New Jersey Patent Co., West Orange, N. J., 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 untired 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 Grafonola 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 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 supported 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 grants" 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 seviro 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 operative airs by Italian and French virtuoso, prime home and primo tenor. 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.
When in need of Talking Machine Needles
go to FR. REINGERER
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 March—Dealers Pleased with Conditions
—Columbia Goods in Strong Demand—Being Well Advertised—Many Victrolas Sold—Wulschner-Stewart Co.'s New Record Kept
—Wanting Link Co. Publishing Binding Line—Talking Machines Used in Court House—Other Interesting Briefets.

(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 spend any considerable amount. 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 being made. 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 demonstra-
tion records. They are an important 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 phonograph. 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 record 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 smaller 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 resided 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, with regret, 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 moved 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 it 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 Munt 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 dealer 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," says 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 Indiana County Criminal Court, uses a Commercial machine almost exclusively, dictating all of his opinions on it.

The cabinet business with the Uedell 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.

Restraint 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 closer examination. 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., ascertainment that Messrs. Tarey were cutting prices, secured the evidence and then argued a motion, through their local attorneys, 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 seventeen-year 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 substitute." The remaining order was granted.

The next year's 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 or dealers in that town.

VICTOR and EDISON JOBBERS

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.
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.
8-10-12 East 34th St.
NEW YORK, N. Y.

PHILADELPHIA, PA.

THE TALKING MACHINE WORLD.

Leading Jobbers of Talking Machines in America

Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States

Distributors

Atlantic, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 Calvert St.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 122 Delaware Ave.
Cleveland, Ohio, Columbia Phonograph Co., 117-119 Euclid Ave.
Cincinnati, Ohio, Columbia Phonograph Co., 420mia.
Dallalx, Tex., Columbia Phonograph Co., 162 Main St.
Denver, Colo., Columbia Phonograph Co., 506-508 Colfax Ave.
Detroit, Mich., Columbia Phonograph Co., 115-117 W. Fort St.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
IndiannapoliRs, Ind., Columbia Phonograph Co., 418 N. Illinois St.
Kansas City, Mo., Columbia Phonograph Co., 115 E. Main St.
Little Rock, Ark., Hisdorbern Talking Machine Co., 171 N. South St.
Los Angeles, Calif., Columbia Phonograph Co., 322 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 107 E. Market St.
New Haven, Conn., Columbia Phonograph Co., 444 Main St.
New Orleans, La., Columbia Phonograph Co., 317-319 Canal St.
New York City, Columbia Phonograph Co., 185-187 Eighth Ave.
Omaha, Neb., Columbia Phonograph Co., 1911-1913 Main St.
Philadelphia, Pa., Columbia Phonograph Co., 1026-1028 Chestnut St.
Pittsburgh, Pa., Columbia Phonograph Co., 307-309 South St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
St. Louis, Mo., Columbia Phonograph Co., 222 Farnam St.
San Francisco, Cal., Columbia Phonograph Co., 603-605 Mission St.
Sacramento, Cal., 323 Geary Co.
Salt Lake City, Utah, Denver-Denou Machine Co., 61 S. Main St.
San Francisco, Cal., Columbia Phonograph Co., 603-605 Mission St.
San Diego, Cal., Columbia Phonograph Co., 337-339 Broadway.
Seattle, Wash., Columbia Phonograph Co., 204 Western Ave.
St. Louis, Mo., Columbia Phonograph Co., 108 S. 7th St.
St. Paul, Minn., Columbia Phonograph Co., 20 University St.
Utica, N. Y., Columbia Phonograph Co., 222 Genesee St.
Washington, D. C., Columbia Phonograph Co., 1213 F St., N. W.
Wilmingron, Del., Columbia Phonograph Co., 309 Market St.

DEALERS WANTED—Exclusive selling rights given where no are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Triboro Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

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

Eastlake 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

SOLD JOBBERS OF ZONOPHONE GOODS IN GREATER NEW YORK

Greater New York Phonograph Co.

Phone 1425-4260 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

STINNAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

San Francisco Portland

Sherman, Clay & Co.

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"
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 livest 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.
A Corner of the Music Room in the White House

Photo: COPYRIGHT BY WALDON FAWCETT, WASHINGTON, D.C.
Permission for reproduction granted to Victor Talking Machine Co., Camden, N.J.
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.

Fourth and Race Streets

ARKANSAS
Hot Springs….. Joe Hilliard, 316 Central Ave.

CONNECTICUT
Bridgeport….. F. E. Beach, 942 Main St.

FLORIDA
Tampa….. Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago….. W. H. Sajewski, 1012 Milwaukee Ave.

KANSAS

MARYLAND
Annapolis….. Globe House Farm. Co.
Baltimore….. C. S. Smith & Co., 441 W. Baltimore St.

MINNESOTA
St. Paul………. W. J. Dyer & Brn., 11-13 W. 5th St.

MICHIGAN
Detroit………. J. E. Schmidt, 550 Gratiot Ave.

MISSOURI
Springfield….. Morton Lines, 226 Boonville St.

NEW JERSEY
Hoboken….. Eclipse Piano Co., 505 Washington St.

NEW YORK
Brooklyn………. H. G. Warner, 1218 Bedford Ave.

OHIO
Akron……….. Geo. S. Dalm Co., 120 S. Main St.
Cincinnati………. J. E. Poonman, Jr., 629 Main St.

PENN.SYLVANIA
Alligebury….. H. A. Reeder, 401 Ohio St.
Philadelphia….. Harmonia Talking Machine Co., 1921 Arch St.

TEXAS
Beaumont….. K. R. Pierce Music Co., 408 Pearl St.

WISCONSIN
Milwaukee….. G. H. Erichson, 525 12th St.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

MINNEAPOLIS
St. Paul………. W. J. Dyer & Brn., 11-13 W. 5th St.

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Milwaukee….. G. H. Erichson, 525 12th St.

WISCONSIN
Milwaukee….. G. H. Erichson, 525 12th St.

CANADA
Toronto………. Whaley, Royce & Co., Ltd., 327 Yonge St.
Vancouver………. B.C.M. W. Wait & Co., Ltd., 558 Granville St.
Winnipeg………. Max. Whaley, Royce & Co., Ltd.
THE CHAIRS 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, is only one link in the chain of the true salesmanship of a store.

This thought can be illustrated with a chain hanging in 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 warehouse.

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 advertisement in the paper, after all is 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 Dixon, of Shevawten, Pa., in the course of an interesting article in the New York Times, said that the views of Thomas A. Edison were never much interested in religion. “And that he did not believe in the immortality of the soul, it should be doubly thankful,” says Mr. Dixon, “for, if he had been a thorough believer in this, we might have had Edison’s ‘Intentions 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 Dixon, 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 did 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.”

“How far as immortality is concerned, I, for one, would be much in favor of erecting Edison among the list of those who believes in immortality or not. He is, it seems to me, also entitled to a knighthood. 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, 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 that his immortality is assured, whether he wills it or not, so far as this life is concerned. And I believe that such an ingenuous spirit will be needed in another world.”

DEVELOPING MUSICAL TASTE.

Important Part Played by the Talking Machine—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 rags, there is a large and constantly increasing number who have learned how to use the player-phonograph and the talking machine for education in the serious forms of music.

The range of possibility in the music for these various forms of mechanical reproduction is enormous, and the selection of records is so perfect that 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, and, though his own taste may be in the deepest stage of rags, for he knows enough to realize that he ought to have them, and none of us is without some form of artistic taste.

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 level—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 put on, the ‘vulgar phonograph 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 first a novelty. But even that is not on to something better, instead of sitting by the wayside becoming their fate.

So those who cannot play or sing are everlasting. In fact, if we have a chance to hear those who can do both, to bring them into our houses, get 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 ‘canoned 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—Be Ready Now Before Accompanying Music of the Real 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 is being 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 demitasse 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. Grossing, who, by the way, was one of the pioneer player men, and is very much at home at the Pianola piano.

PROFITS IN WANT ANTS.


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 every morning and takes the method of sending 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 of selling point. The one great advantage offered—salesmanship, superior satisfaction—is 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 a valuable, insatiable, un Ending, and sure prospect. 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 where to get it. His will was compiled with and not until April 3 did lawyers get their hands on the record. The record was played, but the lawyer could not hear the words, for those who had played the cylinder fell unconscious while listening, and the will was destroyed.

The will was all laughed at 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 heaped 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 employees feel that our business is as much a matter of personal 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 with whom it deals.

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 employees.
GOOD BUSINESS IN CREAM CITY.


(Special to the Talking Machine World.)

Milwaukee, Wis., April 8, 1911.

Unusually fine weather has done more 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 disappointing 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 heavy due to the fact that farmers of Wisconsin are finding themselves in the midst of prosperity. This has resulted in a line wholesale trade, and local jobbers say that business has been good. Now, however, the retail 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 Victololas on hand to meet the requirements of their trade."

Along Wisconsin 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, and especially 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. Jobbers and 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. Fettig, 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 Victorola 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 Hoefller 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 Hoefller 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 Hoefller 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.


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 process, 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 manu- facturer was not accorded the privileges of the patent law, which the courts have decided in ad- dition to granting the exclusive right to manufac- turers gives to the owner of a United States patent the right to designate the price at which such pat- ented article may be sold."

"If the inventor discloses to the public the re- sult 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 spe- cial privileges for the term of seventeen years.

This is the position of a company manufacturing such patented articles as the Victor talking ma- chine, and the ‘patent’ medicine decision 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 distri- butors, 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 re- cent 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 dis- tinguished foreigner. In that room Mr. Edison kept 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.

For Victrolas X and X Udell Cabinet No. 452

Made in Mahogany or Oak, any finish.

Holds 229 10 and 12-inch Disc Records.

Slight change in rim makes top fit either Vic- trola X or XI.

Shelf to handle records on. Reproduction Edwardian old needles. Indexed compart- ments and card on shelf.

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.

For Victrolas X and X Udell Cabinet No. 452

Made in Mahogany or Oak, any finish.

Holds 229 10 and 12-inch Disc Records.

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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.
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.


Burlington, Canada; Montreal, Canada; Toronto, Canada;

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

**VICTOR DISTRIBUTORS:**

| Albany, N. Y. | Finch & Hahn |
| Atlanta, Ga. | Elsen-Asselt Co. |
| Austin, Tex. | Phillips & Crew Co. |
| Baltimore, Md. | The Talking Machine Co. of Texas |
| Bangor, Me. | Andrews Music House Co. |
| Boston, Mass. | Oliver Ditson Co. |
| Brooklyn, N. Y. | American Music Co. |
| Buffalo, N. Y. | W. D. Andrews |
| Burlington, Vt. | American Photographe |
| Butte, Mont. | Oron Brothers |
| Chicago, Ill. | Jones & Holy |
| Cincinnati, O. | The St. Schulz Co. |
| Cleveland, O. | The St. Schulz Co. |
| Columbus, O. | Perry B. White Co. |
| Denver, Colo. | The New Music Co. |
| Dubuque, Iowa | Huber & Elsh. |
| Duluth, Minn. | French & Basset |
| Elmira, N. Y. | Elmira Arms Co. |
| Honolulu, T. H. | Bernays Music Co., Ltd. |
| Indianapolis, Ind. | M. E. Hahnen-Scharf Music Co. |
| Jacksonville, Fla. | Garner & Logan Brothers. |
| Kansas City, Mo. | L. W. Jenkins Sons Music Co. |
| Knoxville, Tenn. | Schneider Arms Co. |
| Lincoln, Neb. | Ross P. Cortice Co. |
| Little Rock, Ark. | O. K. Hurst Piano Co. |
| Los Angeles, Cal. | Sherman & Sons |
| Louisville, Ky. | Lanier-Mahogany Music Co. |
| Memphis, Tenn. | R. F. Fisk Piano Co. |
| Milwaukee, W's | Lawrence Mead |
| Minneapolis, Minn. | Lawrence E. Lucke |
| Mobile, Ala. | Wm. H. Reynolds |
| Montreal, Can. | Berliner Gramophone Co. Ltd. |
| Nashville, Tenn. | O. K. Hurst Piano Co. |
| Newark, O. | The Ball Piano Co. |
| New Haven, Conn. | Henry Harrison |
| New Orleans, La. | Prettyr, N. A. |
| Oklahoma City, Okla | Schneider Arms Co. |
| Omaha, Neb. | Walter G. Clark Co. |
| Peoria, Ill. | The H. S. Clark Co. |
| Pittsburgh, Pa. | C. C. Miller Co. |
| Portland, Me. | C. G. Allen |
| Portland, Ore. | Sherman, Clay & Co. |
| Richmond Va. | C. P. Co. |
| Rochester, N. Y. | E. J. Sorenson |
| Salt Lake City, Utah | Consolidated Music Co. |
| Spokane, Wash. | Eilers Music House |
| St. Louis, Mo. | Eichers-Brenner Music Co. |
| St. Paul, Minn. | The Acadian Company of Min. |
| Tampa, Fla. | E. H. B. Co. |
| Troy, O. | E. E. Hargreaves |


Burlington, Canada; Montreal, Canada; Toronto, Canada;

To get best results, use only Victor Needles on Victor Records
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., Gen'l., Tribune Building, New York.

MARCH SALES GOOD IN CINCINNATI.


(Special to the Talking Machine World.)

Cincinnati, O., April 9, 1911.

The dealers were favorably impressed with a prosperous business for March. While merchants in other lines complained of having experienced a dull month the talking machine boosters announced the sales for the period just closed to have been greater than during March, 1910.

A rack capable of holding 35,000 records will be one of the new features of the new home of the Acoolian 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 Acoolian boosters will spring a surprise upon the public this summer. They have formed a baseball club, which will be a part of the Spalding Saturday Afternoon Commercial League. L. H. Ahass will be "Our Captain." He claims the players live up to the reputation of the name and 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 Wurllitzer Co. report the demand for the Victrola 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 Wurllitzer 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 in the large number of sales credited to that type machine.

L. F. Kieffer, representing the Rudolph Wurllitzer Co. in the States of Indiana and Western 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 Wurllitzer Co. have shown some splendid Victor windows during the month, the best one being a display of the three highest-priced Victorolas made, the Motorola, the Verma Martin and the Cirruss 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, Heinerman 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 $98, 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 dealer orders 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 showing a fine display of Edison goods.

J. C. Greene may enter the talking machine arena. He recently opened a waxroom 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 Krogle 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 Burton's standpoint. This has been dedicated to Garry Herron 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.

(Detroit Jobber News.)

Detroit, Mich., April 4, 1911.

The Doran Phonograph Co. have leased the second floor of the building at their present location at 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 Maxer Phonograph Co. last June. The Maxer 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 completion.

The capital stock of the corporation is $29,000. 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 merchantile 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, tucked up in one of the largest rooms, a motion picture story entitled "How Salesman Lawon 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 492 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,
CHARM OF MUSIC UNDER FIRE.


"Leigh, Costin and myself," said Major F. 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 canoes, 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 screams of 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 an inch and a quarter of wood, succeeded immediately by more arrows and by fire from shot guns, 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 treating, 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 insulted 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 Warnakker'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 cylinders consisting of the 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 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.

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-sell means 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 endorsed 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 Instruc tion 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.

Won't You Have a Lesson in Spanish?

For a few cents you can learn Spanish, French, or German by the I. C. S. systems. These systems are the best and cheapest ways to learn a foreign language. It is so easy to learn by the I. C. S. system, and a knowledge of Spanish is so useful nowadays. The I. C. S. systems of language instruction are practical, easy to learn, and appeal with compelling power to thousands of persons. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick-sell means 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 have endorsed the I. C. S. method of teaching languages.

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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.
Frank K. Dolber, 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 Photographic Co. note that breaze 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 this house 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 Heeple talking machine department, is very much pleased with the accomplishment of his department of the big Heeple store during the month of March. The class of goods sold was of a very fine character, both in machines and records. The Heeple note that there is a shortage of a certain line of goods, which has hampered them materially.

It is reported that W. C. Holsboer, who was for many years with the firm of J. E. Ditson & Co., who have just closed up here, has been engaged by John Wannamaker. He is to be in charge of the small goods department.

The Columbia Photograph Co. have received a large consignment of the new records by Fremstad, Norcia 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 largely 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 another for two years, it is needless to say there will be a happy reunion."

I note the following in the Allentown Demo- crat of March 1, 1891: "Wucher, 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. Wucher was the first dealer to receive shipment of these records from the Columbia factory, having placed his contract two days after Nordica signed her exclusive Columbia contract."

On Saturday, March 13, the Stephens Music House, of Norristown, Pa., opened their new graphophone department with two grand concerts, and keep on grandly. They held their concert 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 Photograph Co.'s Philadelphia office, who played several piano solos and also accompanied many of the records on the Columbia. 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 Dalio, of the Metropolitan Opera House; Albert Kreil, president of the Kreil Auto-Grand Piano Co.; W. F. Wallace, treasurer of the General Music Supply Co., of New York, and John H. Farnham, 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 delaying 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 Editha.

**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 or better than anyone else can fill it. Start to grow and keep on growing. Do not allow your ambition to very come to such a height that it will cause you to think any other job. To be successful, work for the benefit of yourself and your employer. When you are successful and have made enough money, your employer will be glad to give you another position. If your employer is a dishonest man, he will not care what you are doing. The fellow who is not the man you are, but you are the man 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.
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
W HILE 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, breadth, and saturation, 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 this year 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 practical.

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.

If not must 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, rather than to fall 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 between manufacturers 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 product does not violate the provisions of the so-called anti-trust law.

It is not improbable that as much as the case at issue related to proprietary or patent medicines some recent profitable talk 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 interest 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, 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 needs of the jobbers. Members of the trade, as 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, for the interests of the trade 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 issues of most importance. Details of the trade 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 may 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 it 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.

THE TALKING MACHINE WORLD.

A GREAT DEPARTMENT
Devoted to Talking Machines Is Now Being Built in the Philadelphia Store of John Wana Maker—Covers an Area of 8,000 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 Wana

maker. 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 6,800 square feet, and in this will be erected the beautiful Oak and Gold gallery that was purchased by Mr. Wana maker 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 rec ord 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 re pair 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 of 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 commend able, and might lead to other forms of co-opera tion. The effort to make use to the best advantage of this intrainer 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.

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.

No. 764 CAPACITY 338 RECORDS.

No. 789 COLONIAL STYLE
TRADE ON THE PACIFIC COAST.

March Sales in Excess of Those for February—
Conditions Generally Are Excellent—Colum-
bia Machines as Prizes in Newspaper Contest
—many orders for Victor—Hauschildt, Black
Co. to Continue Talking Machine Lines—
Heine Piano Co. to Reopen Department in
Downtown Boston—What the Various Man-
agers Have to Report As 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 lines which are carried by this company. Mr. Cyrus, traveling salesman for the local office, has been spending some time in the Sacramento coun-
y 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 price 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 in-
augurate a big contest on April 1 in which it will offer $2,800 worth of Columbia machines. Consider-
able interest has been shown of late in the rec-
ords of singers who have been in San Francisco during the past few weeks. Following the Bonci concert an especially heavy sale of Bonci records was noticed, and already interest is being shown in the Alexander Heinemann records, as Mr. Heine-
mann is soon coming to this city.

Andrew G. McCarthy, vice-president of Sher-
man, 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 manufactur-
ers find it hard to supply both sides of the contin-
ent, 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 com-
ing months is very encouraging.

The Black & Co., who are now finishing
their first month's sale of the stock of Clark
Wise & Co., will carry all the lines of talking ma-
chine 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 Willey B. Allen Co., speaks very highly of pres-
ent 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 Francisco. Mr. Black notes with the
crossed demand for the higher class of goods dur-
ing the past few months. The general tendency
is toward the Victor-Victrola and other high-class
machines. The new style of 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 it is to be noticed a decrease in sales of the horn type. Mr. Black makes
no mention of the lack of Victrolas, orders for which are more numerous than the goods to fill them. A large
shipmenl is expected within two weeks. F. P.
Cortorran will soon make a business trip, visiting
various branches of the Willey B. Allen Co. He
will devote his time speciically on the Victrola end
of the business for the spring selling campaign.
Lawrence Wilson, who has been with the Willey 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.

While the record business is making hardly as
great a showing, in comparison with that on ma-
chines, as it did a month or so ago, it is keeping up extremely well. Selling the records which are
especially popular just now are a number of selec-
tions from grand opera, the Nellson records, and
the admirable Scharenken records of the Colum-
bia Co. The Heine Piano Co., which started out in their
downtown store with a talking machine depart-
ment, which was later abandoned, announced their
intention recently of reopening this adjacent 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 confi-
dent of making it a success.

W. A. Volta, Western representative of the Na-
tional Phonograph Co., has been making his head-
quarters here all month, but has been away most of
the time making trips to outside points all over
California. He reports great success and considers conditions in this district favorable for
a good season. He expects to complete his work
in this district before long.

A. R. Pendant, head of the Pacific Phonograph
Co., is getting in a lot of special talking machine
goods, which he expects to use in extensive win-
dow 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, mak-
ing 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 signifi-
cant.

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, sub-
mit them to consulting specialists and repro-
duce them to students for purposes of in-
struction. 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 stu-
dents 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

Especially if these goods are handled exclusively. Just how much it counts you can easily demon-
strate 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

If you do not handle our
GRAND OPERA NEEDLES
you are not supplying your customers with the
best.
SAINTLY CITY CLEANINGS.

Trade Optimistic Anent Business—Exhibitors at Household Show—Columbia Phonograph to High Priced Machines—O’Neill’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 commented among local men that the size of the dealers, the going chief of which is C. O. Mengel, of 10-cent store, the latter has been 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.

The retail dealers recently in the city were:

Wayne Allen, of the Allen Music Co., Columbia dealers at Columbia, Mo., spent March 14 and 15 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 20 of this style of graphophone in St. Louis within a few months.

R. P. Bartlett, manager of the Des Moines store of the Columbia Phonograph Co., spent the week of March 13 visiting dealers in this city, his father being the head of the Bartlett Candy Co.

Charles Knutson, traveling sales manager for the Columbia Phonograph Co., left March 21 for a two months’ trip through Missouri.

John A. Hartmiller 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 any 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.

Call or write us 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.

Licensed under the basic patents covering vacuum cleaner.
BUSY TIMES IN PORTLAND, ME.

(Special to the Talking Machine World)
Portland, Me., April 8, 1911.
Lewis W. Fricke, 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 that 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 fastening 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.
(Fitchburg, Mass., April 8, 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 industry. 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 secretarieship 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 this end.

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 art of trial 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 unqualified "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—Linoid Horns in Demand.

(Special to the Talking Machine World)
New Haven, Conn., April 7, 1911.

If there is a stroke of art for piano records, it is H. M. Blakeborough, manager of the Columbia Phonograph Co., who is a decided enthusiastic Columbia on Schurrer's records. Likewise he is strong on Nordic'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 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 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 buyer's attention. Linoid Recording Horns are a big seller with the Pardee-Elleenger Co., as recording is a rapt that is growing constantly with machine owners. The Linoid horn is hand-molded, finished in black enamel and gold striped, at a retail price of $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-Elleenger Co.

A WAR TALK TO SHARP NEW ENGLAND DEALERS!
A few miles from us on April 19th, 1776, 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 small-speed service. It is causing him need-les 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 general, and learn how their equipment can be your base of supplies. No matter where you are maneuvering 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.
The Talking Machine World.

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 a page in the 1911 business track in very satisfactory time. When the word "go" was given three months ago, with every one in line, a breasting 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 commendable but has been prolific of this good result. "Educate the public" has been the keynote of 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 bright and a most substantial volume of business is expected by jobbers and dealers alike.

Occupying Larger Victor Quarters.

Jordan & Peck have moved their Victor talking machine department to their new building, where they now enjoy most spacious quarters. Four mahogany soundproof booths, reported to have cost $18,000, pleasing finishings throughout, make this one of the most ideal departments in the country. E. B. Holmes, manager, says the response from people who purchase in 1911 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. Skeleton, the Edison order scout, has been diligently following up the blurred trend 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 wig but incidentally testify to his prowess as a disc scout.

Chamberlain as an Automobilist.

A. W. Chamberlain, manager of the Edison department of the Eastern Talking Machine Co., has covered a considerable number of miles this winter in his auto car, which, with his friends (or enemies) and he will soon be speeding along the banks of trees and hitting other obstacles in the path of the auto novice. Now, A. W., don't care a thing.

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." This at writing for that department store talking machine manager, the many changes 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 hit a memory ere this appears. To those who like alterations, how is "myriad managers?"

Cooper Primed with Suggestions.

Charles Cooper, manager of the Edison end of the Boston Cycle & Supply Co., "exclusively Edison and exclusively whole-sale," has been dopping over dealers' retail problems and says he has some new ideas for the current trade. They are now in process of completion, and dealers who are fortunate enough to secure this service evidently will have considerable aid.

Mr. Gove reports 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 & Supply 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 relegated 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 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 looking for the Christian Science journal, the business volume will be tremendously increased if only gives a half-way prominence.

Meeting of Eastern Talking Machine Associates.

The Eastern Talking Machine Associates hold their regular monthly meeting at the company's headquarters on the 9th ult., when arrangements were completed for their coming minstrel show, which is to be given April 7th. 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, sprang a surprise by introducing as the first speaker of the evening W. D. Wilmoth, 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 good 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 of This Year's News.

B. E. 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 giving the past 20 years a close look. 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 their philosophy, which will be appreciated by talking machine men, it can be said that if Mr. Taft started playing 2-minute records 10 years ago he would have played by to-day 4,904,000 records.

Growing Columbia Trade.

Manager Arthur C. Erisman, of the Columbia headquarters, has received a fine unsolicited letter from a 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 orators.

Mr. Erisman also goes on: "I glad to learn that their March business was the largest for any month in the history of the firm, and this means an increase 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 was perfectly normal and very high in the list when we are in 1911 closes. I have just bought a secret tone for business building, so watch how we grow."

Entertains with Victor Concert.

At the recent hangout 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 dieters 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 afad, and Mr. Rosen is playing at a number of them. He uses a Victor machine with a 24-inch bell brass horn, with loud needle.

A Popular Talking Machine Man.

"Billy Fitz" is the world's best of all "I'myour man" 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 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 growth 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 you blame 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, everyone 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., Gen'l., Tribune Building, New York

(Gespel to the Talking Machine World.)

London, E.C., April 6, 1907.

Unlike even last year, talking machine conditions could scarcely be more firm and bright than at the present period. Sales have maintained spring-like vigour for a further length of time, and it is easy to see that 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 great increase is to be found on the record side, while machine sales are certainly very good, a noticeable decline is apparent now that the days are lengthening.

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 with which to meet the situation.

The foregoing indication of things is perhaps all the more satisfactory when one considers the many drawbacks incidental to this industry. That of the prices is one moment in many. But with the opening of March the only 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 machines, 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 elusiveness 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 system. It is evidently all the way with the dealer who one invariably notices, consoling themselves with the thought that the talking machine industry is going to the dogs. Manufacture and commerce is not 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 matters do not end. Other really energetic and enterprising retailers ever and anon, adversely feel the effects of these job-price records, and it therefore behoves 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 these prices were to be increased at all, and one 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 this with your correspondent I accept 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 impossible to meet on common ground until such time as all the record makers agree to adopt a one-price system.

One fact that more than anything else 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 50 by Mr. Sidney Hulson, 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 subsequent interest when 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 this system of royalty—so much per record and that it should be fixed by law, and that once given is to any one maker to record then that permission automatically passes to all other record makers upon payment of royalty.

As regards the makers, 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 this head we must accept the trade returns for the year 1907 which have just been issued. The total value of musical instruments produced here amounted to £1,867,000; gross output, £1,857,000; net output, £1,286,000; persons employed totalled 10,117. Included in these figures is an amount of £90,000 against talking machines and records. Nothing very startling, but on that subject we do not propose to compute the figures for 1910, at least, in the neighborhood of £300,000.

New Line of Phonograph Machines.

Messrs. Lodewyks, of 43 City Road, the great twin and zonophone factors, and the proprietors of the famous Phonograph 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 mellow-toned models, and we predict an immense demand for them. They can be thoroughly recommended as a satisfactory and profitable line for colonial and foreign dealers, and particularly for those about to be sent on application to the sole shipping agents: Messrs. Calman & Best, 91 Fitzroy Pavilion, 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 for some thousands of disc records with the defendant, firm, who claimed that one of the stipulations in the contract was that the records should not be sold by or for the English Record Company. After the delivery of a certain number of records the question arose as to the use of a certain label. Plaintiffs now claimed for the return of money paid, or to have the records manufactured under any label they might wish. Mr. W. H. Cullum, 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 advanced information of three new records by the greatest Italian tenor's, Pizzetti, and Rosini, and "O Luce di Quei Anima" (Lerida di Chiamounus), (D'ontelli). 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 PAYS, which is the first time these two great comedians have ever made a record. To fill the growing demand for mellow violins, the Gramophone Co. have issued this month no less than seven very fine selections by the well known orchestra conducted by Herr de Groot. Other interesting titles are as follows: "I'mheinse," selection (Stillian), and "Italina in Algier," overture (Rossini), by the

FROM OUR EUROPEAN HEADQUARTERS.

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

THE LONDON OFFICE OF THE TALKING MACHINE WORLD IS NOW LOCATED AT 1 GRESHAM BUILDINGS, BASING HALL ST., E.C.

THE MELLOW-TONED VIOLIN, VIOLA, ETC.

The mellow tonal quality of these instruments, which are constructed largely of aluminum, not process none of the characteristics of the standard phonograph 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.
49 Albany St., London, Eng.

In U. S. A., to their sole repre- sentatives

OLIVER DITSON CO.
190 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

STROH VIOLS

One of the oldest and best established violin makers in the world, producing instruments that are used in many of the finest orchestras, symphony and opera companies throughout the world.
ROYAL APPRECIATION

of

"HIS MASTER'S VOICE"

THE GENUINE GRAMOPHONE

To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

The GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD, LONDON

FRANCE . . . Cie. Francaise du Gramophone, 15 Rue Blons, 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 Grammofone Aktieselskab, Frihavn, Copenhagen

To H. H. the KHEDIVE OF EGYPT

To T. M. the KING and QUEEN OF SPAIN

To H. M. the SHAH OF PERSIA

RUSSIA . . . The Gramophone Co., Ltd., Krasnaya Planchad, Mittleres Hansels.
              Reibnen 321-322, Moskow
FINLAND . . . Fontanka 58, Peterburg
AUS.

Also branches at Riga, Karshoff, Rudolf, Oslo, Tiflis
SPAIN . . . Cie. Francesca do Grammofono, 56, Plaza de Barcelona
INDIA . . . The Gramophone Co., Ltd., 139 Belonghatta Road, Calcutta

THE TALKING MACHINE WORLD,

FROM OUR LONDON HEADQUARTERS—Continued.)

band of H. M. Coldstream Guards; “Scenes Neapolitan” (Massenet); “Temptation Rag” (Lodge), Pryor’s Band; “In the Shadow” (Fluck), Bohemian Orchestra; “Has Sorrow Thy Young Days Shaded?” (Moore), Mr. John McCormack; “Widow's Fare” (Heath), Mr. Charles Treece; “The Dagger Speech” (Macbeth), Mr. Arthur Bourchier; “Flower Song,” “Pamit” (Gounoud), Mme. Edna Thornton; “Agatha Green” (Margaret Cooper), Miss Margaret Cooper; “Gentle Spring” (Lanc Wilson), Miss Percival Allen and Mme. Edna Thornton; “Gynial” (Wodeley Charles), Mr. Tom Clare; “You Can Do a Lot of Things,” Mr. Mark Sheridan; “Good-bye Till We Meet Again” (Lauder), Mr. Harry Lauter, 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 Controler.

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 Tournophone sound boxes, but arrangements are contemplated whereby it will be possible to manufacture other sizes suitable for all the leading markets. 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. 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 do 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 Farrington Rd., London, E. 6.

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 Diatone,” is the product of Messrs. Barnett Samuel & Sons, Ltd., and every constituent part is genuine and intended 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 employees of John G. Murdoch & Co., Ltd., held their annual Bohemian concert at the Holborn Restaurant, March 27. An excellent front of good music was provided by a large number of popular talking machine artists, whose services were greatly appreciated. “Twere invincible 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 defendants 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 1896. 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. H. and G. S. Reimstein) appeared for plaintiff, and Sir Edward Carson, K. C.; Mr. George Elliott, K. C., and Mr. J. F. Eales (instructed by Messrs. Maddocks and Caroline) 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
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 dispatching system, that The House of Murdoch stands where it is today—England's largest factors.

EXCELSIOR

The Perfect Singing Machines
14 models from £2.2/2. to £16/16. retail.

INDESTRUCTIBLE PHONOGRAPHIC RECORDS
Emblazoned labels/1. each, 4 minute labels 1/6 each. American and English selections. Lists free.

Telegrams "Pelard London." Special shipping terms. Catalogues and samples mailed free.

JOHN G. MURDOCH & CO., Ltd., 91 & 95 Farrington 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 circulating as advertising the business as that of George Robey. Their advertisement stated that "Is 6d secures immediate delivery of the world-famed Robey phone, terms to suit yourself, at half the price. "George Robey, world's provider, Coventry," was also a part of the advertisement quoted by counsel. Amongst the published matter issued by defendants was a representation which plaintiff was denied in the familiar role of Mrs. Blahs, widow. Mr. Duke said there was another publication, in which plaintiff was represented as a domestic servant singing in a gramophone, "Let your lady have her songs."

Continuing, counsel said as a result of the advertisements plaintiff was annoyed by the receipt of letters and finding indigent purchasers of the gramophone, who have been 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 the name of Robey in Ireland supposed they were getting the genuine records. What price gramophones? (Laughter). Sir Edward Carson: "Did you get cheers? Witness: "Yes." (Laughter). Witness: "We 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. Lord Justice Sumner: 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: You are well known as "world's provider?" No: two providers they have called me on the bills. Frederick Watson, lodging-house keeper, Cardiff, spoke of his having a gramophone from defendants. Did he use it also? Retort! (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 Fitzer, 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 tracing purposes. Mr. Walter Gibson, 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 to believe he was connected with defendant's business. Sir Edward Carson, for the defendant, contended that plaintiff had disclosed no cause of action. There was no right of property to the name and it was not entitled to the injunction asked. The jury gave a verdict for plaintiff for £10, 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 Republicanne Band is responsible for two fine selections, and the following also call for mention: "The Faries" (Gottfried's Door); "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 Tapiero, and "O Hush Thine, My Babie" (Sullivan), beautifully rendered by the Zonophone Concert Orchestra.

New Columbia Celebrity Records.
Unquestionably the great event of the month is the issue by the Columbia Co. of a remarkable series of concert 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 Cavalieri. Coupled with this soprano are Xenia Wegner and Bronska, the former an exponent of the dramatic arias in grand opera, the other the celebrated Russian coloratura soprano. There is also Betina Freeman, a talented young American mezzo-soprano. Among the celebrities of the other sex must be noted the names of Constantino, tenor, and Maridonne, basso. The baritone are Campanari and Blanchet. These Columbia celebrity records are with a few exception practically all 12-inch records.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 1/1/9 to £12/2 retail.

PETMECKY TONE NEEDLES
The finest needles made. We also control the Angenius Duplex Tone, Empire Spear Point, and Tournaphone needles. 

Sounds Rather Familiar.
According to a Brighton critic, a famous pianist, at his recital a few days ago, "let loose roaring Niagara of rushing sound. Suddenly on the astonished sea, beating the raging tumult into insignificance, a still louder phrase would crash out all-conquering." The pianist's hands, moving 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 say that every soul in the audience was also affected.

Some Pleading 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 lines 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 not fear a "quiet" time! Dealers had, but his good—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 and quality as to tone and artists, 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: 10.30 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 printers; 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; lastly, at 7, he is working at another opera recently ordered to be completed in a certain number of days; at 8.15, conducts a special performa.

The FLEX Patent DIAPHRAGM LOUD SPEAKING

Edison Size "C" or "L," 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. Warning, valuable aspect for those who use C, A, and Canada. Liberal terms.

DAWS CLARKE

5 Longford Place Rusholme, Manchester
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

The delightful other violin right "The permanent E. Love

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 barem 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." Folklore students of the future will find the phrase duly crystallized in permanent form in the popular sketches on Columbia-REMA records.

Some Columbia Notes.

There is a delightful surprise for lovers of Savoy opera in the new list of Columbia-REMA 12-inch records. A new combination of talented artists is presented under the name of the Columbia Light Oyers Company, and on one side of a 12-inch disc they provide some of the choicest excerpts from the familiar (and one-timed harned) 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-REMA records by Billy Williams were issued on February 21. In two days they had leap 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.


The Jap-Fiddler.

A new line just introduced by Messrs. Geo. Evans & Co., of this city, is the Stroh "Jap-Fiddler." It is made of chiseled 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, sweet 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-Fiddler 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 Jap-Fiddler is easy mastered, and will command 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.

Klingsor Quartette Records.

J. E. Hongh, Ltd., announce having made exclusive arrangements with the famous Renard Klingsor 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."
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

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 r·r 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-

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 ceremonials, 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, supplied with 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. Davis Clarke is maintaining good sales for his famous "flexi" dis- phragm, 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 wonder- ful 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, in the satisfactory index of the trend of the time to know that the higher priced machines are so popular.

The sales of Bela 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 Zonophone 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 consid- erably. 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 'Austrophone, which, as most of the Belfast jour- nals say, discourses sweet music to an appreciative audience. We commend Mr. Osborne's worthy ex- ample to the consideration of other dealers.

"PEROPHONE" CABINET MACHINES

A REVOLUTION IN CONCEALED-HORN MACHINES

PEROPHONE TONE-ARMS

PEROPHONE TONE-ARMS

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.

"RAJAH"
Solid Oak. $18 net.
D/Spring Motor. 12-inch Turn-Table.

"MATADOR" $16 net. Mahogany Finish.
D/Spring Motor. 12-inch Turn-Table.

"CONSUL" $10 net.
Mahogany Finish. Good Motor, 10-inch Turn-Table.

"TOREADOR" $20 net. Mahogany.
D/Spring Motor. 12-inch Turn-Table.

"TAPER TONE-ARMS" $34 x 16 x 15.

"TAPER TONE-ARMS" $34 x 16 x 15.

Perfect Workmanship

Handsome & Striking Designs

Grand Reproduction

WHEN CLOSED

WHEN OPEN
Don't Buy Needles That Damage Records

Grain of Cleopatra Needles

Bad 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 evidenced in the exhibits 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 visits, who, needless to say, admired their construction 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 gave a special display of their latest introduction in the way of records—a 12-inch double-disc known as the “Farolphone.” 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 goals to Newcastle. But Carris & Stavidi 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 Reka Company, of Berlin, their display being much admired. Interest was shown by many in the cheapest home made machine, and taken altogether the amount of business done was highly pleasing. A brave display of instruments was also made by the Trionphone 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 time-worn pieces 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 display made by Messrs. Muller, Palliser, Messrs. Mennof Froetz, and Hermann Thoresz, 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 motor orders, 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 Heak 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 fine orders were booked by the Heak 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 design 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 boreless instrument shown by the firm of Holweissig 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 superlative 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.

Several 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 exhibitions. 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 orders were 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 given generally over where letters were written. But with the advent of the typewriter it became 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 only for outsiders; and when you want to send 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

CHEMISCH-FABRIK E. SAUERLANDT
FURSTHOF, AACHEN E. SAUERLANDT

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 31

Berlin, 26 pkgs., $1,038; Buenos Ayres, 16 pkgs., $442; Callao, 10 pkgs., $332; Fremantle, 19 pkgs., $525; Havana, 9 pkgs., $164; Hipolito, 6 pkgs., $59; London, 175 pkgs., $2,019; Manchester, 40 pkgs., $663; Marscorio, 6 pkgs., $322; Para, 47 pkgs., $757; Porto Colonias, 13 pkgs., $453; Rio de Janeiro, 3 pkgs., $504; Singapore, 3 pkgs., $138; Valparaíso, 4 pkgs., $118; Vera Cruz, 62 pkgs., $1,591; Vienna, 4 pkgs., $114; Yokohama, 1,134 pkgs., $26,185.

MARCH 30

Buhla, 111 pkgs., $1,088; Berlin, 19 pkgs., $394; Buenos Ayres, 117 pkgs., $2,386; Callao, 4 pkgs., $88; Chemulpo, 3 pkgs., $116; Colon, 5 pkgs., $104; 73 pkgs., $155; Guayaquil, 1 pkg., $102; 18 pkgs., $230; Hamburg, 1 pkg., $140; Havana, 27 pkgs., $1,224; Limon, 5 pkgs., $181; London, 159 pkgs., $3,182; 42 pkgs., $1,726; Milan, 12 pkgs., $730; Para, 22 pkgs., $1,688; Rio de Janeiro, 25 pkgs., $1,055; Tampico, 9 pkgs., $111; Tumaco, 3 pkgs., $167; Vera Cruz, 36 pkgs., $1,027; Vienna, 6 pkgs., $171; 114 pkgs., $3,493; Yokohama, 12 pkgs., $756.

MARCH 28

Annapolis, 2 pkgs., $162; Berlin, 50 pkgs., $1,489; 33 pkgs., $500; Brookfield, 5 pkgs., $100; Buenos Ayres, 14 pkgs., $271; Colon, 6 pkgs., $165; Guayaquil, 6 pkgs., $225; 8 pkgs., $162; London, 4 pkgs., $3,460; 236 pkgs., $7,751; Melbourne, 3 pkgs., $100; Para, 10 pkgs., $2,170; Rio de Janeiro, 47 pkgs., $1,314; San Domingo, 7 pkgs., $442; Santiago, 11 pkgs., $2,226; Panama, 8 pkgs., $461; St. Thomas, 3 pkgs., $182; Tristre, 61 pkgs., $179; Vera Cruz, 58 pkgs., $1,619; Vienna, 41 pkgs., $1,435.

“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 10) 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., 130 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 tendered 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 been in February to look over conditions in that hunting 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.

LANDAY'S 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 such large orders from the peerage of England. He said that about five years ago the Countess von Hartfeldt 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 the use 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., 302 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 to lose money, as the required capital was never raised, and was never anticipated. They were incorporated April 1.

Insist on cash payments from unknown persons, and with everyone restricts credit as much as possible. If 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.

SIMPLE TO ATTACH

This fibre needle attachment will help you make your sales on fibre needles, which means big profits.

Some people who inquire about fibre needles will not buy if they have to bring their sound box to a store fixed for fibre purchasing, 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, 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.

(See our Catalog.)
PROGRESS IN TALKING PICTURES.


Every observer who has followed the progress of cinematographic art during the last 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 tableau drama through the medium of the instantaneous photographic camera and projecting machine should at the same time record their words in the way 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 was suitable for a satisfactory union of the two elements. Within the last year or so, however, there has been a noteworthy advance in the art of recording, so that the time now appears to be ripe for another attempt at the realization of a complete affinity between the moving picture and the talking machine.

In the present remarks we desire to point out some of the conditions which 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 conditions of success, in order that, whether by 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 impossible to separate them. Yet in the sense of speech and sound one is not the same. The same sound seems even more plausible when we note how, with growing excitement, his steps back and forth over the floor seem to synchronize 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 conditions which we call "bodily sensation." The brain has acted upon a set of motor nerve centers to produce speech through its action on the vocal cords and upon other sets to bring about muscular movement 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 here done: the production of sound, which results in the psychological motions leading to speech and gesticulation are separate reactions, and each can and does have its separate laws, as are other physical things. If we 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 cause of the separate phenomena lies in the psychological, the words which we see in 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 medium causes are distinct and separate. The whole problem is to co-ordinate these separate mechanical processes in such a manner as to make one run with the other, infallibly and naturally.

This problem is what we refer to when we speak of "synchronization." But there is more to be considered than the mere act of joining film and machine and projector. For it must be remembered that the actual doing on the stage which we desire to represent are the product of a perfectly co-ordinated stage and screen-acts only, and is not a part of the actors. If it were possible to separate the speech and action entirely, if we could so control the actors that they go through their appropriate posturings and their gestures, and separately, speak their lines while thinking a perfect representation of the enacted physical motion; if, in short, we could make our actors "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 be perfectly in accordance with the sound.

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 controlling the recording and reproducing the motions of the films and the talking machine cylinder or turntable.

Unfortunately, however, except when the speech and accompanying actions are of the simplest sorts, 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 do this, and then care is needed to get 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 observes series of physically simple and mechanical motions, involving a great variety of relations and sub-relations one to the other. And the more complex the relations are, the less does this harmony become possible. And through 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, in the eye of the observer, the correlation in space and time of the separate sounds which are presented from 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 are there personal or psychological conditions which require the separation 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 the technical 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 capture all the sounds accurately without 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 likely that the problem has been solved, in so far as a solution has been gained, through the employment of improved external means for defining the heterogeneous series of movements which the acting is in a way, with a continuous recording, an improved sound refractor. Anyone who is familiar with practical acoustics can imagine the kind of wave refractor and condenser which might conceivably be used for this purpose.

After the matter of sound-recording, comes the further one of synchronization 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 necessary, in addition to the problem of synchronization, to arrange 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 is a matter of rotation must be some definite relation to that of some moving element in the camera, so that the motion of the film will be controlled by 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 we may have some control who coordinates 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 motors need be set up on the machine itself, work motors could be set up on the projectors, or the motors which have been developed, and several patents have been granted here and abroad for such motors. The synchronization is attained by certain proportionate systems of winding the rotation of the recording elements of the two motors, and by other cognate methods.

Other methods for obtaining a proper union between the picture and the reproduction of sounds have contemplated engraving the sound-record tight on the edge of the film. In this case, of course, there would be no problem, and 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.

Though 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 artist or composer and the activities of the engineer who must do the technical work. They must be 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 to indicate that a business 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 Hedden Amusement Co., 109 West 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 orders in the country. While in his original line 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 as usual, and those who can 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 unwieldily disappointingly 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 encyclopedia, 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, if 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, parthenia, suited to the aesthetic sense of its bearers. 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 St. John's, 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 circular setting forth the head 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 by the permission of the author or his legal representatives or assignees in the country in which copyright subsists is prohibited." Just how this will affect the importation of records into Canada remains to be seen. When Paul H. Cronen- blick, 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." Decem- ing 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 materi- alize to date. Yet that is the way the world was, and if the trade did not have a sense of humor the business would be dull, indeed.
The first records ever sung by the greatest exponent of modern French opera—the stage can claim—one whose interpretations have written a new page in operatic history and whose unique personality has dominated musical affairs in both the Old World and the New—the Columbia Phonograph Company clinches once and for all its pre-eminence in operatic recording.

In the admiration justly due for her personal qualities the fact must not be lost sight of that Mary Garden has a voice, and is, first of all, a singer. Only an absolute concrete demonstration is by now necessary in her records.

Mary Garden's Records have accomplished anything before accomplished in the

Dealers Wanted: Exclusive selling rights

Columbia Phonograph
Tribune Building

Creators of the Talking Machine Industry. Owners of the Fundamental Patents. Largest
MARY GARDEN as "THAIS"
THE TALKING MACHINE WORLD.

FROM OUR JOKE BOX

A GOOD CUSTOMER.—"By the Lord Harry," said a stout man, looking down from the balcony at the upstairs 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 $100,000."

"Admirable! Take a house and go right through it, I s'pose— furnishes it complete, could you, from top to bottom, eh?"

"Yes, everything, from carpets to brick-a-brack."

"And lace curtains and tapestries—you keep them?"

"Keep everything."

"And you know what style is, too— Renaissance, Pennsylvania, Henry II. and the Louis?"

"No one better than our manager. Perhaps you'd better see him. Mr. X—eh, 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 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 size 18 or 20 for a cap, wouldn't he?—London Opinion.

Suffragette.—We believe that a woman should get a man's wages.

Man.—Well, judging from my own experience, she does.—Tit-Bits.

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 buckled 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 (hastily)—We are here to stay!

"Marry us? Why, you couldn't dress me."

"I suppose I could learn."

"I don't get what I deserve for my poetry."

"You're lucky."

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 held during the evening of April 10, 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 music trade, and meeting such men as Mr. Brown manufacturers in the metropolis and vicinity. This quarterly combination dinner and business session always calls out a large attendance, for there are many business methods which are quite attractive, list, exhibitions, etc., which are needed. Mr. Brown will have not only an undine of calibre, but also one keenly alive to what he may say about advertising. R. C. Kummer, secretary of Gro. Steck & Co., will arrange the menu, and that means a spread that will appeal.

U. S. PHONOGRAPHS 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 Phonographs Co., Cleveland, O., emphasizes the fact that company are reaching out for business in an aggressive way. The branch is displaying 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, R. 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 last week looking after the details of the office and appeared to be well pleased with a plan he has on a basis to arrange for robbers 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 face-simile colors, hangers, show cards and the popular monthly bulletin in pamphlet form. The May list, received on the 18th inst., is not only very attractive, but includes a number of exclusive selections, which go on sale April 28. It embraces fourteen-minute and nine-twentieth 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. Meyers, who handles the Victor and Edison lines of talking machines and records at 188 East Houston street, New York, is preparing to move on May 1 to a double store at 106 on the corner of Hull 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 records, a copy of which will be supplied the dealer for the asking. In connection with this valuable and splendid business development 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 a recitation 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 Landby Bros., New York, that he had been appointed chairman of a committee who will have charge of the program on June 29. The day's entertainment will include a ball game, athletic contests, a shore dinner, automobile trips, etc. Mr. McGreal is in letter commissioning Max for his duties, says he will have authority to appoint the umpires, stockholders, water carriers, etc. It is also suggested that should Mr. McGreal "throw it in," then 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 lists to go on sale at once, as follows: 10-inch, 5839, "By the Saskatchewan" (from "The Pink Lady"), sung by Werrendez and Hyatt Quintet; 10-inch, purple label, 69946, "Beautiful Lady" Waltz (from "The Pink Lady"), sung by Lucy Isabelle Marsh and Victor Orchestra; 12-inch, 3859, Gems from "The Pink Lady," by Victor Light Opera Co.; 13184, Gems from "Madame Sherry," by Victor Light Opera Co.

Thomas Kraemer, former general manager of the Hawthorne & Shebbe 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 superintendant of the Japan-American Phonograph Manufacturing Co., Tokyo, 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. A PHONOGRAPH AS ANNOUNCER.

To call attention to certain advertised articles a department store manager in northern Iowa placed a large phonograph in his window 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 last arrival." "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 same of the store to the mind of every individual hearing the "barber" given in this unusual manner. The scheme might savor too much of the street hawker failer 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 with the selling staff of Thomas A. Edison, Inc., and will travel New York State. He is a star in his line.
ANNUAL MEETING OF DEALERS.

Eastern Talking Machine Dealers Association
Now One Year Old—Excellent Progress Reported in All Directions—Officers for the ensuing year announced.

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 annual meeting at the Café Lion d'Or, New York, on Wednesday last, April 12, upon which occasion the reports of the officers were received, and the officers for the following year were elected. At the business session in the morning President Storch, 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 increase in membership. The last three months showed a marked increase over the previous quarter, and the treasurer in his summary of the year's work declared that the organization had increased rapidly as soon as the dealers in the territory covered realized the importance of the organization and its value to the manufacturer.

The officers elected were as follows for the coming year: Frank C. Storch, Red Bank, N. J., president; E. T. Glover, Plainfield, N. J., vice-president; A. Lam, New Rochelle, N. Y., treasurer, and A. Landberg, Huntington, L. I., secretary. The executive committee will be announced at a later date by President Storch.

In the course of his address a resolution was passed reducing the annual dues of the active members from $3 to $1, 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 Mr. Landberg, one of 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 in the business this winter.

Mr. Landberg 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 dealers and offered some excellent and valuable suggestions regarding the 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 dealers having a thorough knowledge of the music on the record in order that they might demonstrate and talk about it in a convincing manner. Mr. Brown also displayed on a large board after the lecture 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 if 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 throughout the country was about exceeding the 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 accounted for the dealers not being able to 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 interest in records and pointed out in detail 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 country.

The next speaker was George P. Metzger, advertising manager of the Columbia Phonograph Co., who entered into a live talk upon salesmanship. He started by asking the dealers what they were doing to attract the attention of the public, and pointed out how in a large city there were thousands of people who had not been impressed by the first talking machines put on the market many years ago, and who were unacquainted with the progress made in the manufacture of both records and machines 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 short 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 important advertising medium. In his instructive address he 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.

Mr. Metzger closed his address by saying that it was his impression that the dealers were more active in the way of advertising than in the past. As a rule, there was much room for improvement; the dealers needed to be more active in the matter of advertising.

The closing address was made by Lila E. Reinhart, head of the newly organized window display department of Thomas A. Edison, Inc., and dealt with the various types of window displays and the material and colors to be used. She had worked with the dealers and had been able to show them how to make the display quite attractive and saleable. She showed some of the window displays used by the dealers and others which had been built by the department.

At the closing of the meeting, the session was adjourned to the Tuesday following, when the dealers held their annual meeting at the Lion d'Or, New York, and the officers were announced.

The report of the officers, as given in the foregoing, will be found on page 420 of the New York Times.

For Sale.

5000 Edison phonographs. Brand new, clean stock; 14 cents each. In 300 lots. A. J. Denninger, 303 North St., Rochester, N. Y.


For Sale or Trade.

5000 brand-new double-faced 12-inch phonograph records; jobbing stock; complete catalog, well assorted. Also 50 Colombo phonographs; latest models, assorted types. Original packages. Will sell at a price to trade for Edison Records and Machines. "RECORDS." care Talking Machine World.

Eastman dry plate negatives, 5x7 size. J. H. Mather & Sons, Jersey City, N. J.

For Sale or Trade.


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, the display was visited by a large number of dealers. The section devoted to a fine display of Grafonolas, graphophones, records,—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 display rooms. 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 Grafonolas.

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. Bryan, 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 Grafo, 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 entreated all over the world for rights and licenses. (The Yankees are so fond of all our productions!) The celebrated Mademousseline Dazie has been engaged by the famous Lynn, Mass., orchestra in his compositions. They are playing his compositions 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. Suarez, 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 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. For the Manufacturer—For the Importer—

"A Universal Solder"

PIERMAN'S

"Selffusing" Aluminum Solder

Soldiers Aluminum and Macadamite Metal to all other metals

Price per bar, 25c. per lb. $1 by mail

Used at Edison Laboratory

Send for Circular

A. N. PIERMAN

327 ORANGE STREET, NEWARK, N. J.
Every Dealer in the United States should have within easy reach a copy of

THE TALKING MACHINE WORLD

It is the only paper published in this country devoted solely to the talking machine interests.

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 UPHALT.

Judge Ray in Exhaustive Review Grants Decision to the Victor Talking Machine Co.—The Court on 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, Judge N. Y., at the time, was decided in favor of the complainants.

The charge is infringement what is known as the Johnson patent, filed August 11, 1898, 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 stopped from attempted inroads upon the trade in this country, by importations of records, which are an infringement upon the Johnson patent.

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 is one of manifest interest to the entire talking machine trade of the world.

Following are excerpts from Judge Ray's decision:

The patents in suit, "Record for Talking Machines," was granted to Eldridge R. Johnson, assignor to Victor Talking Machine Co., &c., Aug. 11, 1894, original application filed May 18, 1893, as No. 297,875. The specification is as follows: "Johnson's disc is made by a "cutting tool for sound-recording machines," Johnson tells how to make or form a cut-out record. He shows, in short, how the record to be reproduced is made and tells how the record is reproduced. It is understood that in reproducing the record thus formed on the phonograph the record is cut into a series of very small and very fine undulations, and these undulations may be reproduced by various processes from the original record.

The Jones patents are all applications 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 thereon the 18th day of December, 1901, for "Production of Sound Records," No. 713,656, which date is the earliest date made available for this litigation.

The Johnson patent comes from the specifications of the Jones patent, which he did not obtain the discovery or use of any new or improved mode or method of "cutting or engraving" the "spiral grooves in records," or by which a "uniform cylinder," or waxedtablet. He frankly recognized that this had been done before him, and took advantage of the fact, and said: "An excerpt from the bell and Talataper his spiral groove in "a well-known manner." Validity of Jones' Invention Upheld.

In American Graphophone Co. v. Universal Talking Machine Co., of Cincinnati, a Circuit Court of Appeals, Judge Townsend writing the opinion, upheld the validity of the Jones patent as disclosure in the mode or method of making commercial sound recordings by (1) cutting or engraving "spiral grooves" of a "cylindrical member," or by which a "uniform cylinder," or waxedtablet.

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Advantages of Co-operation in Sales Department.

By H. F. Fisk, 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 this beautiful word, just how many advantages and opportunities it contains. Without it what would become of civilization?

Imagine, if you can, a person placed on an uninhabited island. He would feel like doing the same thing in his own fashion, and then using his own natural resources. Without cooperation, he would have to live in the wild, and perforce would feel like a savage. If you take this fact as an example, you will 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 signalized 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 one sure and backbone of all commercial institutions. Take, for instance, any large department store; it would matter not what its business has been, 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 mole hole—she 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 eight odd employees of our own grand 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 ourselves. But if you benefit my employer, you benefit yourself. Why should a talking machine salesman feel out of humor when a prospective Victor 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 names as Steinway, Ehrlich, Stein, 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: "You 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 him in his estimation, as he probably would 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 know it, you are talking with him to one of our many able piano salesmen and let them do the rest.

While you have probably lost that customer for life, then what better, if the piano is not so new, you might interest him again in the Victorola, and this time land him.

It seems to me a hard problem to decide as to which department to go to by the courteous guide, and to the operators 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 have been published, or 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 inquire 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 we are 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 new work 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 or another, in a store or for some particular salesmen. This preference may be for several reasons, viz.: This salesman may have waited on them the first time they purchased 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 employees of that house.

Every salesman should strive to show the same interest 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 is out. Another thing, it would be well for the firms to recognize that every purchase 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 idea that if a man is a regular customer, 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 become a good customer.

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. Of course, we can't 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 do 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 a lot better toward the latter part of the year, if 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 8, 1911.

Bournes 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 his own horn, than "I've done something," or "I've got a batch of things," 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 home; and at least by the right man, and in the right way, many a life in the business."
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

U-S Combination PHONOGRAPH Everlasting RECORDS

For nearly a year we have been challenging the world to test the U-S machine and record along with any others, and we have made good. Have you made this test? If not, do so at once in the interest of good business and good music.

From the point of tonal qualities, you will realize that a pure, mellow, practically scratchless phonograph reproduction has at last been made a reality.

From the point of ease of operation, you will see that there is no other machine that can come anywhere near the U-S. These are all not only wonderful talking points, but features of real merit. There’s the Flexible Tone Arm giving increased sound-amplifying radius; the Self Changing Reproducer Carriage; the wonderful Motor; the improved Diaphragm—and all the other exclusive U-S improvements.

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.

There can be no question about it—the U-S is the proposition of today. Mail us the coupon today and we will prove this statement to your satisfaction.

U-S Phonograph Co.
CLEVELAND, OHIO
U. S. A.

Arthur Collins
Prominence by many to be the world’s greatest delineator of negro dialect in song. It is gen-
U-S Peerless $200.
U-S Opera Model $65.
Other Horn Models:
U-S Banner $45.
U-S Junior $30.$

Ada Jour This clever and versatile im-
U-S Grand $85.

Henry Barr
All this world has been charm-
U-S Peerless $200.
U-S Opera Model $65.
Other Horn Models:
U-S Banner $45.
U-S Junior $30.

Borough. C. Nelson
Widely known singer whose work in the chest or Collins & Bar-
U-S Peerless $200.
U-S Opera Model $65.
Other Horn Models:
U-S Banner $45.
U-S Junior $30.

All this world has been charm-
Army and the World of Records for the U-S.

Grand $85.

...
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
photograph of any kind, but one does not always
live up to everything one says, happily, for after
months of tireless persuasion the Columbia Phonog-
raph Co. won out, and here I am saying, like
every one else that will hear them that the Col-
umbia 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.

COLUMBIA 2-MINUTE AND 4-MINUTE INDE-
STRUCTIBLE CYLINDER RECORDS ARE THE ONLY
CYLINDER RECORDS THAT LAST.

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

THE SALESMAN'S STANDPOINT.

The Customer Finds the Saleman in a Chatty
Humor and Draws Forth Some Interesting Views
Regarding Store Management and His
Employer.

I had just bought some records and was linger-
ing for a moment's chat with the man who had
waited upon me. It was a small store and not a busy
store, but it was my habit to trade there, largely be-
cause of that particular salesman. A new boy lined
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,
because, he said, "if I were the proprietor of a
store I would not only allow my employees 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 mys-
tification 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 intelli-
gently 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 cus-
tomer. But if the salesman answers half-heart-
edly or evasively, or if his reply discloses an in-
excusable 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
don 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 morn-
ing shave, and I have too much respect for the
occupation I have chosen to do everything possible
that may enhance my value to my work and
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 re-
spended, "kind and considerate, but he is not one
who invites or welcomes suggestions from his
employees."

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."

TRADE MAKES GOOD SHOWING
In Both Manufacturing, Jobbing and Retail-
Ling 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, be-
sides. 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 differenti-
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.
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 Tetrazzini 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 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, "Carmen of Venice," part 1; 88292, "Carmen of Venice," part 2; 88293, "Traviata," "Ah, fors' ci lui," "Sempre libera," and 88294, "Carcacesas" (from "Las Hijas del Tebaidas"). Snazzy. On and after April 1 the Tetrazzini 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, Minnion—Polonese, "Io son Titanio" (I'm Fair Titanio); 88297, Lakme—"Dov'è finirina bruna" (Bell song); 88298, Lucia—Mud Scene (flute obligato by Walter Oesterlecher); 88300, Barberie—"Una voce poco fa" (A Little Voice I Hear); 894, Ballo in Mas-

chera—"Super voverreto" (You Would Be Hearing); 88959, Sonnambula—"Ah, non crede mai ritro" (Could I Believe).

It will be noted the new and remade Tetrazzini records are listed in the 88000 series, and the five numbers remaining in the Tetrazzini list will be transferred to the 88900 series and listed in the next general record catalog (May) under the following new numbers: 88928, Dmitriev—"Ombra leggiienza" (shadow song); 88929, Nozzi di Figaro—"Voie che sapete" (What Is This Feeling?); 88930, Romeo et Juliette—Valze (Juliet's Waltz song); 88932, La battaglia di Lambruscon—"Regnava nel silenzio" (Silence, O'er All), Italian; 88996, "Aprile," Italian.

CENSURING 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 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 stand (a label 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 elucidate 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.

AN EN'T TOC PARTICULAR PEOPLE.

Some people cannot work unless the conditions are ideal. If they are going to write a letter the pen must be of a especial type, their stationary to their liking, and the room hung to the silence of the tomb. The art of concentrating the attention under difficulties, of holding steadily to one line of thought, with spite of distractions, is apparently unknown to them. But in the nature of the case, the uselessness 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 Spinet 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 11th, marked the close of the club's sixteenth 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 Conversant and Beautiful.

WITH COVERED CASES: To Eliminate the Scratch of the Needle.

WITH MOTORS: Of Highest Quality, built by the most famous factory of the world, whose experience is not apparent in the finish.

WITH DUPLEX SOUNDBOX: Of Superior 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 Security after it is once reined.

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—$15. $29, $50, $75, $100 and $250, list. CABSfr and STANDS at popular prices.

Sonora Phonograph Co.
78 Bleecker Street
NEW YORK
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 Grafomatas, graphophones, and records. In addition to the large window displays a special feature is made of Grafomatas in the evenings. This is how J. T. Mahoney, general manager, expresses himself in a letter recently sent to the Columbia Photograph 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 often refuse 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 year giving it out 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."

The Talking Machine World.

A PROGRESSIVE FLORIDA HOUSE.

The Rhodes-Pearce-Mahoney Furniture Co., Tampa, Fla., is doing Extensive Columbia Advertising 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 products. It is wonderful to see the way our line is taking and the quantity of business we are doing in this line.

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 claps 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 as you want, if you make a business of letting them talk and show themselves while you comfortably entertain, you may be missed at great reputation as a pleasant fellow and delightful companion, but you won't make much money at it.

Pros and cons—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 dresser).

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 complete desire for it.

Fifth, leading the customer who is convinced up to the point of doing something about it: action!

Attention alone is simply the first 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 will tell you and learn to the fact 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 lies the essential 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 determination, two-step—rushes at you with his hand out and his figure up—five or 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 processes of 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? How are you going to accomplish it along the line of least resistance—the easiest way—the quickest route?

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.

The best men who ever lived in this world used to say not only "when in Rome do as the Romans do"—but "when in Rome—talk Roman!" If you are making your argument against some fine old establishment in the old school, think first of the character they bear—the fine high principles life and the honor and the truth that governs them in their judgments—and then make your appeal to that reason so excellently set forth by the late Mr. The Hardware Magazine aptly says: If you're talking to a judge of values—it's folly to play cheap.

STANDY 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 Victorolas of the "Two-Tone" type and popular styles is the chief handicap on the business horizon at the present time.

The Blackman specialties, including the Place brushes for both Victor and Edison machines, are as indispensable to the present day as to the old school 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.

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 for 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 over his disappoint- ment, 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 tramps 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 not 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 adding greatly to the comfort of customers.

Mr. D. H. Fredrick, 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 it meets with a very bright prospects of a steadily increasing business.

Huntley-Hill Stockton Co., music dealers, Win- ston-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.


(italics 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 an agreement upon which was based the charge of price-cutting. At the store where it was 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 representa- tive 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 peo- ple were greatly displeased because they were brought into the case by the detectives, who said they 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 discon- tinued the Victor line was denied by the company, who say that the bidding 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 Fremont record, and the first lot of Backman 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 de- partment 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 me- nagerie, 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 Dicta- phones are in use in Indianapolis.

The Columbia piano records by Schravenka have been giving great satisfaction. The records of the Columbia Co. by Alexander Heineimnad, 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 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 thorough- ly equipped condition, both as to records and ma- chines. There has been, however, a demand for the Victrola N. 4, 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 depart- ment that this will be the best year the firm has ever seen in the talking machine line.

"Travel, Travel, Little Star," by Montgomery 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 doted to appear at Engel'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 fore- noon 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 de- partment of the Aeolian Co. for the month closed up very well; in fact, better than had been antici- pated 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.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

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.

MURILLO ENTERTAINS IN BOGOTA.

Advises have been received by the foreign de- partment of the Columbia Phonograph Co., Gen- eral, 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 Senior 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 Ad-

vantaged—Expected That 80 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 Talk- ing 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 associa- tion, there are prime reasons for attending other than this. The business sessions will bring for- ward 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 or- ganization. If all of our present members will co- operate and do personal work between now and July, we can gather to 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 illustra- ted articles regarding Milwaukee. Do not fail to read them.

Special railroad and hotel rates have been se- cured. All the cost of the entertainments are in- cluded in one banquet ticket, so that if you know your personal extravagances you can figure the trip down to one cent, if, as Secretary Roush sagely remarks, you provide a return ticket be- forehand. Below is the program:

FIRST DAY, MONDAY, JULY 10.
9:00 a.m.—Getting acquainted.
11:00 a.m.—Special address of welcome by Mayor Nielsel.
12:30—Luncheon.
2:00-4:30 p.m.—Association meeting.
6:00 p.m.—Dinner.
8:00 p.m.—Theater party (special).
11:00 p.m.-1:00 a.m.—Palm Garden (special pro- gram).

SECOND DAY, TUESDAY, JULY 11.
10:00 a.m.—Visit to Milwaukee breweries in automobiles.
12:30—Luncheon.
2:00 p.m.—Motor 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 VICTROLA FOR $50.

New Style Entitled Victorola IX Will Be Ready for the Trade Early in May.

The Victor Talking Machine Co. have just an- nounced the production of a new style of Victor Victrola, entitled No. IX, in mahogany and oak,

 protector

VICTOR VICTROLA IX—SPEX

I. To be resold at $50. As can be seen from the illustrations, Victor Victrola IX is a beautiful little instrument which possesses all the Victor vir- tues at a price within the reach of everybody.

...continued 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 TRUE SPEECH

Filed in a Case Before the Supreme Court in

Michigan.

(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 Mis- souri, the defendant quoted William J. Bryan's so- called truth speech, as delivered to a phonograph or to the presidential campaign of 1896, 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.

I. To be resold at $50. As can be seen from the illustrations, Victor Victrola IX is a beautiful little instrument which possesses all the Victor vir- tues at a price within the reach of everybody.
THE TALKING MACHINE WORLD.

41

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 caulu 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 Auto-sales Gum & Chocolate Co., will have a total capitalization of from $1,000,000 to $8,000,000 in bonds and stock. The company already has an understaking 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 Chicle Co. and the Sen-Sen Chicle Co., which are now the dominant factors in the chewing gum trade through their control of the chicle 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 Chicle Co. and the Sen-Sen Chicle Co. The former concern, which is capitalized at $9,500,000, was itself formed in 1899 through a consolidation of practically all of the large manufacturers of chewing gum then in existence. The Sen-Sen Chicle Co., capitalized at $4,000,000, was organized in the same year to consolidate manufacturers in the United States and Canada of breath per- fumes. 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 Auto- sales 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 fac- tories 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 be- hind 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 loses the seasonal custom. If he is behind time in de- livering goods to customers, he loses their con- fidence. If he is behind time in paying his bills, he loses the advantage of the discount. In fact, it sometimes occurs 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.

One Money for Talking 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 VACUUMCLEANER

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 absolute monopoly of the water operated Vacuum Cleaner field makes it easy to be 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 9,000,000 homes in this country (unwired) can’t use an

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 12 lbs. (Re-builters—almost unappreciable. 9999 more efficient than best portable power cleaners. Sells for $20.00 to $200.00; has good electric machines, but costs $100.00 more). Disc and grinder automatically mixed with water in the machine and washed down the drain. No dirty bags or service to empty. It’s the only really hygienic cleaner. A sensation wherever ex- isting machines are replaced.*

We help you by extensive magazine advertising. Our agency contract guarantees 100% return of your investment, or, if you prefer, we’ll take the machines in trade.*

Write today for our beautiful, descriptive catalog, sent free, but only if you are absolutely certain you want it for our proposition and application blank.*

HYDRO VACUUM CLEANER CO.,
936 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, complies 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 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 salesperson. 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 dealers or his customers, owing to that 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 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 cinematography" bids fair when perfected to revolutionize the entire process of motion photography, in addition to reducing considerably the possibility of fire in using 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 lines being correctly reproduced. A portrait postcard of King George was projected, and the inventor demonstrated the manner in which metallic shades, such as gold and lusters could be produced.

A sovereign, for instance, was shown, the coloring being reproduced exactly, 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 preserved, 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.

q A few details are still wanting to make the invention quite perfect. The results shown at the private view on Thursday, however, the device contains "the germ of a great idea."
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 Victorolas 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 better recorded and high-priced 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 lists. 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 Victorolas and high-priced Edison machines to keep up with the demand at our store. The demand for the Victorolas 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 or less locked up during the spring away 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 about 10% of all the machines in the city.

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 Victorolas, 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 experienced a great advertising campaign and have brought many new accounts 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 Victorolas, and many of the members 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 operators, 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 Columbia 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 Homann & 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 head-quarters 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 business 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 capitalists are constant visitors to the island, enjoy themselves, and bring in a great deal of money.

"I went directly to the City of Mexico from Havan. In Mexico, one of the new nationalizations 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, as a rule, 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 Corral, who was particularly obnoxious. Mexicans would not stand for him in any sense of the word. Since my return Corral 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.

"The Cubans 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 who have gone to Mexico stand and are on the friendly 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 benefits 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 tour 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 overstaying at it.

Then, when you come in contact 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.

DUST OFF

For Cylinder Records

Dust Off Record Cleaner

Made of selected first quality lambswool, mohair, and worsted wool and extensively used by practical and useful record cleaner ever devised.

RETAIL FOR 1c. Good Profit.

Dust Off Record Cleaner

For Disc Records

Made of high grade velvet carpeting, chosen for its high softness. This is the only record cleaner that fits your turntable and removes the dust from them minus groove and crevice without wiping or scratching disc record in the least.

TONE CONTROLLER COMPANY, - Providence, R. I.

RETAIL FOR 25c. Good Profit.

ORDER NOW

Then your jobber or direct from us, with the money to pay for the goods. Failure to return. DO IT NOW.

Free circulars for your mailing list or to known business writers.
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 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 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 faced up a large room for his school for machine operators, and rented 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 delight 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 $8.75 each is the best value on the market to-day that we are willing to send a sample— without charge—and if the cabinet is not to your liking, return at our expense within 48 hours. You pay nothing.

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 PROTECTOR
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
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 booming up large. Increasing business is the
general reaction of salesmen, retailers and job-
ers, and it looks as though the entire talking
machine trade was entering an era of increasing
prosperity.

Retail 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 salesforce a number of re-
newal orders to the factories for the more popular
numbers.

About the only complaint made by the trade is
the difficulty of securing from the factories suf-
ficient Victrolas, Columbia Grafonola "Regents,"
or the Grafonola "Favorite" to meet the increas-
ing demand. The distributors state they have a
number of orders of wholesalers waiting the receipt of
shipments long overdue.

With quite a number of removals to larger quar-
ters and enlargement and improvements by other
talking machine dealers already made, others are
talked of, altogether showing an unusual revival
in the business.

Marion Doran, 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.

E. C. Milten, 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. Rumsen, 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 Clev-
land, but who for several years past has been en-
gaged in the jewelry business, has disposed of
his jewelry store. He will now devote his time
to the Serno-Phonograph Co., in which he has been
interested from the commencement.

The Shermay-Chay 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 $30, had his
truck 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 phono-
ograph, but the records were still missing.

A duplicate of a new organ, called the Hope-
Jones Unit Orchestra, just installed in the Hotel
Stater, at Buffalo, if it meets with approval there,
will be put in the Stater 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 or-
chestras 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 "Revised Spiritualists,"
have been holding ghostly incantations in a dark
and gloomy basement, lighted only by occasional
flickering phosphorescent glooms, the silence
disturbed 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 add-
ing new achievements to its wonderful possibilities
in guiding sinful mortals to their final abode.

The Columbia Phonograph Co. are now settled
in a new home on Detroit avenue, a story store,
froniting 18 feet on Euclid avenue, extends back
180 feet, where it is 20 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 depart-
ment and repair room in the basement. The en-
tire store has been handsomely decorated in green
and old ivory, is nicely carpeted, comfortably fur-
ished and lighted by a number of electric chand-
deliers. The beautiful main sales-room affords
ample quarters for an elaborate display of ma-
Chines, cabinets and horns, and the show win-
ter is large and attractive. The location is about
midway, diagonally, from the Eclipse Musical Co.
and Buescher & Sons, centering the leading ex-
clusive talking machine dealers and dis-

tributors in the new bustling business center of
the city. Geo. R. Madison, 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 Parkers, discussing various topics, when
there rang out soft and clear the words from that
old love an:

"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
and 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 all of 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 dem-

ductor. He was smiling when he returned.

"We'll hear it again to-night," he told his com-
pations, "thanks to science and the new April
records. Why, yes, of course, it's one of them.
As his lady friends looked incredulous, he ex-
plained: "It's 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 16.)

Order Blank

RECEIPT

Shipped

4/18

4/18

4/18

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 be-
cause 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 cus-
tomers, and hold the old.

There are two reasons why we
can give you better Victor serv-

cice than anyone else. We han-
de no other talking machines or
supplies than Victor. We ship
goods on the same day we re-
cieve 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

type of Victors, Victor Records,
Victor-Victrolas, needles, horns,
and extra parts and accessories
of every description. There will be no
errors in making up your order,
and, no matter what size it may be,
it will receive the same care-
ful 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."


83 Chambers Street

New York
THE TALKING MACHINE WORLD.

TRADE NEWS FROM CLEVELAND.
(Continued from page 43.)

It is a self evident fact that trade is remarkably good at the store of W. H. Buescher & Sons, who report that business continues prosing. "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 L. 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 Victrola and Victor goods, while the Edison line is amply displayed in the costly 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 Victrola 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 Columbia 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.

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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 Distributor, 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.

Write for Catalogs, Prices and Discounts.

LAWRENCE McGREAL, - Milwaukee, Wis.

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.
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., Gen'l, Tribune Building, New York

NEWS FROM SOUTHERN CALIFORNIA.


(Special to the Talking Machine World.)

Los Angeles, Calif., 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 makes the crops and humper crops most prosperous business in all lines. With the exception of a few wash-outs on railroad lines, no other damage is noted.

The Geo. J. Birkei 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 to larger 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. Bracey, 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 amusing the line. Every day numerous eyewitnesses come to the city from the scene of battle with many tales. J. S. Deloever, of the Deloever Furniture Co., at El Centro, Imperial county, is a Columbia dealer who is within a few miles of Calexico and Mexicalo, where much fighting has been done. Mr. Deloever visited Los Angeles a few days ago and related some interesting 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., has a population of 150 people, has just succeeded in selling two more Amberolos. He has just placed an order for a full catalog of records and several machines.

Marke's Music Store, at Escondido, recently purchased the dealy of J. Kirkpatrick, who has joined the piano selling force of the Wiley & Allen Co., at San Diego.

Geo. F. McKay, at Oceanside, has been rearranging and adding to his department, as has Geo. W. Putney, of South Pasadena.

I. L. A. Broderon, of Long Beach, has taken over the small goods and talking machine business of the Caldwell-Kirby Co., at Redlands, Cal. Mr. Broderon intends to conduct a splendid department for talking machines, which are to be specialized.

Farley & Wilson, of Fresno, have purchased the business of C. P. Stryer 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 several years, and the Victor concertos are now given under the direction of Graham Cook, manager of that department.

The Bryan Zimmer Co., of Whittier, Cal., have been doing a splendid business in high-priced Edison instruments. It 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 little now is and 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 Amberolos, of which they have just received a number in five different finishes. O. A. Lovejoy has been making some very successful records of a troop of Hawaiian musicians who are now appearing in the 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 Alexandre, who is a great admirer of Thomas A. Edison and his many wonderful inventions.

The city schools have purchased a number of additional Victoras 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 Warflecker Co.; Max Landry, 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 photographs, of which they use several hundred.

The Crown City Music Co., at Pasadena, Cal., report a number of recent Victorola 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, 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 unwise advertising."

KEEP RECORDS IN ECHO RECORD 'ALBUMS'

GET THE NEW STYLE, STRONGLY BOUNDED, 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. For the Victoria exclusively or any record cabinet. Sold by all Progressive Talking Machine Stores. Need for illustrated folder and full facts. Write for Trade-in application.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.
March proves an excellent Month and Year as a whole Makes better Showing Than 1910—Future of Business and its Activity Rests on the basis of the spring and Summer business. We had it in sight for—Recital Program Given by Lyon & Healy That Will interest Trade throughout Country.—A Profitable Way to Get the Reciting Business Times.—The Talking Machine Co.—Comments on Special Session of Congress—Art of Entertaining the Ladies—The New Phonograph Pleas.—The Enterprise of Geo. W. Salter—Edison Concern Occurring 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 jobs. Most of them say that business is better last year. Of course, there is a little slack off, as compared with February, but this condition of affairs is found in many years.

Line Up for Summer Business.

There is no doubt that within certain limits the maxim "Business is what you make it," maintains its truth, and shall remain so in the case of what is usually termed the period of summer delusion, 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 be rewarded, and there is every reason to believe that the summer of 1911 will be a good one for all.

Talking Machine 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 simple affair 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 really verifies. The make out seven EDAY programs, and these programs are repeated every day for a month, and are presented in the most attractive form. Following will be found a complete list of programs which Lyon & Healy had 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 11 A. M. (1000).—61306 Merry Widow of Windsor (Overture) (Victor's Overture).

9.5 to 10 A. M. (1000).—25714 Wearing the Green Old Irish Airs, Menu.

9.5 to 10 A. M. (1000).—31384 Blue Danube Waltz (Strassen).—Sousa's Band.

9.5 to 10 A. M. (1000).—481 Honey and Maggie at the Ball Game (Jones-Sponsor Band).

10 to 11 A. M. (1000).—53483 Locked in the Cradle of the Deep (Horn).—Beloit Co.

10 to 11 A. M. (1000).—53532 La Bamba (Horn).—Beloit Co.

10 to 11 A. M. (1000).—74387 Come Back to Erin (Chirbell).—McConnell & Company.

10 to 11 A. M. (1000).—7737 The Wedding of the Winds (Hall).—Chicago Co.

11 to 12 A. M. (1000).—42817 Festival to Deum, No. 7. in E Flat. (Op. 11).—No. 1 (Horn).—Beloit Co.

11 to 12 A. M. (1000).—43107 La Paloma (Sousa).—Sousa's Band.

11 to 12 A. M. (1000).—5167 Chirbell (Steinmeier).—Chirbell (Sousa).

11 to 12 A. M. (1000).—5501 Waltz for the Irish and Jew. (Sousa).—Mr. and Mrs. Col. Stewart (Bayard Quartet).

11 to 12 A. M. (1000).—83509 Gems from American Soldier. (Tritt)

11 to 12 A. M. (1000).—93305 Casey at the Bat. (Horn).—Beloit Co.

11 to 12 A. M. (1000).—93774 Southern Storm (Horn).—Beloit Co.

11 to 12 A. M. (1000).—94458 Spanish Dance (Horn).—Beloit Co.

11 to 12 A. M. (1000).—94751 Olympic Song (Horn).—Beloit Co.

11 to 12 A. M. (1000).—95538 Eleanor and Juliette (Sousa).—Tallman & Company.

11 to 12 A. M. (1000).—95586 A Little Song (Horn).—Op. 10 (Op. 10).—Beloit Co.

11 to 12 A. M. (1000).—95624 Madonna, Every Little Movement in Every Movement (Sousa).—Beloit Co.

12 to 1 P. M. (1000).—47288 Madonna, Butterfly (Sousa).—Beloit Co.

12 to 1 P. M. (1000).—51834 Poet and Peasant Overture (Van Sprag).

12 to 1 P. M. (1000).—51835 Miserly, Gems from (Gilbert-Sullivan) Band (Sousa).—Beloit Co.

12 to 1 P. M. (1000).—58868 Ave Maria (Both-Gounod).—Sousa's Band.

When you think about it real hard, the American people are rather superficial in their thinking processes. The views generally expressed are usually unfounded and unfounded, but true, that we are doing too little fundamental thinking. If we would analyze things ourselves and form our opinions first-hand, many of the problems which confront the record business and as a trade, would speedily disappear.

**Approved Victor Move.**

The new plan of the Victor Co. in printing the numbers of the labels during the printing 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 groove went into the record department of Lyon & Healy the other day, and it was actually a study in evolution to watch the grim, presumptuous leer disappear and be replaced with a regular adv-purring A. V. Chandler smile, as the fellow made his selection and left the shop. Such a man as this will form of the future, and in order to help the man who could not tell a grasshopper from a gopher, Mr. Lyon and Miss Blackman did the chaperoning. The "banquet" took place at the States Restaurant, and afterwards they 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. Blackman, Miss Carter, Mr. B. H. Hopkins, Mr. M. Tapper, Mr. E. H. Sturges, Mr. S. Lessick, Mr. Bower, Mr. Zander, Mr. Brackinedge, Mr. Fitzmaurice, and Misses Ber-land, Elitch, Steel, and Niles.

**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 concert programs, which consist of a card board 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 making a tour through the trade. He met district manager W. C. Pufardi of Louisville, and returned with him to Chicago, and 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 branch of the Columbia Co., which do not appear in the April bulletin, but will shortly be listed specially with the other records of the company's laboratory. Of especial interest to the public in general are a number of records of the blackest in the local office. They reveal the fact that the prima donnas retains in large degree the vocal powers which made her famous, and the records show a supreme interpre-

(Continued on page 66)
“WHOLESALE EXCLUSIVELY”

THE TALKING MACHINE COMPANY

133-135-137 N. Wabash Ave. Chicago, Ill.
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 casting.

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 Columbus Phonograph Co. have just sold to the Illinois Central Railroad Co. for their freight claim department in this city 64 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 Cabinets.
The offices of the allied Edison interests have been moved from the building at the corner of Wabash and Washington streets to suite 1706 in the new People’s Gas Co. building, 159 Michigan avenue. The new name, Thomas A. Edison, Inc., gives 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 machinery. Each of these is a given quantity, and with the addition of 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; they must be won; they must 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 that the faculty of the school, as well as the students, are now thoroughly convinced of the value of music as a therapeutic agent, although the original idea was simply to help in introducing the proper rhythm in the physical exercises.

OPEN CHICAGO HEADQUARTERS.

U. S. Phonograph Co., of Cleveland, Occupy Spacious Quadrens for Their Wholesale Trade at 225 West Washington Street—Geo. M. Nisbett New General Sales Manager Knows the Ropes Thoroughly—Wholesale Quadrants 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 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

NEED TO THE FIFTH MANUFACTURED.

from our Chicago Headquarter.

(Continued from page 48.)

THE TALKING MACHINE WORLD.
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.

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 19, 1911.

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 distinct 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 travelling from one passage to the next whereby to intensify and improve the tone of such sound.

Fig. 1 is a sectional view in elevation, partly in section, of the improved horn. Fig. 2 is a similar view broken away, showing a slightly different construction.

The present invention relates to improvements in sound boxes.

Fig. 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. 7 is 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.

This invention relates to improvements in acoustical instruments, such as telephones, microphones, 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-

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 $277,070 for the same month of the previous year. The eight months' exportations of talking machines, records and supplies amounted to $2,099,903.

HYMNS AND SERMONS VIA TALKER.
The Latest Innovation Introduced in the Presbyterian Hospital in Pittsburgh, Pa.

An innovation for relieving the monotonous and soothing patients has been adopted by Superintendent Margaret Woodside, of the Presbyterian Hospital, Northside, Pittsburgh, Pa. It consists of a phonograph, which will record and deliver sermons to patients. The installation of this machine has proved a gratifying success.

Each evening during the week, 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 Pablo Hernandez, agents for the Columbia line in San Juan, Porto Rico, W. I., who exhibited the Gramofon Mignon at the recent Insular Fair, were awarded the first prize. This fair is the first of its kind ever held in Porto Rico, and was described 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., Spalding, 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.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF ELECTRIC-PLAYERS

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK
As a side line for Talking Machine Dealers they are unequaled. 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.
BALALAÏKA ORCHESTRA RECORDS.

The Records of the Imperial Russian Balalaïka 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 Balalaïka orchestra, 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 BALALAÏKA 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 Balalaïka 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 Balalaïka, and acting as a bass to it, is the Domra, a large type of Balalaïka with 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.

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THE IMPERIAL BALALAÏKA ORCHESTRA, OF WHICH W. W. ANDREEFF IS CONDUCTOR.

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."

PERRY B. WHITSIT

PERRY B. WHITSIT CO.,

213 South High Street,
Columbus, Ohio.

Edison

Photographs

J. A. Jobbers

Victor Talking

Records

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 May list.

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

L. M. WELLER

CHICAGO

Jobbers! Write us for samples and prices of our famous PURITONE NEEDLES

Acknowledged the fastest selling needle on the market.

John M. Dean, Putnam, Conn.
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.

IF YOU'RE IN WESTERN MICHIGAN
It will be money in your pocket to order
Victor Machines and Records

JULIUS A. J. FRIEDRICH
50-52 Cassal Street, Grand Rapids, Michigan
Our Mail is Quick Service and a Saving

D. K. MYERS
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Only Exclusive Jobber in U. S. of
Zoo-o-Phone Machines and Records
We will Order 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

H. L. WALTER & CO.
HOUSTON, TEXAS

Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Stock Points, All over the United States

Distributors

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Buffalo, N. Y., Columbia Phonograph Co., 645 Main St.

Chicago, Ill., Columbia Phonograph Co., 94 Washington St.

Cincinnati, O., Columbia Phonograph Co., 117-121 St. Paul St.

Cleveland, O., Columbia Phonograph Co., 1337 Euclid Ave.

Detroit, Mich., Columbia Phonograph Co., 1013 Gratiot Ave.

Hartford, Conn., Columbia Phonograph Co., 716 Main St.

Indianapolis, Ind., Columbia Phonograph Co., 1422 E. Washington St.


Kalamazoo, Mich., Columbia Phonograph Co., 77 N. Washington St.

New Haven, Conn., Columbia Phonograph Co., 202 Church St.

New Orleans, La., Columbia Phonograph Co., 312 Bienville St.

New York City, Columbia Phonograph Co., 1100 Broadway.

Oakland, Cal., Columbia Phonograph Co., 1171 E. 12th St.

Portland, Me., Columbia Phonograph Co., 196 Commercial St.

Portland, Ore., Columbia Phonograph Co., 18 South 6th Ave.

Pittsburg, Pa., Columbia Phonograph Co., 204 S. 8th St.

Pittsburg, Pa., Columbia Phonograph Co., 204 S. 8th St.

San Francisco, Calif., Columbia Phonograph Co., 2112 California St.

Syracuse, N. Y., Columbia Phonograph Co., 2112 California St.

Tampa, Fla., Columbia Phonograph Co., 251 S. Franklin St.


Wilmington, Del., Columbia Phonograph Co., 110 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 City.

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

CHASE & WEST

English 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

SOLV-JOBBERS OF ZONOPHONE GOODS

GREAT NEW YORK

Greater New York Phonograph Co.

"Phoebe, 3425-426 Orchard 308-410 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

PACIFIC COAST DISTRIBUTORS

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OWN MAKE” BAND INSTRUMENTS

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San Francisco Portland

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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 name in the May list.
If you have sold a single Gem, Fireside or Standard style of

The EDISON PHONOGRAPHER

without the home recording equipment, you have passed by extra profits that should be yours—not only on Recorders but a continuous and ever-increasing profit on Edison Blank Records.

A Recorder is part of the regular equipment of Home, Triumph and Idelia styles—but at least a half dozen blanks should go with every sale. This great feature is only one of the many big selling advantages of the Edison.

There’s plenty of time yet. Get to it. Better write your Jobber to-night.

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 best-known trademark in the world

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

Fourth and Race Streets
PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

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BOISE

CALIFORNIA
Oakland............ S. & S. Co., 910 Washington St.
San Francisco..... S. & S. Co., 910 Washington St.

COLORADO

CONNECTICUT
Bridgeport........ F. E. Beach, 910 Main St.

FLORIDA
Tampa............. Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago............ W. H. Sahwai, 1011 Milwaukee Ave.
Chicago............ Trush, Forn & Co., 73 Fifth Ave.

KANSAS
Topeka............ Esthulrich-Semple Piano Co., 547-551 Kansas Ave.

MARYLAND
Annapolis........... Globe House Farm Co.
Baltimore........... C. S. Smith & Co., 441 W. Baltimore St.

MINNESOTA
St. Paul........... W. J. Dyce & Bros., 91-93 W. Fifth St.

MICHIGAN
Detroit............. J. E. Schmidt, 320 Gratiot Ave.

MISSOURI
Springfield........ Morton Lines, 311 Boonville St.
St. Louis........... Knight Mercantile Co., 311 N. 13th St.
St. Louis........... B. K. Myers, 1899 Pinney Ave.

NEW JERSEY
Hoboken........... Eclipse Piano Co., 301 Washington St.

NEW YORK
Brooklyn........... E. G. Wenger, 1329 Bedford Ave.

NORTH DAKOTA
Fargo............. Stone Piano Co., 414 First Ave., N.
Grand Forks........ Stone Piano Company.

OHIO
Akron............. Gen. S. Dalie Co., 305 S. Main St.
Cincinnati........ J. E. Peem, 910 Main St.

PENNSYLVANIA
Alleghany........ H. A. Becker, 601 Ohio St.
Philadelphia...... S. Witting, 609 N. 4th St.
Pittsburgh........ C. C. Moller Co., Ltd., 319 Fifth Ave.

TEXAS
Beaumont........... K. B. Fowling Co., 405 Pearl St.

WISCONSIN
Milwaukee........... G. H. Elektra, 616 14th St.

CANADA
Toronto............. Whaley, Ross & Co., Ltd., 827 Yonge St.
Vancouver........... B. C. M. W. Waite & Co., Ltd., 606 Granville St.
Winnipeg........... M. Whaley, Ross & Co., Ltd.
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 to learn songs and to wit deep concepts of music are becoming 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 method. She feels that music is needed 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 performers only are a part of the cost of the machine. It trains them away from the 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 cleanest 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 "Soldier's 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 taught in the schools has 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 repertories 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.


A merchant's place of business may be up to date, his advertising and his sales methods may be the same and all the rest, but there is another one in which he must 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 enter here. Customers would resent having to give references in order to get credit for having a few initial purchases, and first they may frown at the idea that you 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 needs to extend 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, where there is a need of extending little more credit, they can't do it by 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, the beautiful and noble wife of Dr. L. N. Desai, native of India, who holds degrees from English and Scotch universities, and who was for years the personal physician of the Maharajah 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 courts of the native princes to the photos 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 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 as many years in her heart as the Sophia Collection preserves 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 ContraVene Has No Mechanical Shriillness.

J. H. Ellis, Boston State Business College, Milwaukwe, develops a diaphragm that perfects the phonograph.

"For years I have been working on the reproducing apparatus of the phonograph, trying to devise a method that would carry the tone as far as the human voice, but not mechanical shrillness, and more nearly reproduces the human voice than anything I have yet heard," 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 machine than the schools can now accomplish in as many days," was his reply to Arthur D. Chandler, who had taxed him with having invented a machine that was harmful to the young.

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 don't think I am 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 they be crowded with people or empty, 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 window, and we might show pictures of towns or villages or 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 geography in fifteen minutes than you can teach in fifteen days. When the machines and films can be had cheap enough they will be used."

LOWER RATES ON "TAILORS."

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 car 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. Their conclusion must be a musical instrument 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.


(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 Seattle and Spokane. He finds satisfactory business all along the line. At Spokane, there is great activity in the music business; the Elters Music House having just started a new building and Kollier & 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 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 company 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 F. 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 promising 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 Hauchildt 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 Hauchildt 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 purporses, with another floor and basement for storage of stock.

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 Elters Music House, have moved their entire stock to the Oakland store, in the Bacon building, where the two will be consolidated. Manager W. E. Horrberger reports an excellent business in the trans-bay city.

The Elters 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. F., found very pleasing.

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.

Mr. B. Pomer, 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 held in 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 Pomer. 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 North-west.

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 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.

Several 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. Borderson, 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 systematic presentation 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

If you do not handle our
grand opera needles
you are not supplying your customers with the best.
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 DISTRIBUTORS:

Albany, N. Y.        Finch & Hain.
Atlanta, Ga.       Eley-Austell Co.
Austin, Tex.     The Talking Machine Co. of Texas.
Baltimore, Md.     Cohen & Hughes, Inc.
Bangor, Me.       Andrews Music House Co.
Birmingham, Ala.  E. B. Foster Piano Co.
Boston, Mass.    Oliver Dinner Co.
Buffalo, N. Y.     W. D. Andrews.
Butte, Mont.      Orion Brothers.
Chicago, III.     Lyon & Healy.
Cincinnati, O.    The Rudolph Wurlitzer Co.
Cleveland, O.     W. H. Bourne & Sons.
Columbus, O.     Perry W. Whitely Co.
Denver, Colo.     The New Music Co.
Detroit, Mich.     Ozro Reif Bros.
Dubuque, Iowa      Hager & Bliss, Inc.
Duluth, Minn.     French & Basset.

Elmira, N. Y.       Elmhurst Arms Co.
Galveston, Tex.    G. E. Gage & Bros.
Honolulu, T. H.    Bortenbein Music Co., Ltd.
Indianapolis, Ind  Musical Echo Co.
Jacksonville, Fla.  Art & Logan Brothers.
Kansas City, Mo.   J. W. Jenkins Sons Music Co.
Knoxville, Tenn.   Schaefer Arms Co.
Los Angeles, Cal.  Sherman, Clark & Co.
Louisville, Ky.    Merson-Brown Music Co.
Memphis, Tenn.     E. B. Foster Piano Co.
Milwaukee, Wis.    Lawrence McGreal.
Minneapolis, Minn  Laurence H. Lucker.
Mobile, Ala.       Wm. H. Reynolds.
Montreal, Can.    Berliner Gramophone Co., Ltd.
Nashville, Tenn.  O. K. Heinz Piano Co.
Newark, N. J.     Price Talking Machine Co.
Newark, O.        The Forbes Co.
New Haven, Conn.  Henry Hermon.
New Orleans, La.  F. J. Shaffer, Tinnis Co.
New York, N. Y.    R. J. Bick, Piano Co.

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New York, N. Y.    R. J. Bick, Piano Co.


Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.
The Columbia Demonstration Record

convince. It creates customers. Just
exactly as a good incubator turns eggs
into chicks.

Cleveland, O., May 9, 1911.

The month of April was a prosperous one 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 phonograph trade, 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 or-
ganization 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 eloborately 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 unquestion-
ably be in great demand. The exchange and seat
sales open at Burrows Bros., May 22, is being cared 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 phono-
graphs, 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 them-
selves 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 phonograph recordings.

Not a little comment has been heard concerning the use of a dictaphone in connection with the handwriting 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," "Amie Laurrie," and in later years "Bedelia," and "The Glow Worm," has been closed, and the equipment set up in the White City resort. Its closing marks the passing of this form of amuse-
ment in the city. The advent of the motion pic-
ture 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, Kurtmann, Ebersole, Howard pianos and Angelus player-
phones. 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 Victrola records, and Victory show windows facing on Prospect avenue and Ninth street are very attractive. The entire store is handsomely decorated, carpeted throughout, comfortably furn-
ished 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 Victorola 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. Srockton, formerly with W. D. Andrews, of Buffalo, N. Y., who has had sev-
eral years' experience in the phonograph and talk-
ing machine line. Mr. Srockton says the new de-
partment is one of the most complete retail stores in the country, and is very proud of it.

Conditions with the Columbia Musical Co. are of the most roaring. The retail business of the company is growing in the most satisfac-
tory manner, while trade in the wholesale de-
partment is keeping up to the normal average. Mr. Towel stated that the demand for goods from various sections indicates that the talking machine business generally is in excellent condi-
tion. 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 Ex-
terior 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 is new at the new store of the Columbia Phonograph Co., on Euclid avenue, is moving along satisfactorily and Mr. Madison, 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 Fremadet, Destin and Amato records and Victrola records was also here May 1, and there was a big demand for their records, which are in high favor. At the Easter concert of the Epworth Memorial Church the Columbia gave the Grafonola recital, and reports 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. Phono-
graph Co. is in the most prosperous condition.

Geo. M. Nichols, 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 re-
 cual." 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 phonograph Columbia exporter and has handled, where we are largely in arrears on orders. We are now getting up our June list, which will consist of twenty-five 4 minute, twenty 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."

C. C. Mather at H. R. McMillin's arc on the whole very satisfactory. "Business with us," said Manager Kellogg, "is exceptionally good. The month of April, and continuing this far in May, in all departments, exceeded our expectations, the pecu-
nlar and somewhat remarkable feature of the Victrola business being the fact that several par-
ties traded in their pianos for Victrolas. Another feature of our business was the purchase of the Edison stock of L. B. Cable & Co., Woodland avenue, the bulk of the purchase consisting of foreign records."

The Redolph 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 ins-
truments, heretofore exclusively dealt in, the company have added a complete line of pianos and phonographs. The company contemplated making 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.

S. Svehla, of 5101 Flat avenue, where he has an established music business, has purchased the West Side Columbia store of John Reiling, which he retired from active business.

Svehla is refurnishing and relaying the store and will carry a large stock of musical instruments and the Columbia line of goods exclusively. He is an en-
thusiastic Columbia adherent and has handled the line for several years. He is doing a fine busi-
ness and expects to largely increase it.

Business continues fairly active at the store of W. H. Buschroer & Sons, Elgin, 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 Vic-
trola, 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. J. Kearns, in charge of the talking machine de-
partment, said he couldn't account for the drop-
ing off in business in the past month, as the vol-
THE TALKING MACHINE WORLD.

Hearing Records by Phone.
The Phillips & 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 3, 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 phonograph 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 uninjured by their long journey, and it would scarcely have been difficult when the matchless tones of the famous singer beamed 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.)
Montgomery, Ala., May 3, 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' exports of talking machines, records and supplies amounted to $7,285,419.

Going After the Business.
(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 Victorola 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 same 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 talking machine line, 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 endorsed 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 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 neighborhood 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-cars, seemed dangerous; but there was precious little choice.

"Well stay where we are, providing the landlord 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 lending 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 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:

Bombay-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.

Bombay-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 thin raw 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

Knowledge is Wealth — and a knowledge of Udell Cabinet values means money in your pocket and an enhancement of your reputation.

Your copy of The New Udell Catalog just off the press illustrates Cabinets for Victor 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
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.
EDWARD LYMAN BILL. Editor and Proprietor
J. B. SPILLANE, Managing Editor.

The Talking Machine World.

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NEW YORK, MAY 15, 1911.

Judging from the program which the National Association of Talking Machine and Phonograph dealers have arranged 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 gone by appear 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 copies 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 trade is in the talking machine business. 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 frankness, 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.

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 Committee 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.

Subscribers Wishes to Read It by His Fireside.

In enclosing an order for one year's subscription to The World, Ralph W. Pittlock, 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 craze 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 was drowned 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 hump-sun was still intact. Then I went through my establishment and trimmed every outlet. 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 is 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 or 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 "canining" 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 Chasney 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 Buisson" 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.
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., Gen'l., 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 and the speed will be taken 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 "Favorito" $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. "The Beautiful Lady," from the comic opera "The Pink Lady," has been the record in chief demand with the Musical Echo Co.

The Wurlitzer-Stewart Music Co., which handles the Victor line, have been having a nice business, particularly in the better class of machines.

The talking-machine business is thriving. The prices of the machines are so high that most people are buying them for use in their homes and the general public is interested in the machines for the lakes for those who will leave early for their summer outings. It is noticeable that the salesmen are very much interested in the business and are making many sales at the showrooms.

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" reproducer 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, $1; Canada, $3.50. 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

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
Combination PHONOGRAPH
Everlasting RECORDS

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 cooperation, 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.
The Talking Machine Trade in New England

The one desired in so with "The Victorola for Send stock. The pulp banner THE

DOING LARGE COLUMBIA BUSINESS.

(A special to the Talking Machine World.)

Hyde Park, Mass., May 9, 1911.

C. L. Barnes, manager of Barnes 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.

(A special to the Talking Machine World.)

Providence, R. I., May 6, 1911.

The Victor department of J. Samuel & Bro., which they call "the store of life and progress," has been quite successful with their new series of Victor Victrola and Automatic concerts. W. L. Vestal, 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.

(A special to the Talking Machine World.)


J. J. Berry & Co., the big furniture house of this city, have taken the exclusive representation of the Columbia line and have installed a complete stock.

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. LINSCLOTT, Mgr.

BOSTON CYCLE & SUNDRY CO.
THE TALKING MACHINE WORLD.

FROM OUR BOSTON HEADQUARTERS

RCOM 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—but 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-riker 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 end men and the parade that he sprung (who just that "pe" in the word "spring!") 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. Mr. Read came across with the song "I'll Send 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 devilishly funny. Just one more! "All That I Ask Is Love," by R. McComart, 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 "blacked 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. M. Sheehan, Miss Ida K.TOpy and Miss Alice Stigley. The circular display of bands, stockings and shoes are owned, respectively, by Wm. J. Fitzgerald, F. Finn (tambo ends), E. A. Welch, D. McLaughlin, G. R. Alcott, M. Prive, R. R. McComart, Fred Shoud, Mr. Lynaudel, B. F. Beardon, 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. White held a similar position in the second part. The aids were A. W. Chamberlain, S. J. Freeman, Geo. T. Waldron and Fred Renne.

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 offer is as good as the rumors say, he will do a good turn.

Charles Dean attests a business that denotes a hussling shipping department, and this not only covers all the talking machine needle styles that they make, but for their "Poritone" brand.

A Look At 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 husband of a desert.

The 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 Draughtsman, this office being the highest one. A number of out-of-town talking machine men have attended the ceremonial and initiations of these Bron-ixes, 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.

He 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 whistled!

To join the hallelujah crowd,

Just whistled!

A song can ever beat a sigh

And help to send your troubles high;

Be sure you'll get there by and by—

Just whistled!

Some people put so much trust in God that they get too lazy to help themselves.

THE TALKING MACHINE ASSOCIATES MINISTERS.

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!


Oldest and Largest Makers of Talking Machine Needles—All Styles, Shapes and Sizes

ESTABLISHED 1870

"NO-SCRATCH"
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.**


(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 quarter. 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. Sizer, 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 ever before. Sales for the last six months have been 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. Haffman 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 Victrolas with the end in view of exciting the children a taste for the best in music, as well as for more 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 Bongi here for the Greater Des Moines music festival. Prints' ink on the great tenor was spread thick and fast during the week and as a result there was a tremendous demand for Bongi records.

The exchange system on the Columbia 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 Psychological 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 acclimated 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 a tone that cannot be constituted by a breathing organ. She can hold her breath for a long time.

The tests, however, are not confined to these conditions. At one time a side of her body from the larynx down is insensitive 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 Barton" 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. These added to those 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. He 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 Manczetti 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)—Solo by Eugenio Torre, tenor. Orchestra accompaniment 7,506, "Chiaro di luna" (Falvo); 7,506, "Si sta Chiara" (Nardella); 7,510, "A partenza d'e' sudate" (Gambardella). Duets by Gina Ardito and Eugenio Torre. Orchestra accompaniment 7,511, "Oritorno d'America" (Montagna), 7,512, "Carme" (De Christofaro); 7,513, "O Carreristello" (Poppalzrli); 7,514, "A sputtana" (Cataldo); solo by Gina Ardito, soprano. Orchestra accompaniment; 7,515, "Sale Santa." Solo by Eugenio Torre, tenor. Orchestra accompaniment 20,613, "E Cerese" (Montagna); 20,614, "Frasiniana" (Falvo); 20,615, "Canzonetta 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 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 April 1. In a letter dated May 1, it was stated that 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 officials, heads of the departments and the details 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 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 is a tribute to 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 managing men in the American trade, whose accomplishments, dealing personality and general fitness have been recognized by everybody with whom he has come in contact, irrespective of partisan business affiliations.

He comes at 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 American Bank of Commerce, rising through every grade until he became receiving teller of the Lincoln National Bank, of the same place, which latter he has been for the past year. In the intermezzo 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 of the American Bank of Commerce, in the Columbia Phonograph Co., General, and secretary of the American Graphophone Co., assuming the duties in June, 1902.

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 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 first of the American Government's representatives in 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 established a branch of the Columbia Co., in Paris, France. He has been mentioned above. As manager of the company's exhibits in the St. Louis World's Fair he earned additional honors.

Mr. Cromelin was negotiating 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 he is now allied. Mr. Cromelin is making arrangements to stay abroad indefinitely, sailing on the Kaisera 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, and we have now, Mr. Cromelin, as chief of a department in the Columbia Phonograph Co., General, and secretary of the American Graphophone Co., assuming the duties in June, 1902.

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., necessary, 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 manager of the Columbia Phonograph Co., General, and secretary of the American Graphophone Co., assuming the duties in June, 1902.

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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 successful. The merchant himself works through the business and studies the problem earnestly, yet cannot find out why his business is in such sad shape. He is so wrapped up in his own affairs that his range of vision is so limited that he can only see 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 fault of his methods and eradicate them that shows the influence of modern trade conditions. The man who stays in his shop 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, "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 them as follows:

Few business stories are more interesting than those that show how the modern merchant studies the book, that are carefully built, his business, and how he remembered them until he triumphs over his defeats. If he finds upon analysis that enough customers do not come into his place he sends advertisements to give the best possible notice 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 take in more methods—or else. And if he 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 it is falling to keep up to date on business methods. All these and one hundred reasons, he may find, is his stumbling-block—from the elementary one of talking too much to the extreme opposite of saying too little.

He knows that a man has Addie, trying to push a business that did not merely have to be made both ends meet, the task of putting it on a sound footing often seems almost hopeless to him. Yet for a man that is at all1 aware of the great multiplicity, for he needs only to study the methods of merchants that are successful, and then copy them. In the case 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 curios in his storefronts. 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 fear the day. Yet for him it was the end of one half day. People were not coming into his store as they used to. The face problem facing him was, Why had customers deserted him? He knew it was not owing to the 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 as good as ever, and just as unattainable. 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 of his manner of showing in the store. It might have invaded his line, when a neighboring merchant shed light on the subject.

He could see that the street he was running down was run-down," he asked. "Two or three years ago any number of well-to-do people traveled through this street, but now nobody thinks of Thirteen street. All the carriage and automobile people go through the next block."

The Art Shop man spent much of the next few days standing at his front door, 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 depart- ment stores, trading on Thirteen street has 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 resumed and he began to plan another 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 into this place, I'll bring them over to the other. 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 through out eight hours every day by those two shops; why can't I bust 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 sandweckman to — No, no, I've got it! I'll get my sign made and I'll pick out some swarthy, petulant Italian that looks like a Persian, and I'll tug him out in Persian costume and get him to parade up and down the street through that traffic.

"Three days later, in another morning, the Art Shop man departed for business with a beaming heart. For six dollars a week he had hired his Persian, for nine dollars a Persian rug, a good-looking, cheap Persian costume made, and for four dollars he had a canvas sign painted—an total of only nineteen dollars; but in that simple nineteen-dollar experiment was locked his future, whether he would succeed or fail.

About 0:30 o'clock in the morning four customers were in the shop, which was unusual for that hour. Before noon he had left three others arrived, and the slim but steady business 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 frequ- ently 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 on February 18, 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 salesmen. A ten-person gang, 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 worked marvelously. Nowadays he buys lists of names from jewelry firms, grocers, druggists and other tradesmen who cater to the most wealthy trade. Every three months he circulates these lists with his list of ten persons, where formerly he had been able to do all his own selling, with the assistance of one young woman.

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FROM OUR EUROPEAN HEADQUARTERS

1 GREMHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.


(Special to The Review.)


Talking machine business this last few weeks has been somewhat quiet, although well up to the average level of the year, and 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, this season is considerably well satisfied with the course events are shaping, for there are not wanting signs that the use of machines for outdoor pleasure has increased. It was noticeable last summer. Musical instrument traders undeniably 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. Certainly the big manufacturers have under consideration advertising plans of a far-reaching nature. By this means it is intended to promote 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 trade.

Record prices 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 view of several perfectly public and marked increase in general trade is noticeable. As an index of talking machine prospects, it may be regarded as a healthy sign and one that manufacturers will be well pleased with, should the product command the advantage of the past.

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 is to buy both the British Hornophone and 12-inch double record at the retail price of 3s. 6d. and 4s., respectively. Two price reductions have also been made, that of the Beko Meister 12-inch double record being 6d. lower than the original figure of 3s. 6d., and the Jumbo record—10-inch double—from 3s. 6d. to 2s. 6d. Needless to say these important facts have whetted the appetite of certain know-alls, and the Oliver Twist they want more. Well, they may one day be satisfied, but not just yet. For the present we refrain from commenting upon these rumors which idle (5) tongues, for want of something better to do.

There is little of interest from the provinces this last week or so. Talking machine and record sales are quite satisfactory to those familiarizing themselves with the trade. We are of the opinion that this is mainly due to the fact that stockists have been taking advice from hand to hand, and while the factorings 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 result of these conditions, money is somewhat tight and dealers find it difficult to meet their bills for the time being; at least many of the manufacturers this month; others don't care to talk about it. Entertaining, as usual, T. Edens Osborne, of Belfast, is now advertising the automatic machine, admission to a small price being charged for entertainment on the deck of their yacht, or aboard yachts, etc. The advertisements are catchy and occupy good positions alongside reading matter in the local newspapers.

The New Edison Propaganda.

The British Zonophone Co., Ltd., this city, advise us of an important announcement made to the trade April 28, the effect of which is that they have entered into agreement 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-marques promul- gated thereon. It is intended to manufacture both a 12-inch double record at 3s. 6d., 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 12-inch and eighteen 12-inch is in force, and deliveries may now be had. This impression contains only the "known" sellers, from the Zonophone cata- log, and additions to the list will be made from time to time from some quarters of the publishing 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. Undoubtedly 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 generous treatment by the British Zonophone Co. upon their enterprise.

The New Beko Meister Records.

In introducing these new records the company has made a bold and daring appeal upon the public. Under similar old 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. As a general opinion for tone quality, it is not one 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 both 12-inch double-sided, and are priced at the sensational figure of 2s. 6d. Here is the value: "Meistersinger Overture;" "Rameau's-Entry of the Knights;" "Wagner's overture;" "Carmen overture;" "Carmen overture;" "Beethoven's Overture (Bier);" "Orpheus" overture parts I. and II. (Oppenbach);" "Oberon"-overture (Weber);" "Tortilche Dance" (Meyerbeer), all beautifully executed. The records are a couple of magnificent violin solos by Prof. Hugo Heerman; "Heyre Kati" (Hubay) and "Cauzetti" (Amb- rase), and "A Dream of Love," part I and II. (H. E. Court), excellently played by E. Krosch. The selections call for no comment, but their value—are two for 3s. 6d.—is something never before attempted. A. Roth, Ltd., of 77 City road, London, will supply copies of these records at 2s. 6d. Under date of May 1, Barnett Samuel & Sons, Ltd., advise the trade the future price of Jumbo records will be 3s. 6d. a gross. The trade 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 on this proposition. We observe with satisfaction that one of the trading features is the maintenance of price, while the dabling class of dealers is altogether excluded from handling "Jumbos."

The London Office of the Talking Machine World is now located at 1 Gresham Buildings, Basinghall St., E. C.

Edison Electric Shaving Machines.

The price list of the Edison electric shaving ma- chines has been increased considerably recently, and for the hand machine from 7 to 8 guineas, owing to increased manufacturing cost.

Gramophone Records for May.

In addition to the complete list of records for May, the Gramophone Co. have issued a splendid series of new records by Madame Tetrazzini, selections from the "Quaker Girl" and a special list of new Scotch titles. Scotland has never 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 tempe- ful ballads and instrumental music of the lighter type. Composers to the former have been Harry Lauder's great pantomime success, "Roaming in the Gloaming," and Lionel MacIachan's "I've Got the Time; I've Got the Place," which is the feature of this month's set.

In addition to these, the complete list is as fol- lows: (From Chappam): "The Sole nio (Dr. Capa), "Stars and Stripes March" (Sousa), "Bell's of St. Malo," "I Love You" (Gramophone Ballad Co.), and played by the band of H. M. Coldstream Guards; "Walser Dream Waltz" (Stras); "Daybreak Valse" (Bruno), "Ghost's Two-Step" (Dumel), and "Triumph's" (original). The selection "You Alone" (Geech), and "The Garden I Love" (Nutting), John Harrison: "The Ringers" (Löh), Harry Deering: "The Delectable Army" (Trotter), Thos Bates: "I Love a Dream" (Jones). Robert
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

THE GRAMOPHONE COMPANY, Ltd.,
21 CITY ROAD,
LONDON

To T. M. the KING and QUEEN OF SPAIN

To H. M. the SHAH OF PERSIA

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

RUSSIA . The Gramophone Co., Ltd., Kramnaja Planchiad; Mittleres Handels-
Reihen 312-327, Moscow

SPAIN . Cie. Francesca du Gramophone, 56 Balmas, Barcelona

INDIA . The Gramophone Co., Ltd., 139 Belghatta Road, Calcutta

Edison-Bell Velvet Face 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 velvet surface practically eliminating all harsh needle scratches. 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...
popular titles embracing topical, sentimental and classical selections, these V. F. records indicate marked progress in that department fight for perfection with which all record manufacturers have to contend. The following figure in recent lists: "Once Again" and "Eddy Maverrooms", both symmetrically tendered, by Mia Ruby Hakler; "I Am the King of Spain" (duet from "Maritana") and "Solemnie in Quest'ora" (from "The Force of Destiny"), sung by Messrs. Virgo and Carr, whose voices and taste for perfection in these two popular duets; "Jewel Song" ("Fauat") and "Romanianka" (Cavalleria Rusticana), sung by Miss Elsa May; "Bill Adams" (humorous roninian), and "The Wilding Singerwoman" by H. G. Swazelle, the well-known roninian, who has told these stories to the late and present king; "In Sympathy," by Wilson Pembroke, and "She Is Past from the Land" by T. Kimburn, is a treat to listen to; and "I'll Sing Thee Songs of Army" and "Thora," both pleasingly rendered by R. Evans (tenor). And here are some picked titles from the list of Edison: "Kitty Dear" and "Meet Me To-night in Dreamland," by Stanley Kirkby; "Yiddle on Your Fiddle, Play Some Rags," Stanley Kirkby, and "Lena Schmiude, F. Miller; "Torchlighit Parade" (banjo solo), and "Queen of the Barlouse," Olly Oakley; "The Darkey's Awakening" and "Sweet Jasmine" (banjo solo), by Olly Oakley; "Standard Bread," A. Willia, and "T-o-o-b-b-a-c-c-a-Jack Charter, and "Quaker Girl" (selection), and "Walking" from "Quaker Girl," by Court Ochestra.

The New 1911-12 Catalog of "Parlophone" disc machines, just issued by Carl Lindstrom, of Berlin, is a pleasing and effective production, illustrating their extreme ease and taste for perfection in the above 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 strength, and all of the usual 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 such changes within the 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 labour.

Late Twin Record Hits. The Twin Record Co. have issued five more pleasingly rewarding 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 Crowds 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 would not give an invitation from His Majesty for 12 months at any rate.

Communicating with a Moving Train. H. V. Kremmer, a Birmingham engineer, has devised a 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.

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 in newspapers and in musical periodicals. A substantial portion of the monthly output of the company is shipped to dealers' customers in the United States.

International Music Trade Exhibition. The proposed International Music Trades' Exhibition to be held at the Royal Agricultural Hall, London, Aug. 14 to 18, bids fair to prove a most successful undertaking. Apart from the large pianoforte firms, the tape recorder industry will be represented by the usual number of old and new firms. Among the new firms are Columbia Record Co., Columbia Photograph Co., and Pathe Freres, 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 an attendance at the exhibition is a foregone conclusion. All particulars may be obtained from F. W. Bridges, 119 Finsbury Pavement, London, E. 2, or from Madame Cavaleri to Columbia Co.

Madame Cavaleri, the great international soprano, has written to the Columbia Co. a glowing testimonial concerning the records made in the Columbia Grand Opera series. Her letter runs as follows: "I have just heard samples of the rec-

The House of Murdoch absolutely controls four of the best and biggest sellers in the trade. It is by the judicially recognized fact coupled with a put those goods that sell within a week and prevent patching 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 £3/6/10 retail.

INDESTRUCTIBLE PHONOGRAPH RECORDS
2 minutes in 1/s. each, 4 minute series 1/s each.
American and English selections. Lists free.


TOURNAPHONES
The Ideal Disc Machines
27 distinct models, from 1/s.9/ to £2/12/10 retail.

PETMECKY MULTI-TONE NEEDLES
The finest needles made. We also control the Angelus Duplex Tone, Invincibull Nose and Tournaphone needles.

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

MACHINE NEEDLES
Catalogues and samples mailed free.
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 ap-
pearance of other Cabinet Machines

Owing to our patented double soundboard with piano strings the Repro-
duction 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
ords I recently made in your laboratory, and am charmed to find that you have succeeded in ob-
aining the results and above all that you have thus-
like reproduction of my work. It gratifies me to
know that my friends will have an opportunity to
hear on Communications of October 1st, 1897 noted Columbia Records.

Played by Prince’s Grand Concert Band, the fa-

mous “William Tell” overture is recorded on a com-

manding one 12-inch Columbia and attention to the

interesting issues in this month’s list are: “Will

BRITISH RECORD MANUFACTURERS SEEK PROTECTION.

Meet and Take Steps to Have Stringent Clauses in New Copyright Modified—Strong Resolu-

tions Passed—General Confusion Evincéd—Sidney Buxton Promises Assistance.

(Special to the Talking Machine World.)


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 varies widely from the act of last year, which, as our readers are doubtless aware, was finally passed and published with the publication of the old Parliament last December. In-

deed, the provisions of the act as at present pub-

lished are much more drastic. Whereas originally the operators of copyright as applied to phonograph records and perforated rolls, expressly and un condi-

tionally 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 expend-

iture or liability in connection with the reproduc-

tion of performance of any work in a manner which at the time was lawful, nothing shall dimi-

nish 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 has, by the taking of such action, been en-

abled to restrain such reproduction or perform-

ance 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

ensured in the mechanical reproduction of the work,

position is exactly the same as that of the author of

a book to whom the act of publication gives the right to call for a recompense-out with all of the record makers who may have issued prior to July, 1910, any record of such composition. Apart from this, however, the opera-

tion of this clause is likely to entail endless confu-

sion 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 in-

tention they will sit every Tuesday and Thursday

until the bill is finished. After discussion of mat-

ters not particularly relevant to this industry, Mr. Rawlinson, C.K., moved to omit the paragraph which enacted that copyright should always be in 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 was 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 gramophone companies (being instruments for the pur-

pose of music tutors). If the clause passed in its present

form, people who had put their money into the

industry would lose the clause. The act was an abso-

lute departure from the present law, and exception-

tional treatment was due to an industry which had

grown up under the existing law. He had there-

fore put down amendments, which would come at a later date, to provide for compulsory

licenses, as in Germany, Russia and the United States, and to prevent the bill from being retro-

spective in this matter. Mr. Buxton, president of

the Board of Trade, who has charge of the bill, engaged and the cost of the reproduction.”

Secured by Mr. Shields, of the Columbia Co., this record became the first to be reproduced.

A resolution of approval of the measures which had

been adopted 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 spokes-

man for the deputation, which consisted of Mr. J. Rawlinson, Grand Junction; Mr. Hough, of Columbia Co.; Mr. J. Hough, Esq., Ltd.; Sir Herbert Marshall, Sir Herbert Marshall & Sons, Ltd.; Mr. Kübler, Perforated Music Roll Co., Ltd., and Mr. Maximilian Heirott, Ltd. The meeting finally closed with a hearty vote of thanks to the Gramophone Co. and to the chairman, Mr. Robertson, for their praesidio 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.

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, to-

today, at a sitting of a Grand Committee of the House of Commons, and I am afraid I must say that I have not seemed to be in possession of a very certain thing.” After criticizing the mental confusion ap-

parent with some of the speakers, he continues:

Musical Records.

“Still more glaring illustration of confusion of thought came to us during another solid half-

hour which was devoted to musical records. It was observed, to the provisions protecting com-

posers from the reproduction of their songs, that (a) a great industry had grown up in the manu-

facture of unauthorized records of various kinds, and therefore legislation ratifying copyright in songs and music under the provisions of the act of 1887-Held enforc-

ed by a compulsory license; and (b) that, as the mechanical inventions which made records possible were not created or contemplated by the com-

posers, 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 dealt with for the last 25 years, and taking all the arguments why we should continue to allow prop-

erty to be confiscated, or dealt with outside the owner’s control. A mechanical invention does not exist for itself to the end that it may drive out the owner of the composition 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 moral owner of the copyright, should have the law on the ground that he claims the law ought to protect. Yet, as the law now stands, I pay the inventor, the cabinetmaker, the shopkeeper, and the tenant, but I do not pay 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 controlling copyright while they are doing their best to dip the grave of it? But, indeed, the last, and strongest, and most

powerful 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 reproduction 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
Don't Buy Needles That Damage Records

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

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 members 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 House, to hear what is being said 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 the member decide to take 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 have the proceedings 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 does not 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 latter should be kind to his men and be friendly with 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 out of debt. With these conditions existing, nothing short of a panic can keep him from success.

THE TALKING MACHINE WORLD.

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Put him in position to make money enough to keep 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, writing, micro-photography, electric furnaces and spectrum analysis. Any one of the seven is greater by far than the famous seven wonders of all antiquity. And other combinations could be easily formed, says Edgar Linck 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 Mohammedans 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, universal—than of the excessively minute. Hitherto unknown objects by literal millions are discovered by means of the new science of microscopy and the list of 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 depths 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 home, is in sight. A book would be required to even mention the advance in physiology and biology, with the greater advance in the recombinant and erasure 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.


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.


The Talking Machine Supply Co., 405 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 feature of the new attachment. 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 "instruments" 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 showing 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.

Landy Bros. Report a Strong Demand for Victorolas and Red Seal Records—Have Not Received Royal Warrant as Yet.

Landy 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 Victorolas and the Red Seal records, and Landy Bros., make a specialty of catering to that class of trade in their well-located Fifth avenue showrooms. The horse is 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 peers 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 of the Tribune, 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 quarters in the Broadway building. Broad- way and 34th street, before June 1. They figured on moving out at Broadway and 17th street to-day (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-hoardin' 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.”

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.

Columbia Phonograph Company,

DEALERS WANTED: EXCLUSIVE SELLING RIGHTS GIVEN

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.

Here, true enough, is a Columbia Grafonola "Regent" that will meet the demands of a very distinct class and at $150—a price that will be a temptation to any person who has an ear for music and knows 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 price.

Don't miss this present opportunity to get a firmer hold 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 tablesurface 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
METZGER ON ADVERTISING.

The Clever Manager of the Publicity Department of the Columbia Phonograph Co. is a Speaker at the Recent Gathering of the Connecticut Piano Dealers' Association, in Meriden, Conn.—His Helpful Suggestions Appreciated.

George P. Metzger, manager of the advertising and 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 well known to captive, 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 picture, Miss Mary Garden and Lillian Nordica or Oliva Frenstad is supposed to give prestige to a piano, what piano dealer would deny that records of the living voices of those artists 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 home contact to make him into the habit of getting home to reach down and hand it out and hand it over for music."

The speaker laid particular stress upon the value of advertising. "If I were to do my best as long as I have this display, which I 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 display often are neglected, but there was such a thing as paying too much attention to the window and too little to the machine."

"Doubtless you dealers remember what Mr. Dodley said about a certain prominent personage," observed Mr. Metzger. "He described him as being 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 back parlor. This 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 parlor should 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—elitely 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 want if you were reminded of it. No customer ever wants a salesman to come around. 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 buy from them, if we believe," remarked the graphophonic 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 attentive to listened to and subsequently Mr. Metzger was warmly congratulated for his sage advice and suggestions.

COLUMBIA CABLES.

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—selling on one side a duet by Jones and Van Brunt, 'All About the Girl,' 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 Germany, you are authorized to put on sale immediately record A1008. This record is a 10-inch Blue Label (25c.) record of two solo songs, sung and accompanied, on the other side the words to 'The Pink Lady,' 'My Beautiful Lady,' soprano solo by Idelle Patterson, with orchestra accompaniment. Dealers have not been notified of this action by the executive office."

TRADE IN DETROIT RATHER QUIET.

The First Four Months as a Whole Makes an Excellent Showing—Higher Priced Machines and Records in Demand—Columbia Phonograph Co. Open New Quarterly—Doran Phonograph Co. Will Remove.

(Special to the Talking Machine World.)

Detroit, Mich., May 9, 1911.

The talking machine business in Detroit is registering a slight fall just now after unusually heavy business in the first four months of the year. No one visiting the stores would suspect that there was a sharp drop. business formed, 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 higher-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 $10 outfit. Now we feel that to dispose of a $70 machine is hardly worth while. Most of the sales are of outfits ranging from $100 to $250. 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 that "best" in almost anything else.

Talking machine function, is mental—mental 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 who have musical talent. The higher-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 by the city on his trip 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 had already begun the alterations necessary to the enlargement when they discovered a larger and better located store available for their purposes and plans. They too 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 best 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.
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 fulfilled. In 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 is, however, to be, according to Mr. Brown, who is certainly in a position to know, that the united machine orders for the entire world are 170,000, and of these 78,000 are Victrolas. It seems less than a trifle to say that the manager of the company, said the Victor Co. were laboring under a shortage of $1,000 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 Adam-ant manufacturers 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 as fortunate, has never appealed to dealers here in a convincing way. A record probably anywhere, 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 another, 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 those records, still there is a large trade in so-called popular music, 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 manufacturer’s 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 pacifying—another chestnut, by the way—customers as to methods 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, desires 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."

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 asylum of to-day uses 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 musings of the soul's own melody that no mind in the very midst of his ravings 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.

Menagères, trained animal shows, and zoological gardens have all found music a humane substitute for the chains. The lion, the tiger, and the rhinoceros, in the training 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 behaved unruly and was always ready for a showing that would reveal which every known to the intrepid trainer had been tried without success, every experiment seeming to make the savage beast spring more heavily against the yoke, it was discovered that his blood whipped into a turmoil by a very frothy with demon-like fury, the circus band was called into the animal tent and stationed before his cage. A few, and refrain was rendered with great expression, and the effect was instantaneous. The wild leaps grew shorter, the roars 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, it makes him happy in his business. The above is a suggestion for such a dealer.

ENHANCE 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. Enhance him with cheerfulness and bright prospects for the future. This will at 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. The man who has 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.

TAKING CHARGES

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

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 $2,800.

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 feel to be, 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 are 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 its mediocrity 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 file 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 35 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 12 of this issue of the World.
GOOD PHONOGRAPH A TREASURE

Wrote 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 miss a chance to say something cunning about phonograph music, which they profess to despise, but 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 easy to 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 bears a few tin-penny 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 running 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 jirded his loins and put on his beautiful garments and went to the concert, and had a beautiful time. The ball was too hot and he was covered with honest sweat throughout the entertainment. He was surrounded by women who had soaked themselves with perfume, 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 up to be at home, but the perfumed women were packed around so close he couldn’t get out without stepping on their legs. There was no end to the concert. The singers were anxious to give the folks more for their money, and they responded to every encore and mailed tiresome songs that made the fast 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 times it has been heard. Utterly scoffing, 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 woman 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 ragtime 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 whom 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 a few short up and pro-

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

By L. B. Jones, the

Well-Known Advertising Expert of Rochester.

Restriction of Retail Price Does Not Mean the Elimination of Competition but Puts Trade Battle on Basis of Quality and Service Rather Than on Merely Cheaperness.

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 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 wholesome way. Better, in fact, 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 different question. Correspondingly, it is not well 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 his goods to the manufacturer 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 margin that will be safe from his losses, but not big enough to prove a constant temptation to cut prices. In making his list price, 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 prices—but his competition is such as to get a square deal; they all buy goods at the same price.

The retailer must make a certain percentage of profit on the cost of goods, 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, in fact, particularly favors the small competitor—although, to the man who is trying to compete. 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 to 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. If the dealer is already receiving a normal discount. This manufacturer usually keeps an eye open for improvements in his line, but, for the sake of argument, we will admit that he competitor anxious to increase and genuine improvement. What happens? One of three things: An improvement in the article in question to compete must be improved 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 the particular article. If 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 margin of profit for the competing improved product. Price restriction in any way prevented a general lowering of price; it has simply maintained a uniform price. A restricted price policy is a big one to the manufacturer. A restricted price policy is a big one to the consumer, a reasonable profit to the dealer and a constant effort toward betterment of the product on the part of the manufacturer.

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 by the 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 go to market. The officers are John J. Dutten, vice-president, Otto Zimmerman, music primer 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 one who put the Talkingphone on the market at Toledo.

The Concertophone, which will run 20 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 Talkingphone Hotel, Cleveland, and $8.40 a coil collected the first day. The one in the poolroom, base- ment of the same building, averages $28.40 per week.

DISPLAY AT REAL ESTATE SHOW.

The Columbia Photophone Co. Made Hand-some Exhibit at the Real Estate and Ideal Home Show at Madison Square Garden Recently.

The Columbia Photophone 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 displayed their phonographs of the ten-foot, the main side, and made a special exhibit of the Grafonolas, particularly of the new $60 model, which is peculiarly adapted for use abroad, and which was a feature of the department. A complete stock of grand opera records, including those by Mary Garden, Frenamt, Cavalleri 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 Howard Cleveland, manager of the company’s Twenty-third street store, is in charge. The last day of the way, made special mention of the 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.


A commercial traveler is on friendly terms with the porter of a sleeping car that he uses frequently. The porter, after knowing him for many years, one morning one morning, gleefully, "I have good news for you. We've had a bird in our family—twins." "Dat am no bir, sah," said Lawrence; "dat's a section."
BUSINESS IN AUSTRALIA.

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 representation of the firm's products, was and is of great interest. 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 larger representation, and are inviting applications for 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 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 the choice of a representative in Sydney, who, representing the Columbia line, has been to 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, and featuring the complete Columbia line—disc and cylinder graphophones, double-disc and ludestructable 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 those two countries and have good reason to expect a steadily increasing business with such a progressive representative as Craven, Taylor & Co., who are always ready to meet the local conditions and requirements, to look after their interests.

SLOT MACHINE COMBINATION.

Authorized Capital Will Be $5,000,000 Stock and $3,600,000 Bonds.

Allotments to the syndicate underwriting the Antoaxles 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 $5,000,000 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: Stodweck & Co., which manufacture and own automatic vending machines operating throughout the United States; Imperial Gum Co., of Philadelphia, Pa.; Ben 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; Uniform Machine Co., of New York; Boston Coin Machine Co., of Boston; Franco-Swiss Chocolate Co., Franco-American Chocolate Co., United States Coin Lock Co., of New York; 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-


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 considering the proposed second-class postal changes, he cannot help feeling how utterly amiss he has been almost all of the opinions put forward by critics as establishing funeral advertising 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. circulating the American housewife through the mails is almost comical if it were not so nearly inane. 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 new universal distaste for the circular, as well as a healthy aversion for uninteresting 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 the main object of the circularizer 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 purely 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-

THE TALKING MACHINE WORLD.

inable calamity, be compelled to go back to circu-
lizing again, a more serious defeat 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 hangover for circularizing. A West Coast manufac-
turer 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 mis-
taken he was and how expensively foolish his pro-
posal. As Printers' Ink aptly says: Old super-
stitions are hard to eradicate.

HONORED BY HIS ASSOCIATES.

Gift of Handsome Watch Fob with Gold Locket Set with Diamond to Paul H. Cromelin, 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 Pres-
ident Easton, about which 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 spend-
ing a whole lot of money, but rather in taking advantage of opportunities and making every dol-
lar 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 entice a dealer with the value of your goods and then the prices you expect him to purchase at the largest pos-
sible 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 unmodified 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 PAUL H.-E. LINENBERGER 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., Gent., 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 Dunness—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 unreasonable 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 operations 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 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 operative 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 $100. 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 19-inch turn table and slide drawer, and for the present will be furnished in mahogany only. This new small 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 THEFT.

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 $90 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., $1,442; Berlin, 69 pkgs., $1,094; Bluefields, 3 pkgs., $130; Brisbane, 14 pkgs., $847; Callao, 7 pkgs., $478; Cienfuegos, 3 pkgs., $119; Caracas, 6 pkgs., $120; Demerara, 18 pkgs., $707; Havana, 13 pkgs., $677; 6 pkgs., $135; 6 pkgs., $12; Havre, 5 pkgs., $907; Jenkins, 1 pkg., $257; Limon, 2 pkgs., $101; Liverpool, 6 pkgs., $509; London, 22 pkgs., $750; 155 pkgs., $1,438; 55 pkgs., $2,425; Rio de Janeiro, 63 pkgs., $4,501; Sourabaya, 23 pkgs., $851; Suriname, 6 pkgs., $217; Vera Cruz, 27 pkgs., $856; Vienna, 12 pkgs., $120.

APRIL 23.

Barranquilla, 6 pkgs., $310; Berlin, 26 pkgs., $665; Buenos Ayres, 19 pkgs., $1,191; Colon, 9 pkgs., $161; 4 pkgs., $100; Gothenberg, 4 pkgs., $90; Guayaquil, 21 pkgs., $717; Havana, 2 pkgs., $307; Havre, 56 pkgs., $780; London, 2 pkgs., $120; Mascow, 11 pkgs., $258; Manila, 123 pkgs., $3,891; Vienna, 30 pkgs., $550; 51 pkgs., $1,806.

APRIL 30.

Berlin, 70 pkgs., $2972; Buenos Ayres, 182 pkgs., $11,507; Callao, 3 pkgs., $101; Ceara, 16 pkgs., $897; Colon, 8 pkgs., $349; Demerara, 3 pkgs., $159; Havana, 13 pkgs., $401; 1 pkg., $102; Kingston, 5 pkgs., $256; La Guaya, 20 pkgs., $1,107; La Paz, 8 pkgs., $584; London, 106 pkgs., $3,154; Southampton, 2 pkgs., $127; St. Kitts, 6 pkgs., $152; Sydney, 76 pkgs., $3,455; Vera Cruz, 92 pkgs., $2,659.

MAY 7.

Antigua, 3 pkgs., $129; Cartagena, 23 pkgs., $1,290; Guayaquil, 5 pkgs., $772; 22 pkgs., $575; Havana, 3 pkgs., $167; 2 pkgs., $259; Havre, 104 pkgs., $1,172; Jacmel, 2 pkgs., $158; London, 180 pkgs., $3,850; 12 pkgs., $297; 1 pkg., $109; Mazamita, 2 pkgs., $116; Milan, 5 pkgs., $141; Singapore, 1 pkg., $302; St. Petersburg, 8 pkgs., $107; Sydney, 1,178 pkgs., $9,951; Valparaiso, 1 pkg., $131; Vera Cruz, 156 pkgs., $1,890.

Thomas Goggin 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 new; information about the goods you are offering. And quote prices.
NEWS FROM SOUTHERN CALIFORNIA.

Trade Rather Uncertain During April—Some Missions—Various Practical Items of Interest—Mesilla 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. The weather, seems passing from one season to another, 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 store of W. R. Walsh & Co., of Los Angeles, 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.

J. 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. Macfie, of the Columbia Phonograph Co., has been spending several days in and about Los Angeles. In company with Wm. F. Stidman, manager of the local branch, he has visited several of the Southern towns. Mr. Stidman reports a splendid trade, especially in Symphony records, which are now being issued by his company.

The recent visit to Los Angeles of Miss Elman, the famous Russian violinist, is worthy of considerable mention, his appearance having caused a great demand for his Victor records. Albert H. E. Spah, 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 Anami violin in the Broadway windows of the company in a great public appreciation during his stay in this city. Mr. Elman was detained in Los Angeles several days longer than expected on account of a slight illness. Perry Kiblinger, an attendant, who is also known for his assistance in making Victor Red Seal records, was a visitor and shared the pleasure of the Victols in Mr. Elman's apartments. The instrument was autographed by both Mr. Elman and Mr. Fahn 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 well known with his piano line.

There are two new dealers on Hill street which is now recognized as a new shopping district. These are the Barker-Northrop Co., 311 South Hill street, Columbus 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.

The Andrews Talking Machine Co., 422 South Broadway, are enjoying a good share of trade and have recently added the Columbia line.

The Los Angeles Telephone Co., with offices in the Security building, are doing nicely with the Dic- taphone, for which they are agents.

E. S. DeWe, of the Southern California Music Co., has been presented with a beautiful new phonograph and sound-box as a present from the company to celebrate the birth of his fifth baby boy who he intends to make a talking machine man of.

W. A. Volta, 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.

1. Otakuk, 363 Jackson street, is one of the nacy prosperous Japanese talking machine dealers in this city.

Frank A. Ingersoll, of the Wm. G. Ratz Import Co., who sells talker needles, has his headquarters at 362 Jefferson street in this city. Mr. Inger- soll 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 festival entertainment a few days ago for the purpose of raising enough money to buy a talking machine. All told, the school raised $200.

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 peasant 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 celebration of a town or village, there is no pilaging necessary to the possession of the place, and the Federal soldier or fire-eating Insur- recto has very little use for the chili, being already well supplied therewith, nor does the em- bles of religion tempt him; but a graphophone to take the place of a much needed hand, an instrmt whose martial music will enable him with flying colors to march, 'even to the canon's mouth,' or whose soft strains of 'La Golondrina' or 'La Paloma' at the lavaca, 'and camp fires and cigarette pleating,' will waft him to hacienda and home. Hence it is no uncommon thing to see a fierce Insurrecto, mounted on his sturdy mule, and arrayed cap-a-pied, with a graphophone swung from his saddle bow, to find at least one transport wagon of the Federal army loaded with a complete talking machine department."

At Naic, Ariz., a small town on the Mexican border, Jacob Marks, a Columbian enthusiast, enter- tains Uncle Sam's troopers with a Grafonola Fa- vorite, 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 noisiest amateurs of this neighbor and arrayed cap-a-pied, with a graphophone swung from his saddle bow, to find at least one transport wagon of the Federal army loaded with a complete talking machine department."

George T. Fischer, of Tucson, whose beautiful music store is the finest in the territory, reports good business in his Columbus, Edison and Victor department.

Gilsbe, in the heart of the copper mines, shows its appreciation of the well stocked Moir Music House.

The Redwells Music Store of Phoenix are erecting a fine $50,000 building and have planned an up-to-date talking machine department.

B. Tronit, of Prescott, expects in the near future prosperity of his city and is kept busy supplying his many music-loving patrons.

W. A. Jones & Co. of Flagstaff, report their business is steadily growing.

Among the callers at the month of the Columbia headquarters were: W. F. Kiel, of San Jacinto, Cal.; R. Drakey, Vestura, Cal.; Mr. Caldwell, Caldwell & Thranderburg, Whitter, Cal.; C. R. King, Santa Paula, Cal.; Mr. Pendleton, of Pend-leton & 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, New York, the other day, but it was successfully extinguished by the fire department, which made an application to the telephone company for water from the main. 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 43th street, New York, recently made a sale of a Louis XVI Vicirola 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 depart- ment, 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.
THE TALKING MACHINE WORLD.

THE TRADE IN THE SAINTLY CITY.

Volume of Business During April and for Opening Days of May Pleases Dealers—Much Interest in the New Aeolian Phonographs 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.)

Louisville, Ky., 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 local record sales for May day which was unreasonable enough to be almost worthy, that were very exceptional for any season of the year.

With the Victor agents the talk is all of what they expect to do when it is in full swing. Sales 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 May and expect that the wholesale department will do is already shown by our order books.

Manager Robinson, of the talking machine department of the Thieles 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 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. Commings, 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, since this writing he is now 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 salesmen territory, who resigned last month 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 his marriage, but been located at last three months and returned to 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

JOKERS' NOVELTIES

AS A SIDE LINE

WILL NET BIG PROFITS

Everyone appreciates a harmless joke, and our market is replete for our proposition on 60 Jokes of Yesteryear. Samples of any of the selections just offered will be sent free for 10c. Write us before this page closes.

1. Don't Call Me Sir.

2. A Cup of Tea.

3. Name Me.


5. Taking My Own Side.

6. The Fix.

7. Sneaking Husbands.

8. Two Brides for the Same Groom.


Dept. A, 60 West 52nd St.,New York, N. Y.

Jokers' Supply Co., P.O. Box 1753, Boston, Mass.

The Aeolian Co.'s wholesale talking machine department has marked up its Aeolian phonographs and is setting a bright part of the stock into the new quarters at 1009 First Avenue, directly in the rear of the main store, but the plans for the new department have not as yet been communicated.

Manager C. B. Walthall, of the Columbia Phonograph Co., reports a splendid business for April in all departments of the local store. The 50 machines, 110 of which were ordered and delivered, 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 Gory, Beeren, Bakkman and Fremund records proving the leaders.

The Columbia Phonograph Co. supplied a $200 machine, used by the Knights of Columbus for a veteran contest at the 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 surprising and to the satisfaction music it furnished for a large gathering. Miss M. Crowley, of 2818 Clark avenue, was awarded the machine and when she called at the Columbia store to select the library of records that accompanied the machine and she renewed her agreement for the $200 machine and expressed her wishes that she would go to any for the record 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 Gramophone records were really wonderful. That there were hornless machines that were satisfactory.

Marion Dietrich, treasurer and editor 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 with 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., in company with District Manager W. C. Fulriri, of Chicago, Mr. Easton came from Kansas City and departed for New York.

Miss A. Traube, of the True Furniture Co. at Alto, 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 SENTENCE

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 20, referring to Johnson patent No. 885,059, 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. 885,059 referred to, together with Jones patent No. 885,738, owned and controlled by us and under which the Victor Co. were licensed, means the protection of the American market against foreign manufacture of disc records till further times.

"Our trade need have no fear regarding the effect of the decision on our product, as we will, as heretofore, hold harmless anyone handling goods of any description manufactured and sold by us."

Change your ads, the moment one begins to look cheap-copy. And quote prices.
conditions in quaker city.

While past month did not come up to expectations it was better than some period a few months back. Mr. & Mrs. to open 39 Park Row Pittsburg—dealers awaiting Victor IX machines—excellent reports from hepp—max landay a visitor—budget of columbia news tells of business activity.

(special to the talking machine world.)

Philadelphia, May, 1911.
The talking machine dealers have felt the april dullness, but not to the extent as the other lines of 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 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 got out an unusually attractive set of records, as represented in the may catalog.
Last week the merchants and manufacturers of philadelphia held another excursion, covering the lehigh valley. the buchen firm were among the excursionists as usual as representatives of the talking machine interests, but mr. buchen was unable to go on account of other business, and they sent one of their finest victrolas along with the part for their entertainment and to exhibit it when possible.
The buchen firm have arranged to open up a branch house in pittsburg for the jobbing in that section. mr. edward buchen, 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 warehouse will be located at 713 penn avenue.
The firm are anxiously anticipating the arrival of the victrola, which, in our opinion, will have a great sale.

improve your system
and increase your record sales
by using
the blackman cylinder record tray
(Patented Dec. 3, 1909.)

A record tray with record label for less than one cent

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<td>No. 2</td>
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<td>7 lbs.</td>
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<td>8 lbs.</td>
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Note:—Prio less than 1000, same rate.

The blackman folding trays for cylinder records are shipped flat and can be folder into strong trays in a few seconds, as shown above. This tray, with rifle label, makes a handsome-looking record, and a system you can't lose. The labels are blank standard label size and the size and style 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 SYCAMORE WIRE RACKS enables you to carry a large stock in a small space, and the trays are made of pressed wood as regular prices, either wall or revolving style, with opening to accommodate blackman trays. Write for prices.

THE BLACKMAN RIFLE LABELS

<table>
<thead>
<tr>
<th>NET PRICES RIFLE LABELS</th>
<th>Prices rifle labels with edison numbers and sizes. Domestic selections, nos. 1 to 9271, which includes december, 1909</th>
<th>14.50</th>
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<td></td>
<td>Per month (minimum), payable in advance (10 min. and 1 min.)</td>
<td>25.10</td>
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FREE SAMPLE of tray with label to who writes on business letterhead

SPECIAL DISCOUNTS TO JOBBER

Manufactured by
BLACKMAN TALKING MACHINE CO.
J. newcomb blackman, pres. "the white blackman"
97 chambers street, new york
OUTLOOK PLEASES MILWAUKEE.


(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 dealer 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 wholesale trade reports 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 confidence in circulation about the State is much greater than at this time a year ago.

Several Milwaukee record 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 machinery 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 new machine end of the business and that 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 hold 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 accommodate much in the line.

The new parlors of the William A. Kaun Music Co., 268 Grand avenue, have been thrown open to the public under the charge of Joseph F. Gannon, brother-in-law of Lawrence McGraw. 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 open. 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 up of the location of each sale being designated by colored spots.

A. G. Kunde, Columbus jobber, 530 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 Columbus Mercantile Co., recently organized, have moved from the Mark building, where they conducted offices, to 829 Winnebago street, where they have opened a new Columbus store. Manager Bateh reports a good business, with prospects fine.

E. F. O’Neill, 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’Neill 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 Victorla. 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 Angels 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

INCREASE YOUR HARMONICA SALES
100 PER CENT.

THE talking machine dealer who is displaying this Hohner Harmonicas Assortment realizes that it is the greatest Harmonicas 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

Canadian Office: 76 York St., Toronto
Mexican Office: Apartado Postal 851, Mexico, D. F.

(NEW ADDRESS)

KEEP RECORDS IN
ECHO RECORD ALBUMS
GET THE NEW STYLE, STRONGLY BOUND, WITH 16 POCKETS AND FLEXIBLE BACK

WILL HOLD BOTH DOUBLE AND SINGLE-SIDED DISCS OF ANY Make.
Two sizes made to fit 10 and 12-inch Records.
This Album is the only one offered by all Progressive Talking Machine Stores.
Send $1.00 to the nearest ECHO ALBUM COMPANY or its representatives.

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, aside from 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 Victorola IX and hope to have it completed by 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 Hoefeller 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 unlimited death. All the dealers in Milwaukee have joined the organization in the belief that cooperation 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 Hoefeller Mfg. Co., has issued 5,000 colored postals bearing an excellent view of the interior of the Hoefeller store at 306-308 West Water street. Mr. Becker, as usual, has a very interesting window display at the Hoefeller store. Seven large photographs of Caruso, Metha, Calve, Terrazzini, Schuman-Heink, Sen- rich and Gadski 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 Hoefeller 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 59 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.


(Special to The Talking Machine World.)

Los Angeles, Calif., May 6, 1911.

The new store of the Geo. J. Birkel Co., at 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 particularly of the ingenuity of the basic fixtures which are part of the displays. These fixtures are entirely adjustable and interchangeable and permit of the display—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 whole is based, will be used to constitute 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.
Chicago Jobbers and Dealers Are Well Pleased with General Condition of Business for the First Time in the New Year

Tremendous Gains Shown Over Corresponding Period of 1910—A Larger Trade Movement Expected—The Masses Again Buying Talking Machines—New Opinions of Prominent Members of the Trade Confirmatory of the Forbearing—Permanent Jewel Needle Co. Takes Over Business of Permanent Needle Sales Co. to Lyman & 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.

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 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 growing in 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 Easter vacation, but the contract for further is still as active as last year, if not more.

Wiswell Optimistic.

"It is an actual fact that the talking machine trade is making a wonderful showing, in every 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 ever had, and at the same time they all tell of having listened to tales of woes 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 crossed before the next month for machines to come.

The advance orders on the new Victorla IX, $60 machines, are the largest that we have ever had in this machine, 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. Geisler, general manager of the Talking Machine Co. "Our books show that the first months of 1911 were the most remunerative time since 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 in the West, has made a very large increase, and, in the corresponding period of 1907, we have had another year of large business. We are not on the same plane, but we have had another year of large business. We are not on the same plane, but we have had another year of large business."

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 West 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, and make every opportunity to display their wares. Mr. Keith spent a day at his alma mater, Leland Stanford University, and also Sunday at San Raphael, the guest of Peter Backajahl.

Together they covered the entire coast of the Pacific, whose beautiful home is also at San Raphael.

Reports Good Edison Business.

A. C. Chandler, who travels for the 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 who will not speak of having had a very satisfactory winter and spring trade, and his orders have been coming forward the past few weeks is exceedingly encouraging. They show that the days of the smaller, not so good, brisk trade, have gone by, and that the good machines are doing an excellent business with them."

N. G. Kreusch, the Edison traveler for Indiana, was a recent Chicago visitor.

Cecil Davidson a Benefact.

Cecil Davidson, of the Talking Machine Shops, has recently accepted the position of manager of 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 another Dictaphone contract with the Chicago & Eastern Illinois offices.

W. W. and E. A. Parsons have closed some big Dictaphone deals recently, and the company's commercial department is busy as can be.

New Lyon & Healy Traveler.

H. M. Lonsdowne, who has been added to the talking machine force of Lyon & Healy, covering Indiana, Michigan and Michigan, is a good account of himself.

Will Market Direct.

The Permanent Jewel Needle Co., of Highland Park, Ill., who have纠纷 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 disk machines. The company will manufacture as heretofore at Highland Park, but will conduct general and sales offices at 221 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 Warburger 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 succeeded by two young and promising men, and Mr. Seaman reports a greatly increased business as compared with last year.

The Wade Fibre Needle Cutters.

The Wade Fibre Needle 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
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 handomely 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 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 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 caters.

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 overdue 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.
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

WABASH AVENUE AND ADAMS STREET
CHICAGO
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

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.

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 490,000. 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 invarious, tinning, 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 Lindbergh 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
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. We 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, could do it. I believe you could accomplish 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 $250, and a neighbor of hers who is a better bargain 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. These 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 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 150,000 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 market of music lovers. We know how 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 conclusion, let me say the importance 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 "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 $16,000,000. If they could do it, I believe you could accomplish similar results also in the same length of time."
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 Nordic, Fremstad, Mary Garden, Baklanoff, Maria Gay and Alice Nielsen, have played a very important part in the record trade. The piano records by Scharwenka have had an enormous demand, and large export 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.' A1257, 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 reproduction the most perfect they ever heard. Several very interesting sales have been made of the Graffonola 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 Graffonolas 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 Graffonolas 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 Ahau. "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 25th 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 consist of pink silk. A scroll straddled with electric lights and two handsome Vernon 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 Victors 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. Polson 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.

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.

VICTORS FOR THE SCHOOLS.

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 kind 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 arias, 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's agents, "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 exhibits. 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 profits 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 REGINA CO.

218 So. Wabash Ave.
CHICAGO

BROADWAY AND 17TH ST.
NEW YORK

After May 15th, 1911, our New York address will be 211 Marbridge Bldg., Cor. 34th St. and Broadway
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 "Redemption Song" suggestive of Algiers; "Ave Marias," "Carnival of Venice" and "La Forza del Destino" typified Italy; a Swiss yodel, as well as overture from "William Tell," for Switzerland, and "Marisselaise" for France, ending with "Take Me Back to Old New York" and "Home, Sweet Home." After the dinner was over a little "talfeess" 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 in the fattest 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 Pompem-Sicilian peas, filet-mignon—Vatican, hearts of lettuce—French dressing, Spanish ice cream, a la Gibraltar, Swiss cantons—Alpine iced, 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 damnation 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—l;" Chas. Morison, "Our records, like the hairs of our heads, are all numbered;" A. C. Wright, "It is naught, it is naught," said 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. 847,447, dated March 10, 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 the license 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 man whom we 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.
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 threading 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.

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 suitably 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 a specific embodiment thereof selected for illustrative purposes only.
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.


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 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.

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-har, 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-har, showing the diagonal position of the knife; and Fig. 6 is a diagram to indicate the direction of the operation.


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 alignment 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 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.


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 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 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 having a considerable 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 part 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 wrote 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. Calth, looking after outside sales.

LATEST COLUMBIA DEALERS.

Quimby & Ulmblcy, 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 ob-ject 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.
When in need of Talking Machine Needles
go to
FR. REINGRUBER
Schwabach, Bavaria
who manufactures every kind, without exception, at prices which will surpass you, and of the Best Quality Only.
THE TALKING MACHINE WORLD.

54.

MANN'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, even he has to buy something for the support of his family, his wife came out and asked him to buy her a darning needle.

"What's the matter with the one I bought you last winter?" asked the farmer.

"The eye his 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, to 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, Inc., is reported as having done a world of good in reasserting the timeliness and re-doubling 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.

Leading Jobbers of Talking Machines in America

Perry B. Whistin

L. H. Weller

Perry B. Whistin Co.

213 South High Street

Columbus, Ohio

Mr. Dealer:

We refer all Talking Machine inquiries from dealers to the dealers with whom we are represented.

VICTOR and EDISON JOBBERS

Chicago

Edward Daily

Puritune

Neeses

Gale's

Puckett

Charles

Koch

J. M. Dean, Putnam, Conn.
**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. 1622 Chestnut St.

NEW YORK, N. Y. PHILADELPHIA, PA.

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**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., 201 E. Lexington St.
- Boston, Mass., Columbia Phonograph Co., 174 Boylston St.
- Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
- Chicago, Ill., Columbia Phonograph Co., 333 W. Monroe St.
- Cleveland, O., Columbia Phonograph Co., 117 S. Clinton St.
- Cincinnati, Ohio, Columbia Phonograph Co., 533 Main St.
- Columbus, Ohio, Columbia Phonograph Co., 162 N. High St.
- Dallas, Tex., Columbia Phonograph Co., 110 Main St.
- Denver, Colo., Columbia Phonograph Co., 508-510 Colfax Ave.
- Detroit, Mich., Columbia Phonograph Co., 433 Gratiot Ave.
- Hartford, Conn., Columbia Phonograph Co., 131 Park St.
- Indianapolis, Ind., Columbia Phonograph Co., 602-608 Pennsylvania Bldg.
- Kansas City, Mo., Columbia Phonograph Co., 1127-1129 Broadway.
- Los Angeles, Calif., Columbia Phonograph Co., 105 E. Hudson St.
- Louisville, Ky., Columbia Phonograph Co., 219 Kentucky Bldg.
- Memphis, Tenn., Baltimore Talking Machine Co., 164 S. Main St.
- Minneapolis, Minn., Columbia Phonograph Co., 211 Nicollet Ave.
- New Haven, Conn., Columbia Phonograph Co., 190 Temple St.
- New York, N. Y., Columbia Phonograph Co., 127 Varick St.
- Omaha, Nebr., Columbia Phonograph Co., 311 Sixth Ave.
- Philadelphia, Pa., Columbia Phonograph Co., 1717 Chestnut St.
- Pittsburgh, Pa., Columbia Phonograph Co., 201 Fifth Ave.
- Portland, Me., Columbia Phonograph Co., 109 Front St.
- Providence, R. I., Columbia Phonograph Co., 168 Channing St.
- San Francisco, Calif., Columbia Phonograph Co., 601 Taylor St.
- St. Louis, Mo., Columbia Phonograph Co., 601 N. Third St.
- St. Paul, Minn., Columbia Phonograph Co., 20 Calhoun Ave.
- Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
- St. Louis, Mo., Columbia Phonograph Co., 1000 E. Washington.
- St. Paul, Minn., Columbia Phonograph Co., 20 Calhoun Ave.
- Toronto, Canada, Columbia Phonograph Co., 323 Spadina Ave.
- Washington, D. C., Columbia Phonograph Co., 517 F St., N. W.
- Williamsburg, Del., Columbia Phonograph Co., 192 Market St.

**DEALERS WANTED**—Exclusive selling rights given wherever the territory is not adequately represented. Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

For headquarters in Canada, contact the Columbia Phonograph Co., Toronto, Ont.

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**HARGER & BLISH JOBBOERS**

**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, IOWA

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**CHASE & WEST**

Eight 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 (Grand St., N.Y.)

Repairs and Parts For Dealers in All Lines & Specialty

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**PACIFIC COAST DISTRIBUTORS OF**

**VICTOR Talking Machines and Records**

STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS

San Francisco, Portland, Seattle, Los Angeles

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**F. M. ATWOOD**

121 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"
Bread Butter and Jam

Your day-in-day-out year-round profits on Edison Phonographs, Edison Amberol and Edison Standard Records bring your bread and butter home to roost.

But what about the additional profits you ought to be getting on recording equipment with every outfit you sell?

Put a little Jam on your Bread

Get a line off to your Edison jobber for enough recorders to go round, a good supply of blanks and don’t forget the shaving machine.

Thomas A. Edison, Inc.

59 Lakeside Ave., Orange, N.J.
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

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

**WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:**

**ARKANSAS**
Hot Springs...... Joe Hiltard, 210 Central Ave.

**CONNECTICUT**
Bridgeport...... F. K. Betch, 918 Main St.

**FLORIDA**
Tampa.......... Turner Music Co., 604 Franklin St.

**ILLINOIS**
Chicago......... W. H. Sajewshi, 1411 Milwaukee Ave.
Chicago......... Treich, Farn & Co., 73 Fifth Ave.

**KANSAS**
Topeka........ E. D. Schlesinger-Speissman Co., 415-417 Kansas Ave.

**MARYLAND**
Annapolis...... Glen House Furn. Co.
Baltimore..... C. R. Smith & Co., 441 W. Baltimore St.

**MINNESOTA**
St. Paul....... W. J. Dyer & Bros., 91-93 W. 8th St.

**MICHIGAN**
Detroit....... J. E. Schmitt, 246 Gratiot Ave.

**MISSOURI**
Springfield..... Morton Lines, 101 Boonville St.
St. Louis...... Knight Mercantile Co., 911 N. 19th St.
St. Louis..... D. E. Myer, 888 Flonory Ave.

**NEW JERSEY**
Hoboken....... Eclipse Phonograph Co., 202 Washington St.

**NEW YORK**
Brooklyn....... E. G. Warner, 1118 Bedford Ave.

**NORTH DAKOTA**
Fargo......... Some Piano Co., 614 First Ave., N.
Grand Forks..... Some Piano Company.

**OHIO**
Akron......... Geo. S. Doble Co., 138 S. Main St.
Cincinnati..... J. E. Pournara, Jr., 409 Main St.

**PENNSYLVANIA**
Allentown...... H. A. Becker, 401 Ohio St.
Harrisburg..... J. H. Teach Music House, 15 So. Market St.
Philadelphia.... Harmonia Talking Machine Co., 1231 Arch St.

**TEXAS**
Beaumont...... E. E. Pierce Music Co., 500 Pearl St.

**WISCONSIN**
Milwaukee..... G. R. E. Eichhorin, 202 11th St.
Milwaukee..... Luther Mfg. Co., 800 W. Water St.

**WORLD**
Toronto........ Whaley, Royce & Co., Ltd., 900 Yonge St.
Vancouver...... R.C.M. W. Wait & Co., Ltd., 800 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
GETTING OLD CUSTOMERS BACK.

An Important Factor in Increasing Business—Smiles and a Note 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 was invited 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 is a very small demonstration 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., 11 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 with the greatest of 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 DIACLCTS.

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. Kroebel, 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, as to the proper and 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 does not always provide a place to go for trustworthy information for present action. Tradition is good—for historians."

TALKER AS A DETECTIVE.

Adapted in Denmark to Secure Record of Offensive Remarks Made to Telephone Operator—How the Plan Could Be Adopted as a Reformatory Factor in the Household.

Annoyed by subscribers who used unseemly language over the wire, 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 made, the talker was directed to the director's office, confronted with the evidence and sacred to promising to put a bridle 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 real legitimate cause to be indignant against an impersonal creature who is not allowed to talk back. But Copenhagen's novel use of the phonograph suggests the possibilities for effecting reform in that quarter of the telephone business.

There is the domestic application of the idea, for instance, says the Pittsburgh (Pa.) Times. The sensitive wife, who, lacking the militant qualities of the suffragette, has hesitated to remind her over-elegant husband that the tongue is an unruly member, might purchase a phonograph with the intensifier recorded and put it under the dining table to report mutilating remarks. In order to test the capabilities of the phonograph for such work, it might be advisable for the first experiment to have the maternal coffee cold and the steak 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 delivered on the previous day might be remonstrated against for his edification. Little explanatory comment would be required. Then fears, promises to do better, a happy household, certainly! The Danish idea is worth trying, and if it succeeds, the use 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 employees fail in courtesy? A saving grace is its universality. Of what avail to patronize trade when the competitor may be even more discourteous?

We heard a man say he always reported the discount for each bill which 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 prompt and enjoyed the evident chagrin of the undersale, and the car was promptly stopped, he passed out. "Your discourtesy is unpardonable and will cost you dear." He had influence and asked that the conductor be tangible a lesson; but not discourteous. He was in ten days pay and publicly reprimanded.

The car official said he wished others would act in the same manner. He was gratified, market sentiment, when their apologies failed in courtesy.

We know a store where "courtesy" is the slogan, but many of the employees fail in the illustration.

A salesman found a customer most exacting one morning, and after she had given him the goods she was seeking to duplicate, he snapped out, "No use to show you any more goods, madam, as evidently you have no 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 Osterled age, he has not thought work faithfully for seven months unnecessarily. He is edition of his white hair, and for no other reason, as the man he interviews cannot know how and where he stumbled—how he failed in courtesy, a thing 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 knows he is working for the reputation of his employer, and 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 he will be left at the post.

Not only he courteous himself, but he 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 Des Moines, 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 chinarawe to-day."

The records for this talking machine are taken the day before every sale and always read by 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 newspapermen and kept the management of the store in the mind of every individual hearing the "barker" given in this unusual manner. The scheme might save too much of the salesmen's time and be approved of by all merchants, but it pulled big results for this particular store.

HELPING DEALERS TO SETTLE.

Western Distributor Encourages Selling of Virolctus with the Larger Profits.

A Western talking machine distributor claims to have discovered a new method for inducing deficient 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 Virolctus from catalog and the profit of his first sale of a 5000 figure cleaned up his entire accounts. The dealer has since stocked Virolctus 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, 59 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 loss, 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 Prospering—W. Gray Descants on Situation on Return from Extended Trip—Im- mense Victor Business Being Done by Sherman, Clay & Co.—Bacigalupi to Remodel New Territories—Heine Piano Co. Responds
Talking Machine Department with the Vic- tor—Columbia's 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 An- geles 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 South- ern 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 299. 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 says he 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 fur- ther decorated with several pictures of such sing- ers as Farrar, Scotti and Caruso, these pictures being enlargements on dark brown sepiæ 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 smaller towns. After a short stay in town he is to cover the northern territory.

Peter Bacigalupi & Sons have sold their lease on the 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 expects to secure a permanent store nearer the center of town, between Third and Fourth streets on Mar- ket, 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 enlarge their stock of Edison goods.

The Heine Piano Co., who recently remodeled their talking machine department under C. F. Lundberg, report a steady business with Victorolas 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 Anetophone, 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 Haushild Music Co. talking machine de- partment 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. Keller, manager of the firm, 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 the foremost.

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 R. Keller, who has been in the talking machine business in San Francisco for some time, has taken charge of the store of the Eureka Phonog- raph 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 R. Allen Co., has left for the Orient, where he will be for sev- eral months. Honolulu will be visited before going on to the Orient.

The San Francisco store of Bent, Curtis & Son reports that the Red Seal record business has been very good for May. 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 courthouse 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 Be- tween Employers and Discussions of Busi- ness Problems Result in Profit for the Em- ployer.

Noticing an inquiry concerning salesmen's associa- tions, 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 suc- cessful associations thus far, conducted strictly according to parliamentary rules. Subjects for discussion are announced in advance by the chair- man and every member is expected to cooperate 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 en- ergetic, 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 criti- cism, severe but friendly, from each member, as he feels it his duty to condemn improper, or ap- prove by encouragement, every good action. Educa- tion by absorption is very evident, as we have learned to criticise and learn to be criticised with- out taking offense; but, on the other hand, profit- ing by such criticisms.

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 knowl- edge of their lines, who favor us with an educa- tional 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 demon- strate 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

If you do not handle our
GRAND OPERA NEEDLES
you are not supplying your customers with the best.
Many people have been waiting for an opportunity to get a genuine Victor-Victrola at this popular price.

And now that the instrument is here you'll find it will meet with a ready sale.

The Victor-Victrola is a wonderful success; a success without a precedent in the musical instrument industry; a success bespeaking the greatest of all musical instruments.

This new style puts the Victor-Victrola within the reach of practically everybody and broadens the field of activity for every Victor dealer.

Hear this new Victor-Victrola at your distributor's. Samples are now being shipped to distributors and they will be in position to demonstrate this new instrument to you on or about July 1st.


Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

ALWAYS USE VICTOR RECORDS PLAYED WITH VICTOR NEEDLES.

THE TALKING MACHINE WORLD.
"John Doe has secured the exclusive selling rights for Columbia Graphophones, Grafonolas, and Records in Busypolis." 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.


(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, is 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 dealers 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 meet 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. reports 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 usefulness 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 early in the summer 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 equalled in most cases.

At the Miller Medical 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 lower 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 used 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 "Favor- ites" being in the lead in the greatest number of sales in the Grafonola line, while the Nordic, 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 "hated" 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 displayed in 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, unequalled 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. Hall, 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.
ACOUSTIC VIBRATION.

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 Testing 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 noises 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 scratching discords will be delighted to learn that the remedy is simple. 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 the process of "frying-pan noise" he has eliminated the hissing and grating sounds.

He used a gramophone enclosed in a wooden cloth-covered box, with a tube passed tightly through a hole from the end of the taper arm that carried the sound box of the instrument. When the sound box is tightly closed by raising and locking the front, the sound of the machinery, or perhaps the vibrations from the free side of the diaphragm of the sound box, are completely damped. In this connection he says: "The whole is enclosed, causing, 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 desired, or as are found the most efficient length of the entire tube, until it reaches the horn or resonator to be, say, 51 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 voice, when the voice is singing with an accompaniment, or during the reproduction of an orchestral piece of music—indeed, by the fact that I have so strained 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 musical tones. It occurs 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 unal- tered, 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 "diffused" in quality, that is to say they lacked brilliance, 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 comparison of the tin with the pea and zinc tubes 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 appr-

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 behaves 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 was 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 entirely wholesale, their retail sales not running over $500 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 $30 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 endorsed 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 $80 Conversational Records teaching pronunciation guaranteed to be conclusively 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.

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

The EDISON

Your enjoyment of the Edison Phonograph is complete. 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 verse 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 would have had..."

Make it an in your

Thomas A. Edison, Inc
The Sapphire Reproducing Point

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 opportunity to make this great magazine ad work directly for you.

PHONOGRAPH

ought have had the perfect lifelike purity of tone resulting from the Sapphire Reproducing Point.

ich does not scratch or wear the record, never wears out or requires to be changed." And most of all you never have to say, we had only bought an Edison we might have been able to make records at home.

o record and reproduce the songs and stories of every one of 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.

Em Edison Phonograph at a price to suit everybody's purse the cost of $16.00 to the Ambient at $200.00. The same price everywhere in the United States.

Standard Records $ .36

Ambient Records (play twice as long) $ .50

Grand Opera Records $ .75 to $2.00

THOMAS A. EDISON, Inc.

59 Lakeside Avenue, Orange, New Jersey

Edison Summer territory

9 Lakeside Ave., Orange, N. J.
SALESMANSHIP AND OTHER THINGS.
The World Representative Interviews a Prominent Member of the Talker Fraternity with Some Success.

I was brunching 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 bypassing 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 asinity, 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 clunk 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. Salesmen, 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 clumping 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-

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, and a"

"There's no more room on the confined card, as you have probably discovered," he explained as I stopped reading. "Tell me where in thunder I'm to get my new salesmen from.

"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 MEDFORD.

ATTENTION, CUSTOMERS!

You should be courteous and prompt in your treatment of customers—not only when you employ a servant, but when you visit a store yourself, and that in a store to which your own business is of no account, and that you are to buy nothing of any kind. If you do not do this, you will be considered an intruder, and in the worst case, a mere passer-by.

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.


OLDEST AND LARGEST MAKERS OF TALKING MACHINE NEEDLES

Established 1870.
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 BUERI, LOUIS BUERI & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

EXECUTIVE COMMITTEE:
J. W. BOWERS, LINE & HEALY, CHICAGO, ILLINOIS.
LAWRENCE McGEE, LAWRENCE MCGEE, MILWAUKEE, WISCONSIN.
E. F. TAFT, EASTERN TALKING MACHINE COMPANY, BOSTON, MASSACHUSETTS.
RUDOLPH WURLITZER, THE RUDOLPH WURLITZER COMPANY, CINCINNATI, OHIO.
H. H. FISHER, HUNTER & FISHER, DES MOINES, IOWA.

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 Juno 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.
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 reason.

able 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 to mind 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 snags—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!
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 Gialdini, 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

—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.
210-212 W. Washington St., Chicago.
36-40 E. Fifth St., St. Paul.
1106 Commerce St., Dallas.

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.

U-S Phonograph Co.
1015 Oregon Ave.
Cleveland, Ohio

FILL OUT THIS COUPON

U-S

Phonograph

Co.

June

Address

City

State

Name

Gentlemen: Please send full particulars concerning the U-S Line of Phonographs and Records.
“Piano Records by Josef Hofmann.” We could not make that statement any stronger if we used all the adjectives in the dictionary. Exclusively Columbia.

Detroit’s Summer Business


(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1911.

The post-Lenten quietness in the world of talking the main store on Woodward avenue—it will evaporate, as far as Detroit is concerned, at least. The outlook for a brisk summer business is favorable.

The summer business in talking machines and records means a good deal nowadays. It is easy to take a machine to the lakeshore or wherever else one goes for hot weather recreation, and still easier to take a big quantity of records, which is not easy to tote a piano around. Everyone who already has a talking machine is ordering records by the score, and almost everyone who is intending to spend a vacation in one locality is buying a phonograph.

The new styles are gradually but surely sending to oblivion the old horned aborigines. They are handier, the tone is better and they look better. They cost more, but the people seem to think they are worth it.

The American Phonograph Co., the oldest exclusive talking machine house in Michigan, handle the Edison trade for the entire State. The company has five hundred agencies in Michigan, eighteen of them in Detroit. E. Percy Ashton is the proprietor of the store and J. Rogers is manager. The company handle the Victor also with great success.

Grinnell Bros. talking machine department has taken possession of half of the new Grinnell branch store at 57 Monroe avenue, though the alterations under way are far from complete. A new front is being put in and the building, upon which the firm have taken a ten year lease, will be made a most up-to-date affair. It has a frontage of forty feet and talking machines will occupy half of it. The depth is 100 feet. It is being finely finished inside. There will be five demonstration rooms in the phonograph department, all done in white, and a fine display room. Though only a branch store, it will be one of the finest houses for Victor and Edison machines and records in the State.

This will not curtail the stock or the activities of the main store on Woodward avenue—it will simply be that much extension to the business. Grinnells find an active demand for classical music. The Red Seal line is in big favor.

According to the Doran Phonograph Co., which handle the Columbia, Edison and U-S machines, the records of popular music have the call in the long run. The popular-priced theaters are blamed for a good deal of this. There are many good many calls for demonstrations of the popular songs by telephone, and the Doran Co. keep a machine and a telephone handy for this purpose. The company dispose of their share of classical records, however.

The Doran Co. find an increasing demand for the U-S machines. They give the best of satisfaction. The Columbia Gramophones also sell well. At present the Doran sales are about even up between the horns and hornless.

The Doran Co. had planned to move from their present quarters, but owing to business reasons will stay at their old headquarters for the present. They have a lease on the present store for twelve months longer.

LUCKER TAKES A PARTNER.

(Special to The Talking Machine World.)

Minneapolis, Minn., June 10, 1911.

Lawrence H. Lucker, the well-known talking machine jobber of this city, was married Wednesday evening, June 7, to Miss Miriam Pfaff, of St. Paul. Mr. Lucker and his bride left for an extended tour, visiting his new headquarters in Cleveland, O., June 9, sailing from New York June 14. He will attend the coronation, then make an extended trip through Europe, visiting the musical merchandising houses, and contracting for many more exclusive lines in the small goods, which department is doing a wonderful business along with the Victor and Edison lines.

A SPELLING BOOK SALES HELP.

The experience of storekeepers shows that the customer hesitates to ask for goods whose names he or she cannot pronounce readily. Through a natural reliance, the buyer avoids mentioning names with which he is unfamiliar for fear of appearing uninitiated or ridiculous in the eyes of the salesman. The road of salesmanship is strewn with the wrecks of campaigns that have gone to smash on names whose pronunciations were not obvious to the average buyer.

Similarly, the customer who orders by mail shuns the names that he cannot spell correctly. To meet this emergency one large eastern department store has placed on each desk in the writing room a typewritten list of words containing the names of popular wares and styles, for the purpose of facilitating the ordering of goods by letter. Observation has shown that a large proportion of both the men and women shoppers make use of this improved spelling book.

A DISCOVERY IN ARIZONA.

Residents of Arizona have discovered that carrion needles or thorns are admirable for use as talking machine reproducing points, and some of the local wheaskeys look forward to a big demand for them—the discovery of a new industry, as it were.

WHAT HE OWES HIS CALLING.

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.

DISPLAY CABINETS FOR SHEET MUSIC

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
BERLINER PATENT EXPIRES FEBRUARY 19, 1912.

The United States Circuit Court of Appeals so Decide in an Opiined Handled Down by Judge Lacombe, the Presiding Judge—the Full Text of the Decision Appears Below as Well as an Interesting Letter from General Manager Gesier of the Victor Talking Machine Co.

Finally the expiration date of the Berliner patent has been determined. The adjudication of this question and the corresponding printed 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 Judge Hoyes and Judge Noyes. The court 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 occurs upon the day that the thing thus decided is that of the Victor Talking Machine Co., Camden, N. J., against William II. Hochste, vice-president and general manager of the Sunna 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. The two claims, Nos. 2 and 3, are basic and have been held valid by the courts both here and abroad.

Victor Talking Machine Co., Talk-O-Phone Co., against same.

It is held that the Berliner patent expired with the expiration of the original term of a Canadian patent granted to Werner Swiss, assignee of M. E. H. Steiner, and that this patent expired on February 11, 1911. The normal life of a patent under the law is 10 years, and by the life of some foreign patent, would extend until February 19, 1912. Judge Lacombe, in his opinion of Berliner at the time the patents were taken out.

The two claims of Berliner read as follows:

2. For reproducing sound from a record on a table, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm and stylus mounted at one end thereof, and capable of vertical movement, and a reproducing stylus shaped for engagement with said sound-conveying tube and capable of vertical movement, substantially as described.

3. As an apparatus for reproducing sounds from a record tablet, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm, and a stylus mounted at one end thereof, and of a supporting frame for the sound-conveying tube and said diaphragm and stylus and to which the latter are fixed and propelled by a spinning force from the surface of the record table, substantially as described.

The following are claims of the record tablet, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm and stylus mounted at one end thereof, and a supporting frame for the sound-conveying tube and said diaphragm and stylus and to which the latter are fixed and propelled by a spinning force from the surface of the record tablet, substantially as described.

The full text of the opinion of Berliner at the time the patents were taken out.

The following is a reproduction of the decision in full:

The patent in question is the well-known Berliner patent, which has been frequently before the courts. The two claims, Nos. 2 and 3, are basic and have been held valid by the courts both here and abroad.

1. For reproducing sound from a record on a table, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm and stylus mounted at one end thereof, and a reproducing stylus shaped for engagement with said sound-conveying tube and capable of vertical movement, substantially as described.

2. As an apparatus for reproducing sounds from a record tablet, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm, and a stylus mounted at one end thereof, and of a supporting frame for the sound-conveying tube and said diaphragm and stylus and to which the latter are fixed and propelled by a spinning force from the surface of the record tablet, substantially as described.

The following is a reproduction of the decision in full:

The following are the claims of the record tablet, the combination of a reproducing mechanism consisting of a sound-conveying tube and a diaphragm and stylus mounted at one end thereof, and a supporting frame for the sound-conveying tube and said diaphragm and stylus and to which the latter are fixed and propelled by a spinning force from the surface of the record tablet, substantially as described.

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"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 Worrington 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 big push to be made in the Atlantic Coast Line.

(Special to The Talking Machine World.)

Lowell, Mass., June 7, 1911.

63,020,000 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 figure, 63,020,000 needles a day, which on an eight-hour basis, makes their output nearly a million an hour, or to be exact, 757,754 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, even the minute hand jumps around 13,129 needles are made; every time the hour hand moves up five pegs, 757,754 needles lay ready, while each night over 6,000,000 needles are ready for shipment. With 63,020,000 needles manufactured in 10 days, and considering 30 working days to the year, it means the production of 18,000,000,000, 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 a lot 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 Septembro. 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. Steinhart & Sons Co., Ring Piano Co., and Louis Grünwald, Jr.

TAKING 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. Insuring 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 Linold Recording Horn Helps to Develop a Dealer's Record Business—Columbia Records Attract Large and Fashionable Audience—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 Linold recording horn, the Pardee-Elkenberger Co. are putting great stress upon the fact that the sale of this horn will develop a dealer's record business tremendously. Owning to the features of this horn, the minute hand suggests, 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 Linold Horn, and the sale of it is growing tremendously. Literature and prices will be gladly furnished to any desiring to become a Linold dealer.

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. These are grand opera treats and are given by the Regent, De Luxe, Mignon, Elite and Favorite Columbia Grafonolas.

When Guido Deiro, the accordion artist, recently performed here for several weeks, Mr. Blakeborough made up a fine window display of his instrument, photographs and records, as well as advertising in a Columbus 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 advises them to follow up 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 5, 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 contains, "is a humorist's model. 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. Moody, head of the American Phonograph Co., distributors of Edison and Victor machines, records and supplies, is most optimistic, saying, "Business is good. Our art 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 employee 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 his work. 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.
Some More Boosts for "NO-SCRATCH" NEEDLES

George E. Cheney, manager of 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 ace by ace, 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 (7), 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 forgoing 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 record and 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., and with the latter company he was stationed at China making records, but eight months of talking a babelquin of English, Chinese and Portuguese, mixed ad lib. (called Pigoven-English), was 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 about 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 Cambridge agrees with him all right, for in Atlantic— a suburb—he has a fine home and lots of room 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 diagramas 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, Wis. 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 suburb 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 & Supply 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 as 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 Theo. A. Edison, Inc., a Quaker City Visitor.

E. Bauer, sales agent of the Keen-O-Phone Co., makers of "New Idea" talking machines, Philadephia, 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, has 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. Eriksen, manager of the Boston office of the Columbia Phonograph Co., has just returned from the New York headquarters. Mr. Eriksen reports that the past month has been decidedly successful in both wholesale and retail column.

Much Esteemed Traveler.

A member of the wholesale traveling fraternity who is warmly esteemed by his trade is J. F. Linscomb, the Columbia traveler in western Massachusetts and Vermont. Mr. Linscomb 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 factory at Putnam, Conn., is working under a heavy schedule. The demand for "Puritaine" 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.
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., Gen'l., Tribune Building, New York

Our Latest Cabinet is for the 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 Victrola 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. Udel 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., according to reports by wire 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. Waltinall, 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 Acolian 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 in Kansas City and is planning extensive auto trips to visit his trade.

Manager Levy, of the Acolian Co.’s talking machine department, has returned recently from a 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 Bremner, of the Koecker-Bremner Music Co., and Manager Levy, of the Acolian wholesale talking machine department, will attend the National Talking Machine Jobbers’ convention in Milwaukee, June 18.

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 perfectly recorded. They attended the service, 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-month-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 denunciation of the use of machines in educational work," he said, "is necessarily expensive, and representing sales to the large wholesale buyers 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 at all, he cannot do it profitably, either, 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 Coleman, Edison dealer at Tayloe ville, who has been quite ill for several months with diabetes, is reported in better health.

Dr. Walter S. Courtsey, of St. Paul, has sued the Columbia Phonograph Co. in the local courts for $20,000 damages. Dr. Courtsey 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 pretenses, and that after several continuances the case was dropped. The papers were served on C. E. Waltinall, 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 work.

Ages ago the fighting rulers of men learned the power of music. Every general can tell you that he can match his fighting soldiers twice as fast with music as he could without music.

When the men are tired and their feet begin shuffling along wearily, the noise of the hand driven machines makes the work of the shop seem a burden.

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 that can be found 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 28. 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 Lassky, 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.

Makcs 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.
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 total 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 dryage, 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 (inclusive 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 reputation, 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, Hej ze mi, Kejze na leksy (E. Szopski); Krakowian (Kaminski); 10701, Kom raz na sieroty; 10702, Piesanka lodowa (Slaski); 10703, Usili ze mi, Usili (Szopski); 10704, Dziewica (Krataertz); 10705, Krakowianek (Moniuszki); 10706, Piesank Wujenna (Moniuszki); 10707, Ayla Janszka z Hakal (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 gathered 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 canvas. The original is said to have cost $20, while the expense for an edition of the reproduction will probably reach $1,000.
The Royal Ulster show, and at other Belfast cere-
monials, on opening, there has been the rental of suitable tents, and Austinpost is
kindly loosed by Thos. Edens Osborne. At almost
every concert, exhibition, or show of any kind in
Belfast, there prevails the effect of rest and Austinpost
discarding sweet music to an
appreciative audience.

West End Retailers 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 under-
taking, and we extend our hearty congratulations
on J. E. Hough, Ltd., upon their departure.

The Columbus’s “Superbe” Needle.
To introduce the new Columbus “Superbe” nee-
dle, a special box of 290 is offered by the company
free of charge in every box of needles in England.
The “Superbe” is a full-tone needle selling as a
moderate price.

Plan for Estimating Dealers’ Trade.
The Gramophone Co. have now issued details of
their first summer scheme, which consists of a
complete and practical sales proposition for stimula-
ting their agents’ trade. Three specially worded fol-
low-up letters have been drafted, and these
the company offer to supply in any quantity with
the seller’s name and address, is entirely free of
charge. “Take It on Your Holiday!” is the title of a
effectively produced booklet, with
which the letters are to be accompanied.
At the same time this literature is being sent out by
the dealers, the company will be advertising contin-
uously in the public press, and in order to back up
the scheme, dealers are asked to exhibit a brilli-
antly executed poster not only in their window but
on buses and hoardings, etc. The subject
dealt with is confined exclusively to hornless ma-
chines, and their suitability at a big summer line.
Spleadish 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.

Recent Publications on the Art of Music.
Recent publications so gorgeously support their distrib-
utors as the Gramophone Co., and it is be reason-
ably expected hearty co-operation by all.

The Talking Machine World.
A “Zonophone” Puzzle Plate.
Something quite unique in records has been is-
sued by the British Zonophone Co. It is a double
disc having three times on each side, not in the
one-sided-other-order, but so interpersed that
one has to look at the record to decide which
shall be played. Basically, each side is recorded at
about thirty, thus leaving ample room to
wedge
one in with the other. It is a splendid idea,
and I hope that it is understood by the public;
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 Gramophone Co., which is equally interested in
which can fairly claim to appeal to a better class
public, thus rendering any change quite unnecessary.

In the Provincial.
In the Provinces business maintains an uneven-
table course, conditions generally being somewhat
dull. In the talking machine field summer sales
prove very small. This is no doubt attributed by anth-
other factors, except in Wales, where things are in
a somewhat unsettled state owing to strikes and
other industrial matters.
Throughout the provinces dealers would soon
see alive to the big trade possibilities centered in machines of the hornless type, and these are being offered everywhere as the maple summer trading line. At

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Lindström 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 "Parlaphon," whereas the correct appellation is "Parlaphon." 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. Hoagh, Ltd., comprising Edison-Bell and Velvet Face records of exceptional merit. The selections are as follows: V. E.—"Der Geist des Weswolken, Overture" (Grossman), Parts I and II. by Band of King Edward's Horse; "Raymond, Overaria," Parts I and II, by Band of King Edward's Horse; "The Bowling" and "My Pretty Jane," Miss Ruby Hedder; "The Butterflies' Waltz," "Les Papillons," and "Lallo du Bal" by Renzé Clarionette Quartette; "The Sweep's Intemperance" 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 Bordeaux" and "Forklight Parade" (banjo solo), Olly Oakley; "The Passing of the Guard," King's Colonials, and "The Procession March," Royal Military Guards; "Honorable Hebrew Stories," Parts I and II, by Mark Manners; "Do What You Can for Nineteen," Bertram Banks, and "Shirt," Will Dean; "Black Cat Capers" (two-step), and "Ly M. Menzies" (caledone), by Court Orchestra.

New Gramophone Records Delight.

Three especially fine new records by Mme. Villa 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 Luxemburgh," the initial performance of which was given May 20 before His Majesty the King at Oakley'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-Remco. 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 Brinsley 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 sumny 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 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 Axento-Gramophone at the Grand Empire Concert, May 12, which signified 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 missed Hands 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. 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 usher 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" (concert solo played by Sargent Hawkins) (Elgar); "God Save the King" (Hall); "God Bless the Prince of Wales" (Richard), and "Rule Britannia" (Arne), by the Band of H. M. Coldstream Guards; "Crown the King," by the Coldstream Guards; "British National Airs," by the Imperial Bandmen; "Land of Hope and Glory" (Elgar), Mme. Clara Butt; "The National Anthem" (solo by Torpe Bates); "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. Ams); and "British People, Lift Your Voices" (Sir John Stainer), by Mixed Choor Choir; "Peli- Zana" (Part L) (Pelisier), and "Peli-Siana" (Part II) (Pelisier), by the Imperial Bandmen; "The
Holy Temple" (Gounod), John Harrison; "Tell Her I Love Her So" (F. de Fays), John Harrison; "Gems from Dorothy" (Paris I. and II.) (Cellier), the Light Opera Company, and "Rossignol" (Julliers) (ptest.), W. H. Hudson.

Edison Attachment Proposition.

Discussing their attachment proposition, the National Photographe 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, yet 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 closets 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 outfits 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 stockpiling 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."

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," "La laire fontaine," "un Canard errant," "lev ton pied," and "Quand Marianne s'en vait sa 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 records includes the following: Edison Amberol records—1210, selections from "The Quaker Girl" (Leonard Monckton), National Military Band; 1220, "Reynin' in the Gloomin'" (Lauder), Harry Lander; 1221, "The Flight of Ages" (Weatherley and Bevan), Ernest Pike; 1222, "Let's Have a Song Upon the Phonograph" (Williams and Godfrey), Billy Williams; 1223, "All Clear Out of the Park" (Perceval Knight), Miss Florrie Forde; 1224, "Follow the Trim-lanes" (McDonald and Solomon), Jack Charmain; 1225, "Off to Philadelphia" (Barrie Haynes, Peter Dowser; 1226, "I Ring My Little Bell and Run Away" (David and Mayo), Arthur Osmond; 1227, "Let's Have Free Trade Among the Girls" (Casting and Glover-Kind), Stanley Kirkby; 1228, "Songs of Long Age" (specially arranged), National Military Band; 708, "Tis But a Little Faded Flower" (J. R. Thomas), An- thony and Thompson; 710, "We'll Till the Clouds Roll By" (H. J. Fulmer), Will Oakland and chorus; 712, "Darling Nellie Gray" (B. R. Haskell), Metropolitan Quartet; 714, "Overture, 'Des Dragons de Villars'" (A. Maillet), Garde Republicaine Band; 719, "Baby Rose" (G. Christie), Billy Murray and chorus; 724, "The Prettiest Little Song of All" (Belface), bells solo, Charles Dush; 728, "Down in the Old Meadow Lane" (E. Von Alstyn), Frank X. Doyle; 729, "Naughty Marietta"—selection (Victor Herbert), Victor Herbert's Orches- tra; 730, "The Harp That Once Thro' Tara's Halls" (Moore), Irving Gillette and chorus; 732, "Dear Heart" (Tito Matti), Venetia Instrument. Trio Edison Standard Records—1464, "God Bless the Prince of Wales" (specially arranged), National Military Band; 1066, "By the Moon's Pale Light" (James and Tate), Stanley Kirkby; 1466, "Oh! the Indians in the Strand" (Murphy and Lipton), Miss Florrie Forde; 1407, "Mother Put a Card in the Window" (Harrington, Collins and Rogers), Jack Charmain; 1408, "Clogs and Shawl Parody" (Weston and Barnes), Billy Williams; 1001, "Meet Me To-night in Dreamland,"—medley-waltz, New York Military Band; 1062, "Any Little Girl That's a Nice Little Girl, Is the Little Girl for Me" (F. Fischer), Miss Ada Jones and chorus; 1065, "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 KEDIVE OF EGYPT

To H. M. the KING and QUEEN OF SPAIN

THE GRAMOPHONE COMPANY, Ltd.
21 CITY ROAD,
LONDON

FRANCE . . . . . Cie. Francaise du Gramophone, 15 Rue Blies, Paris

GERMANY . . . . . Deutsche Grammophon-Aetkon Gesselschaft, 26 Ritterstrasse, Berlin

ITALY . . . . . Compagnia Italiana, Via S. Prospero 5, Milane

EGYPT . . . . . The Gramophone Co., Ltd., 13 Rue Stamboul, Alexendria

SCANDINAVIA . . . . Skandinavisk Grammophon Aktieselskab, Frihavn, Copenhagen.
Applebergsgatan 52, Stockholm

RUSSIA . . . . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittelins Handelshandel.
Reiden 312-322, Moscow

Fontanka Preporo S. Mitya

Also branches at Riga, Kharkoff, Rostov, Orsk, Tiffis

SPAIN . . . . . Cie. Francesca du Gramophone, 86 Balones, Barcelona

INDIA . . . . . The Gramophone Co., Ltd., 139 Bellinghama Road, Calcutta
the special price of 2s. 6d. 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.

PERPHONE PUBLICITY.
The World Is in Receipt of a Very Complete Publication Containing Views and Descriptive Matter of the Various Perphone Talking Machines Put Forth by Lockwood's of London—Claims Made for These Machines.

At hand is a very interesting brochure illustrating the Perphone cabinet talking machine.

The work is very handsomely prepared, showing the cabinet Perphone in a variety of woods. It is gotten up in an attractive manner, thus giving readers a very interesting idea of the Perphone.

These machines are put forth by Lockwoods, 49 City Road, London.

We are advised in a recent communication received from the manufacturers of that enterprise that these cabinets are giving excellent satisfaction. They inform us that they have been successful with the British market, stating: "With reference, however, to the interior, we consider the wood horn—which is undoubtedly the best sound in sound and amplification—very much superior to any other form of interior mechanism of a complicated nature, and we look upon the Perphone 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.

(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 licensing. 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 legislation the great talking machine industry has grown up hampered 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 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 legislation of other signatories to the Berne convention, upon which the English copyright bill is based.

GENUINE EDISON BELL GRAMOPHONE RECORDS

THE BEST IN THE WORLD ARE

THE NEW DF 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 2/3 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, GLENGALL 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.

INDESTROYABLE PHONOGRAPH RECORDS

Built-in series £1. each, 4 minute series 1½ each. American and English selections, Luxe, free.


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

TOURNAPhONES

The Ideal Disc Machines
27 distinct models, from 1/1/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angles Duplex Tone, Button Nose and Tournaphone needles.

OSBORNE CHATS OF THE PAST.


Thomas Edmund 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: "First connection with the phonograph dates from September, 1889, in New York, on my return from the World's Fair at Chicago, when Artemus Ward, the managing director of Mears, Enoch Morgan, the great suppliers manufacturers, accompanied me to the Edison Company's New York depot. Here I dictated some reservations 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 £50), which was accordingly shipped to Belfast. When I arrived I wrote to the S. S. "Majestic," I gathered from the Belfast papers that I had acted wrongly in disposing of it; through the United States, and I was compelled to return the instru-

STROH VIOLs

VIOIN, VIOLA, ETC.

The mellow and murtured 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 value matur.

GEO. EVANS & CO.

94 Albany St. London, Eng.

Off in U. S. A. to their sole repre-

santatives

OLIVER DITSON CO.

130 Tremont Street

NEW YORK and PHILADELPHIA
FROM OUR LONDON HEADQUARTERS—(Continued.)

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 fauons.

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 spurs, giving liberal treatment to customers and really wonderful bargains at one time, and later on trying to recompense 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 fulfill; 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 employees, 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 those 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 works 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 hoochies and divide the dinner. Key-hole out the drinks and smokes, infat a bit of exercise and health suggestion, and before they know it they will have the success cabinet all furnished for their life-time.

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
THINKING CLERKS WORTH ENCOURAGEMENT ON PART OF EMPLOYER.

Asking the confidence and cooperation 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 them to do, what they can expect to do, and what the public can expect to do. He is always in a jolly mood, and he knows that his clerks will be in a jolly mood when they sell the goods. He has always sold the goods.

Another clerk told me to place a special order for a book in 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 following is taken from a recent circular sent

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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 J. Gerson, then manager of the Musical Echo Co., since dissolved, now with the Wanamaker stores. The original album had 12 pages for holding single-face records only. The improved 1911 Echo Record Album has 36 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 larger albums will exactly fit the spaces in the Victor Victrolas, styles XVI. and XX. Echo Albums will also fit in disc record cabinets or removal of the slatted racks.

MOVING AND ENLARGING.

The Regina Co., manufacturers of record, vacuum cleaners and other specialties for the trade, have moved to new quarters in the Mar-bridge Building, and 314-316 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 fitted, furnished, and decorated.

THE PHOTOGRAPHINE.

There is a device of Swedish invention called the photographicine, by means of which, it is said, sound waves can be registered on sensitized plates. A German paper says that the negative is developed in the usual way, and the sound "curves" are then transferred to a white plate, from which the sound is reproduced as by the talking machine. The photographine 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. The amount of the intense volume of its sound it is predicted that the photographine will replace the siren horns in lighthouses. Then, instead of the incantile horn that the sirens send out in the night, the photographine horn will call out the name of the lighthouse for miles over the ocean.

SMILE AND HUSTLE.

Smiles, and the world smiles with you, "Knock," and you go it alone; For the cheerful grin Will lift you in Where the "kicker" is never known. Growl, and the world looks dreary; Laugh, and the path is bright; For a welcome smile Brings sunshine, while A frown shuts out the light. Sigh, and you "raise in" nothing, Work, and the prize is won; For the merry man Backboard can Be by nothing he contended. Hustle! and fortune awaits you, Shirk! and defeat is sure; Of the chance Of 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 in tune Live 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, five cents for the second ten minutes, etc., and this was made 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 Colum- bia store at 510 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 highest handicap establishments of Milwaukee.

Caution doesn't count unless you know when to toss it aside and plan in

MR. RECORDER, do you know my WAX "P."

CHEMISCHE FABRIK E. SAUERLANDT

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

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.

Solo Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Solo Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615

NEW YORK
More Record Sales As Well as From

Some Suggestions That Are of the New

Columbia 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

From Regular Stock

The Supplements

Because of the Issue

Catalog of

MBIA

Records

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 needed 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 industry—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 outselling many records of a similar class at $1.00: the "William Tell" Overture series (A-5236); (A-5237); the overwhelmingly popular "Herb Girl's Dream" (A-587); our wonderful record of "Idaho" (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-5256); and "Ever of Thee," by Margaret Keyes (A-5244); the two-part band record of Liszt's 2nd Hungarian Rhapsody (A-5239)—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

A R R A N G E M E N T

Arrangement—Pages 5 to 96.
Grand Opera and Concert Selections, Including Index, Pages 97 to 136.
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 successes 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 Abdallah, 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 with the San Francisco office of the Columbia Phonograph Co. many years ago in connection with the well-known home of Tenabolo, 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 Abdallah bin Salih bin Motillak.

Sech Abdallah is an Arab of power and high standing in his community, being the recognised 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 "Haqiqi," 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.

THE CONTRACT.

SUCH ABDULLAH BIN SALEH BIN MOTILK.

The contract with Sech Abdallah 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 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 uniminished 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 salesmanship: 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 way 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 Cernon, 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., operated in these splendid demonstrations. The rehearsals were under the 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'you 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, disarming 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 the most 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. Voots, of the Asilom 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!

WM. A. CONDON
25 Broad Street, New York, N. Y.

"IT STOPS RIGHT THERE!"

THE OFFER!

The offer, for this limited time, is made of a handsome Sample of our New Velvet Tone Needle Balance, which is fitted to any Victor or Phonola. The needle balance is a standard equipment for our Victor dealer and we wish it to be used as such.

FREE TRIAL TO ALL.

In all cases money will be cheerfully refunded, after 30 days trial—if it is not wanted.

A. D. Macauley, 714 Walnut Street, Columbia, Pa.
"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 so doubtlessly noticed by readers of The World, they are now reaching out for new fields to conquer for their world-famous product. Music in its potentialities has been brought to their attention by professors and leading professional teachers, who have recognized the value and importance of the Victor talking machine, and of its help in their work. The truth has at length 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 violinist whom they engaged 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 8th in the Myrtle Room of the Waldorf-Astoria, on "How to Put Victor Talking Machines in the Public Schools." At least 275 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 appropriate 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 which much of the potential and heard talent 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 dreamer's vision, but it was a reality. They had been brought to the 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 dreamer's vision, but it was a reality. They had been brought to the 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 dreamer's vision, but it was a reality.

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 some one 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 4,000 circular letters, the responses from which were astonishing. That is to say, not only had many of the writers endorsed the project, but not a few had written three and four or five introductory letters and remittals when pages and pages of printed matter from the Victor is an educational factor in the schools, and pledged their support to further their introduction in their respective localities. "There are," he believes, "that if many schools of all kinds, music rooms, conservatories in the country, Mrs. Clark (I) —I was going to say, but Mrs. Clark says there are 57,000! Now, that is wonderful, and I may add, also, that our work is cut for us."

Our catalog already contains many selections already suitable for this purpose, but at a much lower cost than would be the case if the Victor Co. were to add a Victor's school to 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. Perhaps the work is to be done 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 edifying remarks was subsided, Mrs. Clark, a lady of pleasing presence, in a clear, well-modulated voice, prefaced her salutatory 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 become more rational, 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 despised, inadequate, they were artistic, not 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 educational institutions. She then spoke extemporaneously to the point on the topic of the Victor in the schools. Mrs. Clark instances of various successful experiments in Milwaukee, where she employed the Victor extensively in one class, and the results were so satisfactory she readily introduced the talking machine through the schools. She said the 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 especially Friday afternoons and often in the evenings. I played music for the students and also had 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 unbound, 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 raised to make the first pay on a machine or some new records be bought. With the parents as very fine allies I had no difficulty in placing Victor's 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 parents and principal the advantages 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 biggest thing that has come into school work of the age. The Victor catalog has a range of the best music ever written, and in his hands the dealer must be of 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 budget year, and that dealers and principals are busy with commencement exercises and so forth; but nevertheless it would be an excellent

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**RECORDING WAX**

Noises Cutting. Ready for recording without any further preparation.

**SPECIALTY** Wax plates for private record taking.

**MOST PERFECT RECORDING-SENSITIVENESS**

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
make your best plans pretty early in the Summer.

Columbia Phonograph Co., Gen'l, 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 cer-
tain records, to be followed by others demonstrat-
ing certain range of voices, or some folk-songs,
or operatic selections, or the vocal perfection of
particular artists—Melba, Caruso, Scotti, McCormack,
Evans Williams, andnumera
to others in the catalog—and I take it you all know your catalog,
ought.

"Teachers are not all away," continued Mrs. Clark,
and she always be looking into new methods, search ing after special
improvements to be introduced in the next school
year. I know, for I have been a teacher myself
many years now, but I know that teachers, with
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 teach-
ing knowledge of music. It is those 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 Balti-
more, where a movement is already under way to
have the Victor placed in the schools; likewise in Washington, D.C. In the latter city,
she had attended the sessions of the National Fed-
eration 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 it in her school, if she could arrange an
appointment to carry out her wishes. 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 profes-
sional 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
best procedure to be to have the city of New
York endorse the Victor in the schools. She said
she would see to it that a visit by the Victor to
the schools would be a great help. Without
this visit they do not know what the Victor is
worth, and until they have seen it, they will
not want it. It would be a great help to
school work.

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 Wurl-
itzer Co., Cincinnati, O.; E. H. Uhlig, 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 & Bros., of Philadelphia, Pa.; Newton Bach-
arach, of N. Muelenberg & Co., Philadelphia, Pa.;
J. H. Shuck, of Edison Bros., of Hoboken, N. J.;
R. A. Forbes, with Landy Bros., of the same
city, who rose to remark that they had sold a Victrola
to C. A. Maxwell, superintendent of schools
in New York City, for that city alone 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 collars was served after the speak-
ing, with an abundance of lunch without a head-
cake, lemonade and ices. Among those present
were the following:

Representing the Victor Co.—Louis F. Geisler,
Manager of the advertising department;
Oliver Jones, manager of the credit depart-
ment, who seemed a popular personage in the
assemblage as he moved about; W. B. Fulgham and
A. W. Buchner, representatives of the company's
manufacturing department. Henry W. Funner, manager of
the Victor department, and his clever assistant, Ruby
Spaulding, Acolian Co., New York; Louis Jay
Gerson, manager of Wanaunet's department, New
York; and Frank Senator, the New
York Office of the Blackman
Talking Machine Co., New York;
W. W. Woody, W. S. Moffatt and C. J. O'Don-
geale, with the New York Talking Machine Co.,
in the New York Office of the Blackman
Talking Machine Co., New York; N. Goldfinger,
with Sigel-Cooper Co., New York; Chas. Bruno,
N. Y. E. Bruno Bros., Inc., New York; Frank Scrib-
bner, New York; and Jersey City; E. A.
Barlowe, manager of the Pearsall Co., New
York; John G. Brunner, of the Brem-
er Co., New York and Cranford, N. J.;
E. S. Oliver, Newark, N. J.; Fred G. Loofier,
Union Hill, N. J.; W. E. Cocker, Elizabeth,
N. J.; M. Bader, Newark, N. J.) Talking Ma-
chine Co., of Noblesville, Ind.; Frank Scrib-
ner, New York; Mentor Hill, N. J.; J. J.
Collow, Brooklyn, Brooklyn, N. Y.;
J. M. Buchner, Newark, N. J.;
M. E. Buck, and the New York Public
Library. In the evening Mrs. Clark de-
layed, by invitation of Mr. Rix, super-
intendent of music in the New York public schools,
and the Teachers' Training School, before the stu-
dents, New York superintendents and assistant
superintendents and masters, at 3 o'clock in
the afternoon. A large and very appreciative audi-
ence listened attentively to her speech on the study
of music in the schools as exemplified, simplified
and made enjoyable and intelligible by the Victor.

"VELVET TONE" NEEDLE BALANCE.

The "Velvet Tone" needle balance, made by A.
Macanley, Columbia, Pa., is claimed to solve the
question of wear on records. As an instance, it is
said the barb or tool is pressed against a revolv-
ing grindstone the greater the wear of both. This
is said to be what actually occurs when needles are
"weighted down by the heavy sound box," to use
Mr. Macanley'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.
Cronell, managing director of Thomas A. Edison,
Inc., Orange, N. J., for Great Britain and Ireland,
sailed June 19, with his family, on the "Minne-
sapolita," of the Atlantic Transport Line. As will
be remembered, Mr. Cronell will make his head-
quarters in London, where he is well
acquainted. Frank L. Dyer, president of the corporation,
who originally intended sailing with Mr. Cronell,
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 national polo
games on the grounds of the Meadow Brook Club,
Long Island, N. Y., June 9, with a party of
personal friends. As is well known, the American
team won the cup with a substantial score, and therefore
Mr. Madison was a mascot.

Ella Hansen, who has charge of the window dis-
play 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 a big business. As much as $13,000,000 is earned by the companies which are exploiting machines along these lines, notably C. J. Hoppe & Soo, Philadelphia, Pa., freely and liberally advertise this offer, and other concerns are pursuing this branch of the business on the "sell out" plan. At first blush the method appeared to be in contradiction of the standard agreement between the manufacturer and the dealer, 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 nothing in one contract to prevent the renting of machines. It is perfectly legitimate, and, for example, Hoppe, 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, where none of them seemed to favor the proposition. One experienced manufacturer, in a round about business, as he said, "That scheme does not strike me as real, good business. The chances of injuring a machine, in my opinion, are very small, and the loss would exceed 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 dealer, who had been listening, remarked, "Can you rely on the dealer? That if a church, a social gathering, or a club, are figuring on a little entertainment with a talking machine, I gladly furlough my machine 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 of course, it is good to the 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 their school, as they think, placing themselves under obligations to buy on the spot. There are a lot of desirable prospects who are rather backward in attempting a sale and yet if they 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 new 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 business 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. Allot or ashore, camped in the fragrant woods or lolling through a hot evening, the presence of your favorite Victor to make the fits in perfectly with summer's relaxed mood. Victor music is the happy music of summer time, informal and convenience. You will find in your 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 closing. Victor to make your boisterous 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. Pirner, manager of their talking machine department, firms in the writer of 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 Aeolian Co. The Aeolian Co. carried on the same educational work years ago, when Carroll Brint Chilton, now in Europe, visited their factories and institutions of learning throughout the country, delivering lectures upon and demonstrating the Pianola. His missionary efforts were very effective and successful, but the present energetic efforts initiated by the Pianola is as possible nothing else could have done, and he also emphatically made clear that there was only one Pianola manufactured, and that was the exclusive property 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. have enough interest in this side to make their company known, and it will develop a large business for the trade at large." When Mrs. Clark was in New York she attended the Victor 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—in the founding of various musical 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 industrialist, has also been a sound business man, a rather rare combination.

At the annual convention of the National Association of Cleveland, Ohio, among other valuable papers read was one by O. K. Houck, of the O. K. Houck Piano Co., Memphis and Nashville, Tenn., entitled "The Music Price Problem." 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 Mr. Houck was shrewd in 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, there was no demand for any demonstration of the buying competition of the kind, the dealer's success depended upon his individual energy and enterprise. Piano dealers who handle talking machines have the same point of view. The practical 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 type of toneless machines, the talking horn machine would eventually cease to be much of a factor in the trade. He said tales of horn machines had fallen away, his dealers ordering the cabinets, whenever they could be, in preference. With the introduction of the latter at lower prices this tendency has been 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 the world, and as the philosopher remarked, it is wise to take men as you find them and not as you want them.

The Dictaphone was the apparatus used by W. J. Burns, the famous detective, to catch the alleged grifters of the Ohio Legislature. Somehow this device became confused with the ordinary Dictograph, and it received the credit for the remarkable services rendered. The Dictaphone is for taking dictations and transcribing correspondence—excellent in every way, but not sure—while the Dictograph is for the communication 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 makes in an ordinary tone of voice within any distance, from three to fifteen feet from the Dictaphone, the sound concentrating receiving instrument being as sensitive as sound to the human ear. Furthermore the transmission of 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 "Dictophone" is the name given to the telephone, and yet the talking machine is now quite and if not the important feature, should be careful to make their selections as abstract as possible. The 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, although Tosti's "Goodby" when you are just commencing your hour d'oeuvres. And, besides, vocal music is an advantage to the guest, not a disadvantage, for dining purposes, that the ordinary party is attended to in a scrupulous manner, 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 down when a restaurant band is in full work, particularly when it is playing the overture to "Raymondo." That piece is a favorite with theater orchestras, and it is generally bright, for same reason—provided we are to discuss the play, otherwise you would have to listen to the music. Suppe's "Leichte Cavallerie" overture, for instance, fits 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 of many of his business and personal friends were on the pier to see him off. He has been assigned all sorts of good fortune, as he deserves. Among them were Frank Dorian, of the Columbia Photog-raph Co. and C. W. Woodrup, assistant secretary of the same company, and Edward W. D. Woodrup, personal 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.
Perry B. Whitist, 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. This convention 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 13th of July in Milwaukee and help make this year's convention the biggest and best of all."

**Convention Program July 10.**

6.00 p.m.—Leave Pfister Hotel for Schlitz's Palm Garden, where Dutch lunch will be served.

8.00 p.m.—Davidson's Theater, which is directly across the street from the Palm Garden.

Committee in charge of the day's entertainment, A. A. Frostler, chairman; H. H. Blash, Ross P. Curtis.

**Second Day, Tuesday, July 11.**

10.00 a.m.—Leave hotel for Falst Brewery, where a cold lunch and "other things" will be served.

12.30 p.m.—Lunchen.

1.30 p.m.—Members will leave Pfister Hotel for Pete Marquette Docks. Boat will leave at 2:20 p.m. and return at 5 p.m. Lunch will be served on board. 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. Puinam, Geo. D. Maiers.

**Third Day, Wednesday, July 12.**

9.30 a.m.—Leave hotel for American Association ball park. Game will be called promptly at 10.00 a.m. Umpires, F. H. Phillips, of the Thos. A. Edison, Inc., and H. C. Brown, of the Victor Talking Machine Co., don't miss it.

12.30 p.m.—Lunchen.

2 p.m.—Meeting of the association.

5.00 p.m.—Members will leave Pfister Hotel in automobiles for Doughs Grove.

6.30 p.m.—Chicken and waffle dinner at Doughs Grove.

8.30 p.m.—Members will leave Grove in automobiles for Doughs Grove.

10.00 p.m.—Open session at Schlitz's Palm Garden.

Committee in charge of the day's entertainment, Max Landsay, chairman; J. N. Blackman, R. H. Morris.

**Fourth Day, Thursday, July 13.**

10.00 a.m.—Members leave Pfister Hotel for McKinley Beach.

12.30 p.m.—Lunchen.

2.00 p.m.—Meeting of association.

4.00 p.m.—Members will leave Pfister Hotel for sight-seeing expedition about the city.

5.00 p.m.—Banquet—Palm 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 Davidson, 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: H. J. Pierce, L. C. Wiwiss, H. A. Weynum, J. N. Blackman, J. C. Roush. This committee will also act as Reception Committee for the ball following the banquet.

Special committee for entertaining the ladies: L. J. Gerson, of Jno. Wannamaker, 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 wherever possible. Geo. Eicholz 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 Whitist, 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 daintier and effective to the last degree, and the display in its entirety is attractive and presents 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 color 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 Victor's in front of 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 25, at 10 o'clock in the morning, 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, and 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 as manager of the Talking Machine Co., Chicago, under Mr. Geissler, and was also manager of the Victor department of the Walschener-Stewart Music Co., of Indianapolis, and the Bissell-Coven Piano and Organ Co., Chicago. Mr. Sues intends to make extensive improvements in the department of which he has just taken charge, and is featuring very strongly Victorolas, 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!
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 ruin's 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 more 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 frank and entirely 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 chain 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 is directly 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 debtor.

"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 Blackburn 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 Blackburn 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 Willow Wind," by the Columbia Quartet, which is also a most pleasing selection.

The company have also remade the following 10-inch selections: No. 16528, "The Palms"; No. 16352, "The Holy City"; No. 16340, "Ben Bolt," all tenor solos by Henry Barr, with orchestra accompaniment.

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.

MILWAUKEE, WIS.

LAWRENCE McGREAL

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
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 $500 for having entered what was considered the best definition in a contest held by Boston firm. Her answer was as follows:

"He has achieved success who has lived, 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 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.

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 a profit. Address "F. 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.
10 New Late Machines.
6 Record Cabinets.
2 Record Wall Cases for Records, also trays.
These will be sold at a bargain. For full particulars, address SMITH MUSIC STORE, 125th St., Park avenue, W. Va.

Opportunity to Buy.


Talking Machine Man.


For Sale.

My service as Manager of your Talking Machine Department has 9 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 interviews for those interested, who will attend the conventions. Can also arrange for business on a commission or for salary or commission. Address "R.A." care Talking Machine World, 1 Madison Ave., New York City.

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.

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. 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 opera and drama, the titles of the operas and specific selections therefrom. This is the purpose of this little dictionary, which contains twenty-four pages and covers, the outside of the pages of the following appear: "There is a big difference between the customers who buy the popular 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 highbrow 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.

Columbia record is one of the most practical publications ever issued by the Columbia Co. and for its purpose it 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, 1 Madison Ave., 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 $231,150, as compared with $185,258 for the same month of the previous year. The total imports of catalog selections of talking machines, records and supplies amounted to $2,516,439.

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.


(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 trading season over the State as a whole have been so favorable through the year that the comparatively small volume of business thus far indicates that the local trade has been doing well.

A large number of orders for the Edison phonographs were booked last week, and a number of the larger jobbers report that they have received orders for the Edison machines from the general public.

The introduction of the Edison phonograph has been a great success, and the local dealers are now receiving orders from the public for the Edison machines in large quantities.

The local dealers are now receiving orders for the Edison machines in large quantities, and the prospect for the future is promising.

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 time 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 get it into general circulation.

Sonora has done more toward the mechanical development of the disc talking machine than all the other competitors combined.

The strength and merit of Sonora's invention lie in their being described in legal terms incomprehensible to the layman, but their value is of ample counterpart.

Our capacity for manufacturing this attachment will be limited at the beginning, and those desires of placing their orders now to fail to do so within delay, as they will be filled in the rotation received.

For further particulars, write to Sonora Phonograph Co.

(Iota Mfrs. and Patentees)

78 Readie Street, New York.

The talking machine world.

37
In the whole trade there is no substitute for the Columbia Grafonia "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., Gen., Tribune Building, New York

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 aesthetic 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 teaches 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, not 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 contradistinction 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 messages.

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 understandably.

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 familiarization 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" Templeton 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 the standard and wide-awake supervisors who move forward with the trend of the times.

We have been delayed in recent years with the cheap music of the nickel show, the musical comedy, the musical plays and so-called "operaic" extravaganzas. The children hear this catchy, trilling 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.

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 accomplishing this work. It is hoped that records may be made for dancing, for school, social centers and public playgrounds.

Short and interesting stories of the opera 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 national 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 interest 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 Lander Anberol records recently announced by Thomas A. Edison, Inc., Orange, N. J., for sale beginning in the next two or three decades include two of Harry's new songs in which he has made a tremendous hit "across the pond." They are "The Scotch Errand Boy" (Anberol No. 12-230), and "Just Like Bein' at Home" (Anberol No. 12-212). In the first named, Lauder impersonates a Scotch youth in a manner pleasantly reminiscent of his famous "I'm the Saffest o' the Boyles." The by-play is effective and the songs humorous. "Just Like Bein' at Home" 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. 12-220, "Rosamia" in the Gloomie"; 12-259, "Mr. John Mack"; 12-369, "That's the Reason No. 1 Wear a Kit"; 12-372, "The Wedding" of Sandy Macnam."
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.

TAKENO 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.)
THE TALKING MACHINE WORLD.

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 vogue 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 the "music of any machine" which correlates 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 to 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 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 complete, and the size and price appear on the right. A copy of the record and reference 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 alphabetical arranged index under the name 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. In this latter, 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 music included. 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 it easy to find 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 that—it expects, one the besteller where 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 gramophone and two models of the Columbia Grafonola.

HOT WEATHER CONDITIONS

Preval in Talking Machine Circles in Balti-
more—Rural Trade More Active Than in the City—What Leading Manager Reports.

(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 of the trade has not been dropped out, for it is this. But it is the case 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 incessantly, and the result that the heat and humidity, and the closer people packed up their duds and bided themselves to the mountains or the seashore.

One thing the dealers are strong in insisting upon is that they expect one of the finest summers 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 near-by States announce that the people in the country are proving good for the trade. Many orders are coming in from these sections.

Col. Hughes announces that for this time of the year they are having satisfactory results with the Victor, while the record business has been keeping 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 Victor and Edison records.

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 prominent 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 Cubicles.

"IF" the grocer packs his eggs in special crates, how much more necessary that you should have the

FOLDING RECORD BOX

TO PACK, SHIP AND DELIVER

They are

Business-like.

These boxes are so cheap that they add nothing to the cost of selling records. They preserve numbers from time and labor 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 $1.25 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 scenic 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 employer and employer and between employers 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 employers 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 employees, many of whom received very substantial amounts.

The Blackman system of profit sharing is unique in that all that is asked of the employee 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 employee 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 drizzling, 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., Railway, 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 Columbus, 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 these 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 townspeople 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 titles, 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 ordinary. 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.


Mystically 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 the large Coney Island establishment. His name is known to the trade as one of the unerring judges of phonographs and his business is of the very highest character.

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

Salter's Patent Felt Lined Shelf Cabinets

If your jobber don't handle our line we can supply you.

No. 776. Made for the three Victor Victorolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

(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. This seems to be the condition in Chicago as well as in other localities, and for the newer less Morris machines, 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 size 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 interested in 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 Wurtz, Escanaba, Mieh.; M. M. Marrin, Grand Rapids; G. A. Frielinger, Lafayette, Ind.; C. W. Copp, South Bend, Ind., and representatives of Wooky & Co., Portia; Benjamin Temple of Music, Davenport, III., and of the Fulton Music House, of the same city. Special advertising matter was prepared for distribution at the booth, and many of the visitors left with the well-known Columbia trade-marin 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. I. 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. P. R. Dolbeer, sales manager for Thomas A. Edison, Inc., and George D. Orinstei, 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 Show, 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 Anthrophone 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.

I. 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 Nelson, 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 & Balboe, 39-40 East Fifth street, St. Paul, Minn., in charge of C. A. Carlson, and in Minneapolis, where Al. Wolf is the local manager. William Van Prang, an experienced talking machine man, is now traveling for the U-S Phonograph Co. (Continued on Page 4.)

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 displaying 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. Fuhr, 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 lower windows, which are always attractively arranged.
“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
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS. (Continued from page 42.)

graph Co. through the West, and is reported to be getting good results. This company has announced in its advertising the novelties of a number of visitors to the Piano Dealers' convention and in placing several new agencies with them.

Talking Machine Co. Advance. Arthur D. Gray, 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 one has been done well. This company makes its strong talk on the service that they can render to the retailer, 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 "Tamaño" record cabinet, equipped with special sets of bindings and which were only recently introduced by the trade, have made a strong impression, and the dealers are offering liberally.

Pleased With Business Conditions. W. C. Fehri, district manager for the Columbia Phonograph Co., expresses himself as being very 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 equipment have recently been placed in the offices of several large corporations by E. A. and W. W. Paramount, George D. Smith, who looks after the placing of Dictaphones with railroad representatives, has also succeeded in closing several satisfactory deals recently.

Geo. M. Nisbett a Visitor. George M. Nisbett, general sales manager for the United States Talking Machine 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 west throughout the metropolitan 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 both phonographs, made by the Permanent Jewel Needle Co., of this city. The fact that it is guaranteed for one year and requires no cleaning 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 hard. Dealers who have not yet tried this specialty would do well to send for samples.

Teaching Vocal Music with the Phonograph. An interesting plan for teaching vocal music in schools, using the medium 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, 321 Dearborn street, Chicago. George Crampton, a graduate of the Royal College of Music, London, pupil of Sir V. C. Harford, Richard Temple, John Milford and Sir Walter Parratt (former teacher of Music to the King of England, of), is to have direct charge of the lessons comprising the course.

A brief description of 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 the student is satisfied he sends it to Mr. Crampton on an Edison blank, which is forwarded to Chicago with answers to questions which form part of the course. Upon the return of the blank record the teacher, after reproducing the record studied by Mr. Crampton, who criticises the student's work, makes suggestions, etc., and writes a letter emphasizing these points, which, in turn, 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 the new catalog, four-color edition, four sizes, with embossed cover, and hound with silk cord, in which the various types of Victrolas are illustrated and described. The frontispiece, in fine color printing, is a portrayal of the "Blue Room, making 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, X, XIV, and XVI, closed and open, and a special insert of Victrola XVI, Vonset Martin finish, also a faithful reproduction. A splendid double-page photograph graces 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 to the public in connection with the instrument is relayed in a most interesting manner. This catalog stands at the head of anything herefore put out in the trade in point of beautiful execution and artistic finish.

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 of our best music critics, 'It is a master of art, 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.

UEDLL DISPLAY AT CONVENTION

Will Show a Handsons 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 fully ornate decoration in an almost unlimited variety of styles. They will show about a dozen styles of cabinets for the Victrola, X, 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 24th 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 Chicago, New York, and Westchester, 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 for 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 HISlikING.

W. V. Moody, assistant to General Manager Williams of the New York and New Haven R. R., 94 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 producing a fine line of Victor machines and with sales in this territory, 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 Exhibit 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 were of more or less interest to the exclusion of every other convention except that of the Berliner patent decision. Trade is gradually assuming a summary aspect, but it is believed the fall will open up good and strong.

If a customer blows cigarette smoke into a customer's face, the customer doesn't have to stand it; he can get away.

Be police. Your family won't mind if you practice on them.

60 YEARS' EXPERIENCE

All-Metal Horn 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 aid to your list of jobbers who carry "TIZ-IT." For List of jobbers who carry "TIZ-IT" send stamp.

If your jobbers ask for "TIZ-IT," mention this Connection yet we send free samples. You can't lose.

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.

Lyon & Healy

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 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 July display, No. 8-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-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 be the "Call to Arms." Two handsome patriotic shields with 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 of 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 Cymbel horns. The design as shown is seven feet square, but it can be contracted, as usual, to suit any window.

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 & Dall 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 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 make all the sin and milk
And the trusts get all the cream.

Life is earnest, so get busy;
Swing your apple 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.

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.
The Talking Machine World.

1866 1910 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 or 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—Wulschler-Stewart

Co. Report Increasing Victor Trade—L. F.

Geisler 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 on a recent Sunday 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 leading 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 stenog-
rapher who could "take" his sermons in a satisfac-
tory way. On Monday morning the dictaphone
sermon was read to him, and he pronounced it ab-
solutely 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 "talon" went out. All of it was accomplished
without a hitch.

The machines were played 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 gro-
cers' association, suggested that the dictaphone be
used, because, he said, he had received so many
letters on which were stamped the words "Dictated
to the dictaphone."

The Indianapolis Phoneograph Co. has just re-
ceived the first consignment of the new Regent
Junior, or table gramophone, which sells 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, pre-
dicts it for a heavy sale.

Miss Garden made a big hit with the Indian-
apolis 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 record, with window was displayed.

The Musical Echo Co., which handles the Vic-
tor machines only, pushed the records of the vari-
ous numbers played by the Victor Herbert Orches-
tra on its visit to Indianapolis this month. A year
ago, Kimball, supra, with the Herbert Orchestra, is
an Indianapolis woman, and this gave added attrac-
tion 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 Wulschler-Stewart Music Co., jobbers in the
Victrola 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. Barringer, manager of the talking machine
department of the Wulschler-Stewart Co., expects
a big business this fall. Mr. English, road
man for the company, believes conditions are right
for heavy sales after the summer months have
passed. He has given close attention to trade
conditions for several weeks.

Louis F. Geisler, general manager of the Victor
Talking Machine Co., called on the Wulschler-
Stewart Music Co. last Thursday, and is to return
on one morning next month, and is expected to
get a very good time in getting shown through the talking machine
department of the company. 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.
Geisler, however, company, believes that it was
all right. Mr. Barringer was very sorry that he
did not get to see Mr. Geisler before the latter left
the city. Mr. Geisler had to leave on an early
train.

The Wulschler-Stewart Co. have just received
the new Victorla Ninth, which will retail at $10.
Mr. Bellinger 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. The father 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 Wulschler-Stewart Co. have arranged a
room where nothing but Victrolas are shown.

There was a good deal of excitement in the ben-
ch section of the city on 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
prophecy 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 advertis-
ing way for the Kip-Link Co., which is located in
the avenue.

PERSONALITY IN SALESMAEN.

You may take two men of apparent equal abil-
ity, 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
what you sold; 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 baffling 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
exuses instead of filling orders, your debit entries will increase. We will boost the right hand
side of your ledger.

Our Victor service will in-
crease 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 han-
dle no other talking machine products than Victor. You get
Victor goods when you want them, and your orders are al-
ways intact.

Every order leaving our ship-
ping 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? If you are a good
customer you have lost because your jobber failed to attend to your orders 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."


Successors to

Victor Distributing and Export Co.
83 Chambers Street
New York

"His Master's Voice"
GOOD REPORTS FROM CLEVELAND.

While the demand is Conservative Dealers are Most Optimistic Regarding Trade Conditions
U.S. Phonograph Co. Steadily Expanding Their Business Throughout the Country—

(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 judgment 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 re-elect presidential issue 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. Enterprise bargain hunters are now dispensing "Dictaphone Cocktails" and dilute on their popularity. Next we may likely be regaled with "Edison Business Phonograph Similes," if the legislative bribery investigation continues.

L. C. Wiswell, of Lyon & Healy, Chicago, was a recent visitor in Cleveland.

F. X. Dobber, general manager of sales of the Thos. A. Edison, Inc., was in the city the latter part of May.

J. M. Bane, 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 is being the best since opening the new branch in Cleveland. "The sale of all types of machines," said Geo. R. Madson, local manager, "has 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 record-trade, by Guido Deloro, on the accordion, sales have been unusually large. Mr. Deloro 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 "Graafono and Violin Recitals," Mr. Routh, a local violinist, giving violin obligatos with records by Margaret Keyes, Olive Freinout, Etgenia Bronski 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 orchestra 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 solos that were being considered for future entertainments."

Everything is moving along prosperously at the 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 been calling on the 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 St., 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 special mention is the 40-page advance list of selections, which includes sixty-two and four minute records, each of the company's products and collect in themselves, running as they do pretty nearly the entire scale of musical attainment.

Mr. 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.

P. L. Dillihallen, of the M. & R. Record Co., Chicago, was a recent visitor to the U.S. Phonograph Co.

Conversations 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 the company has opened up most encouragingly. We are getting orders for more No. 16 mahogany Victrola than we can supply, and our record sales are good and increasing. Not a little comment is heard concerning the weekly records 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 large 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. Keczegg, sales manager of McMillen's, said: "Trade in Victrolas is only fair, but 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 Svilha, who recently purchased the West Side Columbus store of John Reiling, has entirely re-located the place, and in addition to talking machines, has installed a line of pianos and small musical instruments.

Mr. Prellbender, of the Bailey Co., said business during the past two weeks had been perceptibly picking up. "Our sales of machines," he said, "have been very satisfactory, and we are having a line record trade, and largely of the higher priced machines. 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 decided the matter. The manager questions the advisability of the undertaking.

To make good clerges 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 layer that waits on a salesman quickly is the man that gets the best prices.
Nordica, Fremslad, 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., Gen'l., Tribune Building, New York

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 Sales manager of 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 foremost 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 South 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 inscriptions 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 clerk's 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.
SOLID WOOD (NOT VENEERED)

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.


(Special to The Talking Machine World.)

Birmingham, Ala., June 5, 1911.

H. B. Corcoran, 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. Corcoran 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 N, 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 ways and wherefore.

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 fixed up and and the store thoroughly and the stock thoroughly.

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, these 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 would be 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 thereupon proved to an absolute mathematical certainty the impossibility of accomplishing such a feat?

TWO INEXY 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 that 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 ad-

vertising pay

He’ll have to add ads. to this ad, and advertise each day.

—New York Sen.

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 you notice which you think will clear the stock out shortly—as the de-

mand of each item can’t be under your employer’s eyes—the articles ought to be put down before they get low.
A further object of this invention is to provide an attachment for a phonograph which includes a plurality of sound- ing 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, Yonkers, N. Y.
Patent No. 993,290

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 enclosure for the motor; within the casing the sound-conveying passageway is divided into two diverging parts which pass on each side of 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 serve 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.


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 herebefore possible.

Phonographs especially constructed for the purpose are extensively and successfully employed in offices and elsewhere for making records of dictation 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

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
ELECTRIC-PLAYERS

The ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequaled.
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.
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 convenient and reliable means for apprising 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 operating 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.


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 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 in-closing 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 retuning 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.


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 the structure, 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 side view 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. 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. With their immense advertising in the magazines and newspapers, with the splendid co-operation of our dealers, it is selling Victors and Victrolas 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."
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.

COLUMBIA PHONOGRAPH CO., GENL.
10 INCH DOUBLE-DISC BLUE LABEL RECORDS
A1006 0h. That We Two Way Back to Dear Old Mother's Home; Robert H. Slaton
A1007 W. A. Lie Big Wreath for You, Dear Old Mother; Frank B. Allen
A1008 You Shall Not Have Your Way, Old Mother; Robert H. Slaton
Orch. Accomp. — Miss Ada Case
A1009 Oh, Don't Let Him Sicken You, Old Mother; Frank B. Allen
A1010 Oh, How the Leaves Are Falling; Robert H. Slaton
Orch. Accomp. — Mrs. Ada Case

10 INCH DOUBLE-DISC BLUE LABEL RECORDS
A1053 Little Old Man From New Orleans; Bessie Brown
A1054 I'm Gonna Lead My Little Girl to the Golden Door; Bessie Brown
A1055 I'm Gonna Send Thee a Star to Guide Your Way; Bessie Brown

VICTOR TALKING MACHINE CO.

SINGLE-FACED RECORDS
Artiste Perry's Band.
No. 414 Arcadia, Southern March.
Veitella's Italian Band.
No. 414 Carabig, American Polka.
Crescendo, Mexican Cielo.

When in need of Talking Machine Needles, go to FR. REINGRUBER

COLUMBIA PHONOGRAPH CO., GENL.

10 INCH DOUBLE-DISC BLUE LABEL RECORDS
A1006 0h. That We Two Way Back to Dear Old Mother's Home; Robert H. Slaton
A1007 W. A. Lie Big Wreath for You, Dear Old Mother; Frank B. Allen
A1008 You Shall Not Have Your Way, Old Mother; Robert H. Slaton
Orch. Accomp. — Miss Ada Case
A1009 Oh, Don't Let Him Sicken You, Old Mother; Frank B. Allen
A1010 Oh, How the Leaves Are Falling; Robert H. Slaton
Orch. Accomp. — Mrs. Ada Case

10 INCH DOUBLE-DISC BLUE LABEL RECORDS
A1053 Little Old Man From New Orleans; Bessie Brown
A1054 I'm Gonna Lead My Little Girl to the Golden Door; Bessie Brown
A1055 I'm Gonna Send Thee a Star to Guide Your Way; Bessie Brown

VICTOR TALKING MACHINE CO.

SINGLE-FACED RECORDS
Artiste Perry's Band.
No. 414 Arcadia, Southern March.
Veitella's Italian Band.
No. 414 Carabig, American Polka.
Crescendo, Mexican Cielo.
THE TALKING MACHINE WORLD.

54

VICTOR S' Toly (Russian Folk Song)........... 5741

Whistle, by Pedro Hostin (Allegro)........ 5742

Collins Speaking Irving by Pedro Hostin.... 5743

English 5-MINUTE SELECTIONS.

Juno (Schumann)........... 5744

Jeff and Wing Dance (Yiddish Solo)....... 5745

Naval (Telephone Solo), Albert Benefield 5746

O.K. That Moonlight Glide............... 5747

Collins and Hartin

To Get What You Want in an Interpretable Jones 5748

I'm Falling in Love with Someone (from "Nagoya"

[80x457]5749

L.X. (Kokay, T. Kinne)............... 5750

I'm the Possession of a Lady

[81x752]5751

Young' Folks' Idea (from "La Boheme").... 5752

Rockin' in the Win (Carroll Clark)....... 5753

Summer Days (W. Ballier)............. 5754

30th Railroad Bag (Collins & Hartin)

RUSSIAN 5-MINUTE SELECTIONS.

Sprawling Was Je Ten Does............ 5755

Oscar Stulberg

Windward (for Telephone Solo), Frank Mumon

[80x539]5756

I'm Going to Tell (from "Nagoya"

[81x615]5757

Cecilia de Donati (Allegro)............. 5758

Matrinola Valga (Bussa's Joaquina Primo) 5759

Emilio Hollander

SPANISH 5-MINUTE SELECTIONS.

6000 El Modelo Parmeitse Duo del Matrimonio-- 5760

[80x707]5975

Calconi's

6001 Crane of La 8e (San).................. 5762

Emilio Hollander

6002 Noche de Veros--John.............. 5763

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Leonard Weller

Very old machines, or any other machines that are not modern in design or technology.

Leading Jobbers of Talking Machines in America

Summary of the leading jobbers of talking machines in America as of 1917.

Leading Jobbers of Talking Machines in America

Summary of the leading jobbers of talking machines in America as of 1917.

Every Jobber in this country should be represented in this department.

PERRY B. WHITSTY

L. M. WELLMER

PERRY B. WHITSTY

213 South High Street

Columbus, Ohio.

Edison Phonograph 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.

Don't forget the Jobbers' Convention next month.
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.

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Our Motto: Quick Service and a Saving in Transportation Charges.

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We Fill Orders Promptly Give us a Trial.

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Exclusive Edison Jobbers with the bicycle and most complete stock in New England.

NEW ENGLAND JOBBER HEADQUARTERS: EDISON AND VICTOR Machines, Records and Supplies.

THE EASTERN TALKING MACHINE Co.
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Edison Phonograph Distributors for THE SOUTHWEST
All Foreign Records in Stock

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Where Dealers May Secure Columbia Product
Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States

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Chicago, Ill., Columbia Phonograph Co., 330 W. Washington St.
Cincinnati, O., Columbia Phonograph Co., 117 E. 2nd St.
Cleveland, O., Columbia Phonograph Co., 286 E. Ninth St.
Detroit, Mich., Columbia Phonograph Co., 111 Monroe St.
Des Moines, Iow., Columbia Phonograph Co., 111 W. Main St.
Duluth, Minn., Columbia Phonograph Co., 111 N. 5th St.
Erie, Pa., Columbia Phonograph Co., 504 Main St.
Harrisburg, Pa., Columbia Phonograph Co., 418 Market St.
Houston, Tex., Columbia Phonograph Co., 511 Main St.
Jacksonville, Fla., Columbia Phonograph Co., 181 N. Main St.
Kansas City, Mo., Columbia Phonograph Co., 112 West 6th Ave.
Livingston, Mont., Scholtheis Drug Co., 111 W. Main St.
Louisville, Ky., Columbia Phonograph Co., 505 W. Main St.
Memphis, Tenn., Hollenberg Talking Machine Co., 208 S. Main St.
Milwaukee, Wis., American Music Co., 1247 S. 2nd St.
Minneapolis, Minn., Columbia Phonograph Co., 111 S. 1st St.
New Haven, Conn., Columbia Phonograph Co., 113 Church St.
New Orleans, La., Columbia Phonograph Co., 600 Canal St.
New York, N. Y., Columbia Phonograph Co., 990 Broadway.
Omaha, Neb., Columbia Phonograph Co., 1824 Jackson St.
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Portland, Me., Columbia Phonograph Co., 1168 Congress St.
Portland, Ore., Columbia Phonograph Co., 1174 W. Broadway.
Providence, R. I., Columbia Phonograph Co., 714 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 502 S. Main St.
Saint Louis, Mo., Columbia Phonograph Co., 120 S. 4th St.
Salt Lake City, Utah, D. A. Barnes & Co., 525 S. Main St.
San Francisco, Cal., Columbia Phonograph Co., 1117 Market St.
St. Louis, Mo., Columbia Phonograph Co., 501 Market St.
St. Paul, Minn., Columbia Phonograph Co., 30 S. 3rd St.
Toledo, O., Columbia Phonograph Co., 201 North Pearl St.
Wilminglon, Del., Columbia Phonograph Co., 307 Market St.

DEALERS WANTED—Exclusive selling rights in area where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., Waterloo Department, Toledo Building, New York.

Machines for Canada.

Columbia Phonograph Co., McKinley Building, Toronto, Ont.

The best service in IOWA

CHASE & WEST
Eighth Street, between Walnut and Locust

DESMOINES, I A.

Victor Distributors
Talking Machines, Records and Supplies.

Everything in stock all the time.

Sole Jobbers of Zonophone Goods
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Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repair and Parts For Dealers in All Lines A Specialty

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EDISON JOBBER

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.

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Try Our Hurry-Up Service on VICTOR, EDISON and REGINA.

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

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Cincinnati and Chicago

Two points of supply; order from the nearer

SOLD JOBBER OF ZONOPHONE GOODS IN GREATER NEW YORK

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"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.

STANDARD TALKING MACHINE COMPANY

EDISON
PITTSBURG, PA.

VICTOR

"If it's made we ship it the same day order is received"
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.
A Corner of the Music Room in the White House

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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
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$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.

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Tampa .......... Turner Music Co., 604 Franklin St.

ILLINOIS
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Baltimore ...... C. S. Smith & Co., 441 W. Baltimore St.

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St. Paul ...... W. J. Dyer & Bros., 83-84 W. 5th St.

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Marschberg ...... J. H. Tramp Music House, 14 S.
Market St.
Philadelphia .... Harmonia Talking Machine Co., 2931 Arch St.
Philadelphia ...... S. Ruthinger, 1500 N. 8th St.
Pittsburgh ...... C. C. Moller Co., Ltd., 819 Fifth Ave.

TEXAS
Beauumont ...... K. B. Pierce Music Co., 808 Pearl St.

WISCONSIN
Milwaukee ...... G. H. Elmbusch, 612 12th St.

Canada
Toronto ...... Whaley, Royce & Co., Ltd., 177 Yonge St.
Vancouver ...... B. C. M. W. Watt & Co., Ltd., 508 Gran-
ville St.
Winnipeg ...... Max 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—The Record 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. The use of 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 the advantage of pointing up the business to customers after the summer, by employing the salesman, and making valuable sales at any price, whenever there was a prospect.

Only recently an instance came under our notice of a firm piano house which, like many of its 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, 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 residencies, with the result that during these latter non-productive months he made the remarkable sales total of $30,000.

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 afloat through the issuance of a circular by an enterprising Victor distributor, which we reproduce for the benefit and we trust profit of the trade:

DISTRIBUTOR'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 track 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 49 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 into your store; increasing your record stocks; getting new customers—those who have heard your Victor and may be good prospects.

"The new monthly records are another businessawakening—don't overlook them. Here is another advantage in case you missed the original; one sent you.

"There is nothing gives you a better chance to telephone the user. His friends, who are at his elbow, are wondering when the arrival of new records. Let us have that order NOW, right away—here is an addressed envelope.

"What the pianos man above referred to has accomplished and what this Victor distributor is now doing are worth emulation.

"Business is at the door. Why not take advantage of it?"

STERLING DISCUSS ES COPYRIGHT.

Interesting Chat with the Sales Manager in the United Kingdom for the Columbia Phonograph Co. To 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 making the rounds 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 machine people at a disadvantage. C. Groydon 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 lost 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 R.C., or barrister with a junior, who are selected through a solicitor, will need, say, $500 for a retainer and a further $250 as a 're- fresher.' The client never comes in contact with these distinguished gentlemen—but transacts in all his business through the solicitor. It is a fine arrange- ment for the barrister, but of no special advantage to the client.

"Success with us is 90 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 opportu- nity 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 Lyke, and also had the pleasure of meeting the hands of departments. Competition is keen with us in Great Britain and prices are cut pretty close at times. The Ameri- can 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 twenty-four for advertising purposes, if a window is properly lighted.

People on the street are at leisure to note its contents, and many perusal will be made of the latest data to see what may be displayed in a particularly bright window in 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 wind- ows 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, N.Y., 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, Joseph L. Blackwell, Benjamin Nathkins, Adelbert R. Whaley and Oliver W. Doty, of New York, and Henry W. Webb, of Baltimore.

TALKING MACHINES IN THE PIERS.

An excellent suggestion has been made by Lewis Phillips in regard to music on the New York City recreation piers. He said: "If our piers are de- void of music because of the cost, might the city not furnish mechanical entertainment with talking machines? There is no operating expense con- nected with that, and it seems to the writer that Verdi or a song by Caruso would be highly appre- ciated in Little Italy, at 113th street and East 113th street, while Wagner and Mendelssohn are at East Third street for the German element. "Home, Sweet Home," sung by Beaze Abbott, or Sousa's marches, with "Savana 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 Reache, 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 me 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 discretely, 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, ethereal moan, etc. And then the whole thing was so cold, so flat, so temperamental.

"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 is 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. Fetch, 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 enthusiastically of the Columbia graphophone department. 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 Griswold 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.

VICTOR

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

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.


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. . . . . . . . . . . . . . . . . . . . . . . . Flach & Hahn
- Atlanta, Ga. . . . . . . . . . . . . . . . . . . . . . . . Elsye Austell Co.
- Austin, Tex. . . . . . . . . . . . . . . . . . . . . . . . Phillips & Crew Co.
- Baltimore, Md. . . . . . . . . . . . . . . . . . . . . . . . E. F. Droop & Sons Co.
- Bangor, Me. . . . . . . . . . . . . . . . . . . . . . . . Andrews Music House Co.
- Birmingham, Ala. . . . . . . . . . . . . . . . . . . . . . E. F. Foxen Piano Co.
- Boston, Mass. . . . . . . . . . . . . . . . . . . . . . . . Oliver Dixon Co.
- Brooklyn, N. Y. . . . . . . . . . . . . . . . . . . . . . . American Talking Machine Co.
- Buffalo, N. Y. . . . . . . . . . . . . . . . . . . . . . . . W. D. Andrews
- Burlington, Vt. . . . . . . . . . . . . . . . . . . . . . . American Phonograph Co.
- Butte, Mont. . . . . . . . . . . . . . . . . . . . . . . . Orin Brothers
- Chicago, Ill. . . . . . . . . . . . . . . . . . . . . . . . Leo & Healy
- Cincinnati, O. . . . . . . . . . . . . . . . . . . . . . . The Rudolph Wortley Co.
- Cleveland, O. . . . . . . . . . . . . . . . . . . . . . . . V. H. Bixler & Sons
- Columbus, O. . . . . . . . . . . . . . . . . . . . . . . . Bixler & Spillers
- Denver, Colo. . . . . . . . . . . . . . . . . . . . . . . The Best Music Co.
- Des Moines, Ia. . . . . . . . . . . . . . . . . . . . . . . The Knight-Campbell Music Co.
- Dubuque, Iowa . . . . . . . . . . . . . . . . . . . . . . Hargrave & Spillers
- Duluth, Minn. . . . . . . . . . . . . . . . . . . . . . . . French & Basert
- Elmiro, N. Y. . . . . . . . . . . . . . . . . . . . . . . . Elmiro Arms Co.
- El Paso, Tex. . . . . . . . . . . . . . . . . . . . . . . . . W. G. Welch Co.
- Galveston, Tex. . . . . . . . . . . . . . . . . . . . . . . . Thos. Gogan & Bros.
- Grand Rapids, Mich. . . . . . . . . . . . . . . . . . . J. A. J. Friedrich
- Honolulu, T. H. . . . . . . . . . . . . . . . . . . . . . . . Bergstrom Music Co., Ltd.
- Indianapolis, Ind. . . . . . . . . . . . . . . . . . . . . . . Musical Echo Co.
- Jacksonsville, Fla. . . . . . . . . . . . . . . . . . . . . . . Carter & Logan Brothers
- Kansas City, Mo. . . . . . . . . . . . . . . . . . . . . . J. W. Jenkins Song Music Co.
- Knoxville, Tenn. . . . . . . . . . . . . . . . . . . . . . . . Schneller Arms Co.
- Lincoln, Neb. . . . . . . . . . . . . . . . . . . . . . . Ross P. Curtis Co.
- Little Rock, Ark. . . . . . . . . . . . . . . . . . . . . . . O. S. Houch Piano Co.
- Los Angeles, Cal. . . . . . . . . . . . . . . . . . . . . . O. K. Houch Piano Co.
- Louisville, Ky. . . . . . . . . . . . . . . . . . . . . . . . Monmouth-Richie Music Co.
- Memphis, Tenn. . . . . . . . . . . . . . . . . . . . . . . E. E. Foxen Piano Co.
- Milwaukee, Wis. . . . . . . . . . . . . . . . . . . . . . . . Wisconsin Talking Machine Co.
- Minneapolis, Minn. . . . . . . . . . . . . . . . . . . . . . Lawrence H. Lucker
- Mobile, Ala. . . . . . . . . . . . . . . . . . . . . . . . Wm. H. Reynolds
- Montreal, Can. . . . . . . . . . . . . . . . . . . . . . . . Berliner Gramophone Co., Ltd.
- Nashville, Tenn. . . . . . . . . . . . . . . . . . . . . . . O. K. Houch Piano Co.
- Newark, N. J. . . . . . . . . . . . . . . . . . . . . . . . Price Talking Machine Co.
- New Haven, Conn. . . . . . . . . . . . . . . . . . . . . . Henry Horton
- New Orleans, La. . . . . . . . . . . . . . . . . . . . . . . Naff Arms, Fire Alarm Co.
- New York, N. Y. . . . . . . . . . . . . . . . . . . . . . . Blackman Talking Machine Co.
- Oklahoma City, Okla. . . . . . . . . . . . . . . . . . . . Schneller Arms Co.
- Omaha, Neb. . . . . . . . . . . . . . . . . . . . . . . . A. Hoage Co.
- Pittsburgh, Pa. . . . . . . . . . . . . . . . . . . . . . C. C. Mellor Co., Ltd.
- Portland, Me. . . . . . . . . . . . . . . . . . . . . . . . Cressy & Allen
- Portland, Ore. . . . . . . . . . . . . . . . . . . . . . . . Sherman, Clay & Co.
- Richmond, Va. . . . . . . . . . . . . . . . . . . . . . . . Copley Piano Co., Inc.
- Rochester, N. Y. . . . . . . . . . . . . . . . . . . . . . . Mr. J. B. Hopkins & Bros.
- Salt Lake City, Utah. . . . . . . . . . . . . . . . . . . . Standard Talking Machine Co.
- San Antonio, Tex. . . . . . . . . . . . . . . . . . . . . . Thos. Gogan & Bros
- San Francisco, Cal. . . . . . . . . . . . . . . . . . . . . Sherman, Clay & Co.
- Savannah, Ga. . . . . . . . . . . . . . . . . . . . . . . . Phillips & Crew Co.
- Seattle, Wash. . . . . . . . . . . . . . . . . . . . . . . . Sherman, Clay & Co.
- Slouk Fails, D. S. . . . . . . . . . . . . . . . . . . . . . . Talking Machine Exchange
- Spokane, Wash. . . . . . . . . . . . . . . . . . . . . . . . E. S. Hogg House
- St. Louis, Mo. . . . . . . . . . . . . . . . . . . . . . . . Storker-Brenner Music Co.
- St. Paul, Minn. . . . . . . . . . . . . . . . . . . . . . . . W. J. Droz & Bros
- Syracuse, N. Y. . . . . . . . . . . . . . . . . . . . . . . W. D. Andrews
- Toledo, O. . . . . . . . . . . . . . . . . . . . . . . . . The Whitney & Currier Co.
- Washington, D. C. . . . . . . . . . . . . . . . . . . . . E. F. Droop & Sons Co.
- Woodstock, III. . . . . . . . . . . . . . . . . . . . . . . . S. R. Breslin

Mahogany or oak.
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.

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

FROM THE CITY: THE GOLDEN GATE


(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, 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 Hauschmidt Music Co.’s talking machine department have just received a shipment of the new $20 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 Holm 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 $60 Victrola, especially as other models of Victrolas are hard to get out here from the East.

Peter Baclgalupi & 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. Baclgalupi, Jr., is at present on an outing in Lake county, and Mr. Baclgalupi, Sr., has just returned after a short rest at his fine country home in Maricia 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-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. Voeltz, 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, 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 Victorias, which he says are becoming extremely popular. The company are still having difficulty securing all of these goods that they could use.

James B. 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. Cochrane, another Allen talking machine man, is spend-
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.

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

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. Pavilson, both of Campello, were married last night at the home of the groom’s brother, Henry E. Pavilson, 482 Summer street, by the Rev. Walter Delrey Rock, pastor of the South Street M. E. Church.

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 endorsed 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 cabinetmaker'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.

Have you proofs of this entire set of ready-made ads? There are 20 in the set. Write for them today.

Thomas A. Edison, In
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.

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
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.

Columbia Phonograph Co., Gen., 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 importance 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.
California 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 touring 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 is being done 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 ‘Tannheuser,’ 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, Miss. 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, pretty, 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 talking-machine department, which is in charge of E. S. Vandersdale.

A new enterprise is the rebuilding of talking machines, the same as typewriters. It is a New York concern on Fulton street.
THE TALKING MACHINE WORLD.

THE

"MULTINOLIA"

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 AUTOMATICALLY. 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 MULTINOLIA CO.
CLEVELAND, OHIO

THE ARCADE Capital $2,500,000.00
THE TALKING MACHINE WORLD.

EDWARD LYNN BILL, Editor and Proprietor

J. B. SPILLANE, Managing Editor.

The Talking Machine World is published monthly at 373 West Madison Avenue, Chicago, Illinois, by Edward Lynn Bill & Company, Proprietors. It is intended to be a complete and reliable source of news and information concerning musical instruments, particularly those machines known as talking machines.

THE GREAT ADOLF IS PLACING SUPPLIES VERY LARGE, THE E, THE TREMENDOUS MILWAUKEE FIND.

The Talking Machine World is a source of information about the development and usage of talking machines. It covers various aspects of the industry, including the advancement of technology, the influence of music, and the impact of these machines on society.

Published the 15th of every month at 1 Madison Ave., N. Y.

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Edward Lynn Bill, President.

July 15, 1915.

THE GREAT ADOLF IS PLACING SUPPLIES VERY LARGE, THE E, THE TREMENDOUS MILWAUKEE FIND.

The great talking machine business is maintaining a fair degree of activity during the summer months. It is again obvious that the business is being secured by those firms who are tireless in their efforts to keep their business 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, 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 appointments, 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 will repays the outlay of an early consideration of this matter of placing orders.

The great talking machine business is maintaining a fair degree of activity during the summer months. It is again obvious that the business is being secured by those firms who are tireless in their efforts to keep their business public by effective advertising and through the activity of their traveling representatives.

By IMPORTANT.—Advertisements or changes should reach our office by the first of each month. Advertisements written too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.


NEW YORK, JULY 15, 1915.

THE GREAT ADOLF IS PLACING SUPPLIES VERY LARGE, THE E, THE TREMENDOUS MILWAUKEE FIND.

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 TALKING MACHINE WORLD.

The Talking Machine World is published monthly at 373 West Madison Avenue, Chicago, Illinois, by Edward Lynn Bill & Company, Proprietors. It is intended to be a complete and reliable source of news and information concerning musical instruments, particularly those machines known as talking machines.

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The Talking Machine World is a source of information about the development and usage of talking machines. It covers various aspects of the industry, including the advancement of technology, the influence of music, and the impact of these machines on society.

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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

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

THE TALKING MACHINE WORLD.
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.

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

OPTIMISTIC IN MILWAUKEE.

(Special to The Talking Machine World)
From 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 machines 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 advance 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 warestorms. 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, proprietoress 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 Hoffer Manufacturing Co. were: Mr. Orstein, 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 5300-3308 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 Schweit, of the firm of Charles H. Schweit & Sons Co., 889 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, 318 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, proprietoress of the McGreal retail store, 174-176 Third street, reports an active demand for Edison and Victor machines.

L. C. Parlier, 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
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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FOR

EDISON
PHONOGRAPHS

List Price
15c
each

FOR

VICTOR
Talking Machines

List Price
25c
each

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 change has been made in the brushes, and, for a "PLACE" stamp and labels until our present

New printed matter is ready but NO time, they will be supplied with the stock on hand is exhausted.

IT SAVES THE TONE

You can't afford to lose this protection.

NO. 2 BRUSH IN OPERATION

AUTOMATICA CLEANES

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.

MANUFACTURED BY BLACKMAN TALKING MACHINE CO. 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN President

"The White Blackman"
WHY MANCHESTER PROSPERS.


(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 $24 for the family. These 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 stable 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.)


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 Milwauke 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 awaits 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 9, 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 conditions, 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 not prepared for, and it is right at those emergencies that we strongly protect.

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.)


One of the enterprising talking machine dealers of this city is M. E. Havener, owner of the Havener Sporting Goods Co., at 507 Main street. Mr. Havener handles the Edison line exclusively, and reports a very spile 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.)


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 development of this 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's proposition is on another page of The World and is worth reading.

TRADE NOTES FROM PUTNAM.


(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—lead tone, opera, exquisite tone, symphony, ideal, hot tone and doorstep—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 pianoforte man, sells the complete Edison line, understands the field thoroughly, and is devoting considerable energy in the promotion of Edison goods.
THE TALKING MACHINE WORLD.

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 & Dutson Co. have 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 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 Howes Co., that has been severely criticized by some of the trade members because of their advertising of $1, $1.20 and $212 talking machine records for 25c, which they claim arouses suspicion among a certain class of people.

Enjoying Outing.

H. R. Shelton, the Edison ambassador, is about town enjoying a deserved rest for a couple of weeks.

Henry Winkelman's Good Work.

Henry Winkelman, 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 point to the Victor factories. This department, under Mr. Winkelman, 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. Ortstein, 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 ablib 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 revive 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 interests, has purchased a summer home at Toutsisset, 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.


The accompanying snaps show some of the 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 musical publisher. The seven world wonders are

THE TRIPLETS.

Leavitt, M. Price, M. L. Reed, D. McLaugh- lu, George Reese, Fred Finn and Edward Welch. Following the ball game, where the "Victors" could the "Edisons" by 16 to 6, a splendid dinner was served, Chairman Brown acting as toastmaster. Speakers were E. F. Tait, 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 & Dutson 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 "McCull." 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 boat 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

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.

VACATION SPIRIT IN DETROIT.


(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1911.

Small Victrolas, the $40 Grafomola 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 terrific weather and the natural summer pull in every line of endeavor except baseball. What dulness there is is up-State, and this is accounted for principally because the farmers are hoarding in crops that matured too early because of the extraordinarily fine spring which blessed the Middle States this year. They have no time for amusement and work and sleep. June was better with this company than July, and collections were better, too, contrasting 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 place 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 256 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 excoriating 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

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

No. 446, Cabinet for Victor I and II Mahogany or Oak, Holds 130 10 inch Disc Records. Top can be arranged for Victor III, IV, V and VI.

MAKE THOROUGH TEST OF NEEDLES.


Max Landau, 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 very 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.
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."

Victor
1. Machine Factory
2. Machine Factory
3. Power Plant (4,000 horse-power)
4. Record Factory
5. First and second floor—Executive Officers
   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?

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
14. Record Material Storage Department
15. Record Material Storage Department
16. Coal Yards and Docks
17. Coal Yards and Docks
18. Cabinet Factory Heating Plant
19. Supply Tank for Automatic Sprinkler System (Height 160 feet. Tank capacity 100,000 gallons
20. Experimental Laboratory
21. Victor Lunch Club
22. Veneer Warehouse
23. Lumber Dry Kilns
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 unequalled Victor tone.

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
When you were younger you wouldn't let anybody tell you "you dissent." Has any manufacturer told you you "dissent" salt away the profits of a Columbia line?

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

TRADE NOTES FROM CLEVELAND.


(Special to The Talking Machine World.)

Ohio, 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 recession of dealers is owing to the popularity of the more expensive 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 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 enbecher to the extent of $12,000. He will be remembered by The World readers as the inventor of the Rophone, an ingenious disc attachment to a cylinder machine, and also the "Ideal," a self-playing horn. Just prior to leaving he, with others, had started the "International Talking Machine Co." in the Taylor Arcade. His decampment brought the operations of that concern to an abrupt close and a number of creditors to mourn their misjudged 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 1012 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. 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 Ellistone 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 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 18, 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 1811 West Twenty-Second Street.

(Continued on page 56.)
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 bookkeeping policy.

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

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
Talking Machine Conditions Unsettled.—The
Horrible Instrument Growing in Favor—
Strikes at Principal Ports Interfered with
Export Shipments—National Grand Phone
Company's Business Unfazed—New Phono-
ophone Issues Interesting—Paul H. Crome-
lin Welcomes—New Pathe Agent in Belfast
—Ought of Hought Employes—Lazard
Telegraphic System Machine
Decorated in Honor of the Coronation—Ca-
adian Copyright Bill—Some High Class
Records Issued by the Columbia Co.—The
Gramophone Co.'s Summer Campaign Suc-
cessing—Other Items of General Interest.

(Special to The Talking Machine World.)


From a general viewpoint talking machine con-
ditions here are somewhat unsettling. With the
advance in such things as the moving picture and machine
are on the decline, although up to the present trade more than compares favorably with that ex-
perience during an even time last year. The chief
line of value from a business point of view is
undoubtedly the portable hornless instrument, which
selling very well, indeed, with every class of buy-
ers, and the fact of the record being made on their
mammary, for it is fairly easy to sell these
just now, and they recognize that every machine
sales means profitable business in records.

Future prospects are unfortunately none too en-
couraging, for practically every shipping port in
the kingdom is affected by the decision of the Sennett'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 strike here and there, but the serious aspect of the case is only too evi-
dent. Many of the transatlantic liners are held up want of crew, 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. Edmeson, of Belfast, has been ap-
pointed 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. Osborn has already commenced advertising
these well known products, that he is determined
to establish a new trade. We wish him the best of
success in his enterprize.

Our Bankruptcy Laws.

Discussing the failings of our bankruptcy laws,
and in particular the enactment that every bank-
rup must 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
fails a long way short of expectations. In cases
where the bankrupt has not kept proper books,
these accounts are often misleading, always c-
moving wrinkly accounts contrary to most of
the grossest description. He suggests that a
remedy is provided by the American law, which
is the eminental of the bankrupt in to if, in the
presence of the fact, he is author-
ily to explain his deficiency, or, if the court
believes he is witholding facts deliberately." As
it is hundreds of thousands of dollars which
full bankruptcy cannot meet their liabil-
ity. And they can do it with impunity.

Agency for Favorite Interests Change Hands.

Mr. Cromelin's Bankruptcy Court Case—In-
cluding the future of the Favorite record has been
made known to the trade. During the last four-
teen months the agency for this country has been
held by Mr. Cromelin, 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 the business considerable experience in
the marketing of machines and records, and although
the Favorite record is well and favorably known in
trade circles, it is no small task, but that un-
der 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 follow the useful correspondence at
the same address, 85 City Road, London, E. C.

The Automatic 'Phone.

We are so interested in the development of
new inventions that we are about to overlook the
caseless activity of those engaged in perfecting
some of the older ideas. One is that of the auto-
matically connected. An improved idea to the
automatic system which is likely to make it popular is its
complete secrecy. Clearing is also quite intact-
aneous. There is an increased cost with the
automatic equipment, but that this is more than counterbalanced by a reduction in the
cost of the building, the space required being con-
verted into a telephone office.

The National Grand 'Phone Co.

is the title of a new concern recently formed to
exploit the disc record engraver with a distinct
characteristic of its own. The company is valued
at $5,000, and their registered office is located
at Ela New St, Hill, London, E. C. The invention
of a gentleman of wide experience, Mr. Pack-
man, this new record is said to be better cut on the
bill-and-principle, and is played by an ordi-
nary metal 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 pro-
duced a record which will carry an entire song
with a distinct degree of fidelity. If many musical
enquiries are satisfied, 32,000 in 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 genuine natural tone,
free from electric squeaks, and of full volume.
Obviously the commercial value of such an orig-
inal product is almost unlimited in its scope, but
in exigencies of 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 only to emphasize the fact that the record proposition under review is
backed not only by men of ability and great
experiments, but also by a large city firm of sound,
whose policy it is to have the record succeed and not fail. For the consumption of
which we extend our hearty wishes.

New Gramophone Issues.

The special midsummer fad for the new
gramophone records are irrevocably gone, but we would par-
ticularly emphasize this fact in regard to the company's new titles of "Tony from America," by Miss Carrie Mather; one of her most successful songs from the "Quaker Girl"; The "Two Oba-
Roberts. This group scored great success with this
song on tour, and "Gems from Peggy," part I and II, by the Light Opera Co., conclude a splen-
did list which should prove of great value to
every dealer. Since writing the above another special issue is announced, that of the "Homage
Anthem" (Select in the Lord), specially com-
posed for the coronation ceremony by Freder-
wick Bridge, organist of Westminster Abbey, and
director of music at the coronation. The record
is made by the clarinets and movements which ac-
tually sung and played in the abbey on this his-
toric occasion. Apart from the beautiful singing
of the abbey choir, Sir Frederick Bridge could
be no other than Mr. Edward Lloyd, the wonder
ful 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.

An ordinary supplementary list for July con-
tains many pleasing selections, just the right kind
in fact, for this time of year. The titles are:
- "Baron Treich," selections I and II (two rec-
ords) (Albani), "El Shazl," (Lincke); "Mt.
vesta Mort" (O'Hara); and "Through the Val-
ley March" (Walker), by the band of H. M.
Colombia Gardens; "Amaro Serenade" (Lincke);
- "An Irish Breech" (Lincke); "Luna Walks" (Lincke); and "Onkel Fichtl" (Lincke), by
Lincke's Orchestra; "Lighterman Tom" (Square),
Mr. Pierre Dervie, "An Evening Song" (Blum-
enthal), Mr. John Harrison: "The Admiral's
Broom" (Fevan), Mr. Thorpe Bates, "Largo
Quaker ma fu" (Handel), Mr. Edna Thur-
ton; and Jean Martin, "Slavonic Dance in C" (Dvorak), the Redoul Tri-
and "Variations." (Tarim-Kreisler), is a beau-
tiful violin solo by Fritz Kreisler. There is
another interesting record entitled "Heard During the Royal Progress
Through London," which portrays in a most life-
like fashion the horrors 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 British busi-
ness for the United Kingdom, Mr. H. Cromelin
has been most warmly welcomed in trade circles
here, and his altogether pleasing personality con-
tributes 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. K. H. Nearer in the management, and both
have been so very busy in this direction as to preclude
time for any extended interview, but next month
I shall doubtless be in a position to report
further with Mr. Cromelin's view of the trade
situation.

Music by Wireless.

Speaking as the Royal Yacht Club, Sir T. Thor-
ner Baker, P. C., S. S., described several new
wonders in wireless television. One novelty of great in-
terest was a wireless instrument by which med-
ical scans could be transmitted. During some
The Perfect Singing Machines
16 models from £2/2. to £16/16. retail.

EXCELSIOR TOURAPHONES
The Ideal Disc Machines
27 distinct models, from 1/10 to £12/12 retail.

PETMECKY MULTI-NEEDLES
The most needed marks. We also control the Angoras Duplex Tone, Invalidible Bull Nose and Touraphone needles.

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

The Talking Machine World.

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 dispatching system, that the House of Murdoch stands where it is today—England's largest factors.

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

INDESTROYABLE PHONOGRAPH RECORDS
2 minute series 1/4, 4 minute series 1/6 each. American and English selections. Lists free.
Telegrams "Patel London."
Special shipping terms. Catalogues and samples mailed free.

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 long-distance calls, say, to an army in the field. By the application of a piece of paper to certain parts of a whirling electric battery before him Mr. Bakarum made up the 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 Dome Middle of July.
Louis Sterling, owner 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., Edisonia Works, Peckham, this city, arranged for Saturday, June 21, 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 10 and arrived at their destination by 10:10. The morning was spent by strolling excursions to places of interest. Some visited the ruins of Battle, which is one of the most historic spots, others explored the dangerous caves under the west hill, while others—couples, if you will—were to be seen wandering along the cornfield, with 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 treated. The rest of the day passed very pleasantly, the only regret of the ladies being their inability to persuade a veteran old salt in face of them. It was a little too busy 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. Lawrench and Mr. Pleasance, and this was carried unanimously—excepting those not in the particular compartment. Mr. Alec Hooton, whose 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 just 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-night," which was only too appropriate. During the afternoon Mme. Melba was presented with a beautifully modeled book 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 was put up in consideration for the recent action of A. W. Gamages, Ltd., v. The Temple Press, Ltd. It appears that Gamages placed a contract for a series of advertisements in the defendant's company's publications, and after a number of insertions had been given they forwarded copy advertising a certain cycle tire at a price below that 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 Gamages 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 other advertisers, it would not be proper to say they had acted unreasonably. The judgment found that the defendants had acted reasonably, and judgment was therefore given in their favor.

New Hough Record.
J. E. Hough, Ltd., announce that will issue a 16-inch single-sided record, to be known as the Celebrity V. F. disc. Only talent usually confined to records selling at 6s. 6d. or more will figure on the celebrity list, but the company do not intend to charge more than their fixed rate of 2d. a copy. 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 tawny machine houses located on the route of the royal procession through the city on June 29 were decorated in quite the fullest fashion, bunting and flags of various designs predominating. But the magnificient display made by the Gramophone Co. calls for special mention. Dress'd in a tasteful array of bunting and flags, banners, and emblems 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 harmonious 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 coronation procession of Peaks and phonographs, the Zono-Twin" premiums were cheered by the strains of popular music rendered by the electric auiphone. 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 G. Rush, 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 Zono-Twin move brings to 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 disc was first noted 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 immensely, 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 in the form of, and not by others. Is it any wonder then, that the trade have unanimously extended a whole-hearted support quite beyond comparison with any trade venture of recent times? No! For who could resist the irresistible 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: "Alas!" and "Arias, Those Chimes," from 'Maritana,' by Mme Deering; "Young Tom O'Day," and "Glorious Day," by Peter Dawson; "My Sweet Rosetta," courting and marriage, by Billy Williams; "Much Obliged to Me" and "In Trouble Again" (talking), by Tom Bannerman; "Sweetie Pie" and "Oh! Ought to See the Niusas in a Harem Skirt," Harry Champion; and "Imperial Life Guards" and "Storm and Sunshine," two stirring marchies by the Black Diamonds Band.

Influence of the Cinematograph.
The cinematograph, we read, is spreading its popularity even to the kingdom of the—profession—blind. A well-known American actor, Mr. Charles 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 blind man was just saved from falling on the ground by the mendicant's skillful 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 rest. But he's blind, sir,
been blind from birth." "And where is he taking his rest?" demanded the benedict player. "Well, sir, the fact is," was the breathing 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. Usity is strength!

Schubert's Unfinished Symphony.

The Columbia Co. are assuredly earning the gratitude of music lovers by the constant issue of great symphonic 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 composi-
tions.

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 persuasian 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 Maxe Josthult (of the New York Metropolitan Opera House), who is responsible for "Ah, fors e lju," Paris I and II (Tra-vista); "Laurette," from the opera of that name; "Allme Laurie," "Dejou le jote," 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 the standard price of 3s. per single record. Miss Jomela 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 Revard Clarinettes Quartet e., Scotch Melodies, "Irish Melodies," "Currie," and "Fad-
erwood's Minuet," all excellently recorded. Other good numbers are: V. F. "The Palmes" and "My Dreams," by Miss Ruby Helder; "Fra Diavolo" (overture) and "Echo des Bastions" (interlocute), King Edward's Horse Band; "Capud's Garden" (intermezzi), Parisian Orchestra; "Whispering of the Flowers," (intermezzi), King Edward's Horse Band; "Morning" and "Death of Art" (Peer Gynt suite), Royal Guards Band; "Dance of the Imps" and "Aurora'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 "Xariscans," Royal Court Orchestra. Edition Bell disc—"Ladies Be-
ware" (from "Peggy"); "La Sonnette des Morts", Royal Court Orchestra; "Coronation March" (Le Prophete); and "Coronation Bells," King Edward's Horse Band; "The Roll of the Drums" and "Army and Matine," 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 Em-
pires," Royal Guards Band; "The Maple Leaf For-
ever," King Edward's Horse Band.

The Truth About the Canadian Copyright Bill.

An interesting reference to the above bill was made by Mr. Boston 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 Australasia, and he had communicated with Mr. Fisher, the minister who was responsible for the new Canadian copyright bill, so he was sure it was not intended that there should be any hindrance in the nature of a print-
ing or publishing clause in Canada with regard to English copyright works." Mr. Fisher had re-
piled to his telegram as follows: "Copyright bill provides for complete reciprocity in copyright be-
 tween Canada and all other parts of the Empire by order in council. Any owner of British copy-
 right, who is a British subject or a bona fide resi-
dent in Great Britain would be given copyright protection in Canada without conditions. Similar arrangements may be made with each self-govern-
ing Dominions."

Two Stirring Marches.

The Scots Guards Band, exclusive to Columbia-
Rena, as all the world knows by now, are repre-
sented this month by two stirring marches, in addition to selections from "The Count of Luxem-
bourg."

A Pleasing Duet.

Special attention should be given by dealers to a record by new artists on this month's Colum-
i-a-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.
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 Newcastle chap." Coupled with it is "Coronation Bells" by the Scots Guards Band. Other good records to band 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-Scream Skirt," by Harry Champion, and "Persevering Pots," Parts 1 and 2; 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.

(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. H. 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 the 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 hardship 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 royalty 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. It is evident 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 transfer 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 place. 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 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: "Copy right 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., LONDON, E.C., ENGLAND
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., $300; Callao, 5 pkgs., $868; Colon, 6 pkgs., $270; Colombo, 5 pkgs., $214; Copenhagen, 13 pkgs., $320; Caracas, 5 pkgs., $290; Havana, 28 pkgs., $938; 8 pkgs., $457; Havre, 57 pkgs., $1,410; Kingston, 5 pkgs., $104; Lima, 15 pkgs., $89; London, 11 pkgs., $828; Mollendo, 3 pkgs., $387; Montevideo, 3 pkgs., $175; Para, 13 pkgs., $1,573; Pernambuco, 3 pkgs., $290; Sydney, 10 pkgs., $225; Valparaiso, 15 pkgs., $767; 1 pkg., $237; Vera Cruz, 1 pkg., $1,257; 17 pkgs., $524.

JUNE 16.

Bahia, 7 pkgs., $265; Berlin, 8 pkgs., $455; Buenos Ayres, 196 pkgs., $12,224; Callao, 4 pkgs., $751; 29 pkgs., $1,272; Cartagena, 3 pkgs., $155; Colon, 6 pkgs., $160; Copenhagen, 29 pkgs., $866; Guayaquil, 12 pkgs., $522; 5 pkgs., $314; Havana, 17 pkgs., $374; Havre, 38 pkgs., $1,140; Kobe, 12 pkgs., $741; Lima, 9 pkgs., $721; London, 8 pkgs., $140; 38 pkgs., $797; Manila, 13 pkgs., $605; Melbourne, 62 pkgs., $1,534; Para, 17 pkgs., $285; Lisbon, 6 pkgs., $1,007; Le Havre, 6, 22 pkgs., $685; Singapore, 6 pkgs., $256; Sydney, 52 pkgs., $1,526; Vera Cruz, 54 pkgs., $1,371.

JUNE 19.

Berlin, 56 pkgs., $1,051; Callao, 1 pkg., $355; Cape Town, 61 pkgs., $1,325; Demerara, 5 pkgs., $124; 13 pkgs., $370; Guayaquil, 3 pkgs., $183; Havana, 6 pkgs., $341; London, 11 pkgs., $261; 36 pkgs., $787; 71 pkgs., $1,924; Madrid, 5 pkgs., $389; Manilla, 3 pkgs., $825; Rotterdam, 2 pkgs., $172; Soreabaja, 11 pkgs., $825; Valparaíso, 13 pkgs., $892; Vera Cruz, 19 pkgs., $766.

JULY 6.

Acapulco, 15 pkgs., $359; Bahia, 57 pkgs., $3,362; 9 pkgs., $661; Guayaquil, 7 pkgs., $578; Havana, 4 pkgs., $521; La Guaira, 16 pkgs., $1,050; La Paz, 4 pkgs., $676; Macoris, 8 pkgs., $567; Santiago, 6 pkgs., $514; Shanghai, 10 pkgs., $750; Vienna, 19 pkgs., $685; Yokohama, 14 pkgs., $704.

POCKET MOVING PICTURES.

Berlin Paf 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 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 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 Interest- ingly 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. Wiawell, manager of the talking machine department of Lyon & Healy, and is brimming with 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 idle on their laurels so far achieved, but are continually striving to make improvements, perfecting their invention.

"The wonderful permanency and usefulness 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, Tetrazzini, 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 medical colleges of the country are using the Victor talking machine in their course of study.

"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 properly intoned, and often proper musical intonation, accurate execution of song, calligraphic 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 estimating the foundation on which talking machines were to be sold to dealers and retailers, both companies have weighted enough to realize that the ultimate success of themselves, as well as those 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 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.

"This follows a series of short articles on profits, advertising, record exchange, 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 bookee will do good and dealers should read it.

SONORA PHONOGRAPH CO. EXPANSION.

The Sonora Phonograph Co., 76 and 78 Read street, New York, have greatly improved their premises, removing their offices and salerooms 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.

MR. READER, 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
FLURSTOF
bel Apolda L 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 Eminent of This Artist.

Perhaps it is needless to call the trade's attention to the excellence and extent of the operative numbers rendered by the Columbia Photographic Co., General, New York. Details have been given of the long list of artists, together with their repertoire, in previous issues of This 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 abundance of 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 today. 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 poet he is interpreting in 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: 16-inch double-disc—A-1627, Waldmung (Dedication) (Schumann) in German, with orchestra; Bid Me to Live (Hat on), in English, with orchestra; 12-inch double-disc—A-3598, It Was Not So to Be, from "The Trumpeter of SaldUGH" (Wein); in English, with orchestra; A Perfect Day (Jacobs-Houd), 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 contemporaries, 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.

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's 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 Land I'd Live"), in French, with orchestra; "Lipkowska Waltz" (Trolli), in Russian, with orchestra. A-5295, Lucia Di Lammermoor (Donizetti) (Thee Flaming Tapers), in Italian, with orchestra; Rugelotto (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 1 shan, by Lydia Lipkowska and Ramon Blanchart; in Italian; II Barbiere di Siviglia (Rossini) (Then Tie It 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 to more than be expected in view of the popularity of the 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 "Home Sweet Home." 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 prayer 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 roll, that of Clo-Clo 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-5288, The Sacrifice, in English with orchestra; "From the Land of the Sky-Blue Water," in English, with orchestra. A-5290, "Old Folks at Home" (Foster), in English, with orchestra; "Bonnie Sweet Bosie" (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-5302, 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 of a 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, mature years have added breadth of style, dignity and temperamental power.

An extraordinary collection of Hofmann's dominant personality is found in his first two Columbia recordings now issued as one Columbia double-disc. His playing of Rachenmanninoff'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 Tatsao, is found an equally fine record, compelling as it does with a baritone ambidextrous pianissimo. The number is A-3902.

As previously stated, these artists are engaged by the Columbia Co., exclusively, and their records are among the best sellers offered the trade.
Fifth Annual Convention of the National Association of Talking Machine Jobbers
Milwaukee, Wis., July 10, 11, 12, 13, 1911

United Nations Association of Talking Machine Jobbers accomplished at the annual convention which opened at the Hotel Plater this morning was to select a place for the 1912 convention, and Atlantic City, N. J., which entertained the association last year, was the favorite name. 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 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 to-morrow, 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 and just as in 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 fifteen-seven minutes. 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 the jobbers were a well educated, mannerly association, 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 Plater a large number 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 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 ellipt 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 Whitis at 3 o'clock, after which Secretary Rouss read his report as follows:

SECRETARY ROUSH'S REPORT.

While it is incumbent upon the secretary of the association to report to 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 offensive or offensive in their pointedness, surrounded as we are by bit hospitalable German atmosphere and that the secretary will be able to withdraw gracefully without cries of "Roush not in!"

Your secretary is so filled with enthusiasm (from visions of being a big talking business man) 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 sense for rejoicing among ourselves.

The meeting of last year will be always a pleasant memory to those who attended it. 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 R. Whitis, president; E. F. Coates, vice-president; C. W. McCollum, treasurer; Lawrence McGrew, 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 until 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 is the place!"

It is to be hoped that none of you remember, or rather, the secretary's report of last year, for fear that the deadly parallel will be drawn by 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," Bom says, "Have you heard about Bum No. 2? He coolly bets a billion dollars. No, 3 then coolly draws out, 'I'll just see your billion and hold it over your 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-gum over there.' I merely retrace this little incident to impress upon your goodly number emphatically and unanimously that the secretary, being paid in "conversation money," the respective values 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 thereof without even so much as a "stand-off" in reply.

Some of the members are also greatly deplorable 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 examination, 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. The accumulation of dues by the Secretary (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 left alone and allowed to sleep and if the interlopers require any money, to pay up his delinquent dues. On all other hours the secretary can be approached with great freedom in this respect.

Throughout 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 were on account of selling out and retiring from the talking machine business, only two remaining.

This makes a total membership of 139, 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 $85 still outstanding. It is to be hoped that the observation that this is the smallest amount we have ever had delinquents, 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 Canid, August 4, 5 and 6, 1910, at which the president, Messrs. Whitki, Blackman, Bush, Whitsite and Taft met. At this meeting the following committees were appointed:

Press Committee—L. C. Wiswell, chairman; A. A. Trostler, chairman; Lawrence McGrew, treasurer; Robert Whitsite, reporter; Albert Royer, secretary; Lawrence McGrew, Burton J. Pierce.

Grievance Committee—H. T. Bliesh, chairman; L. S. Cohen, W. Barnhill, G. A. Mira, Max Strasburg.

(Continued on page 92.)
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.

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

CONVENTION OF TALKING MACHINE JOBBERs.

(Continued from page 12)


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, and at which meeting were present the following members of the Executive Committee: Perry B. Wiswell, J. N. Blackman, J. C. Konsh, Louis Buettin, J. F. Bowers, Lawrence McGreal and Rodolph Wurthiser.

All jobbers carrying both lines were invited to be present, and the following were with us: L. C. Wiswell, H. H. Miller, Fred H. Purnam, Geo. E. Michels, W. H. Reynolds, Chas. Schmidtke, A. A. Trottier, Max Strasburg, Lawrence Luckett, Fred A. Sieman, W. G. Walls, Geo. W. Koehler, Ross P. Curtice, O. E. Michels, chairman, Nebraska Cycle Co.; R. Shaw, Western Talking Machine Co., Winnipeg, Canada; W. H. Ross & Son, Portland, Ore.; E. F. Taft, Eastern Talking Machine Co., Boston. Mr. Taft renews his appeal for the factories to have separate departments for trade, and asks that the dealers be given a chance 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 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 factory. When a dealer has 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 hearings in this city.

The Victor Co. have decided that all 40-10 per cent. dealers must purchase at least 6000 worth of goods annually to entitle them to the 10-9 per cent. dealers.

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 been 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 upon the distributors.

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 various contracts, 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, it was stated that the matter has been discussed thoroughly by the committee with Louis F. Geisler, 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. Geisler 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 conferred in conjunction with the Plano Manufacturers' Association of America in sending out proper notices, etc., to all the members in the State of Pennsylvania, regarding demands of Pennsylvania, which if passed would have practically killed the installment business in pianos, furniture and musical instruments. The matter was also taken up with the Victor and Edison, 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 Victrola west of Chicago, and urges the advice of all members present to use their influence towards having this matter defeated.

President Wiswell has appointed a special committee to meet with the Freight Revision Committee at the Plankington Hotel at 1030 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.

Mr. Reed, secretary, B. P. O. Elks No. 46, extends a letter to the members of this association and their friends the courtesy 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 one feels that one at home and bureau 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 do it (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 able, "To appreciate civilization one must pace a few heats with the Indian nose and die."

REPORT OF THE GRIEVANCE COMMITTEE.

H. H. Blash, 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, left 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 196 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. L. Fen- ick, Montgomery, Ala.; R. S. Williams & Sons Co., Toronto, Can.; Sherman, Clay & Co., Seattle, Wash.; Philip Werlebn, New Orleans, La.; Schultz Bros., Omaha, Neb.; Early Music House, Fort Dodge, la.; Walter G. Clark Co., Omaha, Nebr.; Ellers, Piano House, Seattle, Wash.; Henry Horton, New Haven, Conn.; Wisconsin Talking Ma- chine Co., Milwaukee, Wis.; Emanuel Blount, New York City; making a total membership of 129. 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, sub- mitted 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 an- nouncements 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 ex- cellent 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 with- out a vote of thanks and extension of our appre- ciation to The Talking Machine World, for their support and good-fellowship.
Edward Lyman Bill, editor of The Talking Ma- chine 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.

THE TALKING MACHINE WORLD.

TREASURER BUEHN’S REPORT.
Louis Buehn, treasure, made the following re- port: It has been my privilege since the forma-

L. C. WISWELL, CHAIRMAN, PRESS COMMITTEE.

The Convention 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, 1918 ...................... $410.20
Cash received from dues ................................ $200.43
Cash received from Report Blanks .................. 2,751.64
Banquet receipts ..................................... 15,980
$98,755.47

EXPENDITURES.
Printing .............................................. $901.45
Sculpture ........................................... 201.00
Dinner .............................................. 1,207.67
Motor cars ......................................... 350.00
Stationary ......................................... 21.45
Miscellaneous ..................................... 25.00
$1,691.22
Balance on hand ..................................... $7,960.25

It is very gratifying to note the substantial in- crease 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. Doller, sales man- ager 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 im- portant move, because he stands to-day pre-em- inently 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 com- mercial life of upwards of forty years Mr. Edison has never handed them a gold-brick. His consent and storage battery enterprises, to which he de- voted so much of his time during recent years, are now on a commercial basis, and he has, there- fore, turned his almost unaided attention to the development and improvement of the phonograph, with which his name has been so intimately con- nected.

Artistic Reproducing Disc Machine Designed.
We have recognized that for some years past a demand has been gradually growing for phono- graphs 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 recog- nize 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 d e s c machine designed especially to make this appeal, but without any results, and we do not anticipate that we shall be able to place our present machines and records in the spe- cial 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 used 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
Can you imagine anyone saying there would be no demand for Nordlea 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?

Columbia Phonograph Co., Gen'l. Tribune Building, New York.

CONVENTION OF TALKING MACHINE JOBBERS.
(Continued from page 32.)

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 a stone 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 far superior to any other.

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-half 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 ar int record—one that makes its appeal to the artistic sense of the hearer, and which can be heard over and over again without diminished 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 records.

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 full, 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 vertical 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.

Of 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 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 merit of the disc machines going 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 these 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

P. K. Dolbee.
THE TALKING MACHINE WORLD

35

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—Continued.

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 returns 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 price to the public to the point where the price should be fixed; it would 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 them on re-sale rates 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.

Discriminating Predictions Failed to Materialize.

Statistics were obtained by our secretary, and we also requested reports from the jobbers, which, whether they agreed or not, seemed to 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 utilizing the opportunities offered them, so that most jobbers were benefiting to some extent. The results compiled were only approximate as they did not cover a full exchange period, but they certainly do not indicate that the discriminative predictions originating from certain sources had materialized.

In the event we were 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 unsaleable records to a liberal extent, it requires a fair degree of intelligence 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 burdens 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 three times over in the operation of the machine is light, as is evidenced by the fact that it is attracted to the print by a light attached to the machine. It is not suitable 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 full 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 record, is 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 every tongue talked at once. As a surprise to the jobbers, Manager Randolph put on Francisco Creator's great Baroda Verdi, which has been playing a three months' engagement at the Garden. The band was hidden by a special screen of figure palms. A fine Dutch lunch, consisting of sandwiches, wiensers, 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 Theatre, where a good stock company is holding forth.

Under the guilting hand of Lawrence McGreal and his committee of local dealers, assisted by the committee in charge of the day's entertainment, A. A. Trotter, 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 suffering under a 104 degree temperature for two weeks. Some of the Eastern and Southern jobbers don't think so, however, and are boiling 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 indoor.

Only eat and sleep. Beginning with an excursion to the mammoth brewery of the Pabst Brewing 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 saloon 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 machines, was on hand to welcome the jobbers at the door of the administration building. He was ably seconded by Vice-President C. W. Hemming 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.

THE PACIFIC COAST TRIO.

The jobbers and dealers who have been in the convention, some of them, for several years, have been the "rock of ages" in the conventions. Each one has a story to tell of their adventures and experiences, and they are always well received by their fellow jobbers and dealers.

The administering relief—study the faces gathered around.

the tour winding up at the good old "Staande-wirth" or "standing waiter," who is a big icebox with a large supply of ice and a bunch of towels 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 joined in, too, and with the help of the old "acorn" 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 other-stones. 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!

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

CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 33.)

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 brewery is wholly incomplete, and by accepting the invitation of the genial Colonel Palset the jobbers maintained the tradition.

A "COMBINATION" OF THE MANUFACTURERS OF TALKING MACHINE CABINETS—PICK THEM OUT.

Following luncheon at the Platter, the jobbers prepared for the big lake ride, and duck trotters, 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 through Milwaukee river to its entrance into Lake Michigan at the dangerous speed of four miles an hour. The bascule bridges made quite a tug with the delegation, despite the fact that some feared a column momentarily should the counterweights teeter from their moorings and allow one of the heavy leaves to fall on the craft. The bridge-tenders were missing their own business, however, and there luckily was no repetition of the accident recently when a bridge tender not altogether sober raked off the upper deck of a Goodrich huer 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 cordially by Secretary J. C. Rosh for the afternoon business session in the salon. It might be said, too, that about half of the members refused absolutely 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 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...
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.

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

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 11 to 4. There was no time for three full innings, as the game did not start until after 11 o'clock, and the heavy

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 stryway. A few tried to stick on the human roulette wheel too long and just escaped severe bruises, the penalty of seeking to be too ingenious. 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 to-morrow, when East meets West in a battle for supremacy in the art of baseball.

The managers of the Westerners prolonged their innings until bench 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 eight rubber-tired wagons pressed into service by the managers, while the lowly lori pollo was obliged to take street cars. It was expected that Mayor Emil Seldel, 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 Trotster, of the Westerners, trotted his henchmen on the field to meet the bitter enemy from the Atlantic, there was a noisy 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 balls, 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 doubtless 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 carried during the entire game. McMenemy, who never had a ground in his life and can sell Music Master horns and Peasley cabinets much, much better than he can play the national pastime, ignominiously fanned.

Eastern and Western teams ready for the fray.

(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 Lackner, 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. Lackner. Bushan walked and yeged (meaning 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 Trotster's bear cats. Luckner hit a ripping single through McMenemy and took second on Bushan's passed ball. Wiswell reached the initial sack on a muffed third strike, and Luckner went all the way home. Foxy Wiswell stole second and Bushan overthrew second, sending Wiswell to the plate. Creed pounded a liner over second and stole that bag, scoring when Pierce hit through the same place. Pierce neatly pilfered second and third while Sienman was fanning out, and then crossed the plate on Roush's Texas league. Davidson hit to third and stole second and third behind Roush, after Trotster struck out and Fisher sent a swinging grasser through short. Lackner 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 "Null," 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 through 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. McMenemy fanned again and Blackman scored on a passed ball, with Moffatt at bat. It took four strikes to convince Moffatt.

(Continued on page 38.)
CONVENTION OF TALKING MACHINE JOBBERS.

(Continued from page 27.)

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 Reliever 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 Rorer's smooth throw of Pierce's snake-line grounder, and when Siemann got to first on a neat single, Pierce roped around the wire. Siemann took advantage of poor Louis Buelin and stole second and touched the plate daintily when Roush reached first on a unified third strike. Roush beat it to second as Brown gave the pill a terrific swing 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 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 heat 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. Davison made first on a hit to right and Tressler struck out. Score: West, 10; East, 4.

Round Three—The challenger for the American title came into the ring much recuperated and the spectators believed they would go to the finish. The seconds kicked away the sponge and urged 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 Luckner. Rorer 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 Buelin struck out, retiring 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 Luckner reached first on a fumbled groundout. Roberts made a swell catch of Wiswell's tall fly. Creed advanced Luckner to third on a singing hit to first and Pierree brought both Luckner and Creed to the home station on a double, which he stretched to a triple, and then came home when Rorer 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 struggle be stopped. Great 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 rubberback 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."

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

ELECTION OF OFFICERS.

(Mostly to the Talking Machine World.)

Milwaukee, Wis., July 12, 1911.

Lawrence McTear, Edison wholesaler and jobber, 170-172 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. McTear 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. McTear 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. White, 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 cooperation 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. Tafi, of the Eastern Talking Machine Co., Boston, was elected vice-president to succeed J. N. Blackman. J. C. Rosah, 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 elected treasurer to succeed Louis Buehn, of Philadelphia.

The executive committee will consist of the following: J. F. Bowers, of Lyon & Healy, Chicago; Perry B. White, of the Buehn Bros., 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 pledging the railways to avoid this injustice and retain the present first class classification.

By 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 Whist was authorized to appoint a committee of five to confer with the railway men, consisting of L. C. Witsell, chairman; Lawrence McTear, Milwaukee; G. E. Michels, Omaha; Andrew McCarthy and E. C. Kauth, of St. Louis. At the time of the close of business of the conference an 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.
SCHETT'S ADDRESS AT CLOSING SESSION

(Special to the Talking Machine World)

Milwaukee, Wis., July 19, 1911.

When the first annual convention of the National Association of Talking Machine Jobbers was held in Milwaukee, 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 a sacrificial 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' conferences 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 Schett, of Milwaukee, gave a message to the jobbers. Mr. Schett spoke as follows:

Organized my associates to attend to 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 here-tofore 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 name through the entire country, 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 it is a big 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 labor 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 fault of our own.

Some Conclusions.

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 connection.

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 Mr. Francis E. Clark (who, we are proud to say, was for years an official of our local public school system) has done a most excellent job.

Third—That, with the help of our friendly dealers, the public has been enabled to enjoy the pleasures of music in their homes, the theater, and other places, which means a greater demand for musical apparatus in every home.

Fourth—The unifying efforts of the Edison laboratories in bettering and improving their products have been showed through the improved "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.)
Good Columbia Money You

If you are still permitting yourself line, you are paying...

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 innovation—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"

You Are Missing Every Day

You are missing the chance to be shut out from the Columbia record market. Prices are rising pretty high.

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 Lippkowska, 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!

“Favorite” at $50

new business that non-Columbia dealers could not even share in

en’l, Tribune Building, New York

holders of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.
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.

THE JOBBER'S 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 riddimisms 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 phonographs, 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 boasted capitalists has had his trials in carrying on his business in a way that will meet the expectations 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 simultaneous with the panic of 1907 the working people of this country suddenly evinced a dislike 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 $150,000,000 as an investment by the American public in cylinder machines and records. We do not wish to 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 before you find one 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 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 by jobbers all.

Another late-comer was Arthur E. Barson, of Santa Barbara, Calif., 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 TALKING MACHINE WORLD.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—Continued.

than if an equal number of smaller clients should turn from its service.

Effect of Supreme Court Decisions. The definite settlement by the Supreme Court of the doings and uncertainties previously incurred by the manufacturers 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 community operating in a satisfactory and normal way. This re-establishment of proper conditions is now in process and will proceed with gradually accelerating rapidity. The phonograph business will continue to benefit, especially during the coming year, 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 stock holding of the Edison Co. of a high type disc machine and record will make it possible for dealers to sell to a class of people who have not been appealed to in the past; but I 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 used 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; we 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 the duties 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, on 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, but that jobbers should have thoroughly apprised of this fact in order that they may be in a position to meet the demand for cylinder machines.

Letters from Notable Personals. Mr. Bowers then read communications which had been received by the secretary from various guests expressing their appreciation.

Thus, 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 making talling time, and therefore was unable to attend.

Eldridge R. Johnson stated that he hoped the feeding of the hungry to be benefited from the interest 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 P. 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 in the same mood. I want you to go back ten years—that of you for whom—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 small span 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 to have given you some substantial support 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 into the halls of our first and present executive 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 1919 B. G. Royal, an all-time personal friend and associate of Mr. Johnson in his earlier days at the beach, was called back from Europe, where he was in the Victor interests, to join our board of directors. In 1940 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 special 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 cordially, as considerately and as effectively as does the board of directors of the Victor Co.

We have, during the past year—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 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.

What is 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, tin 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 considered and discussed with care by every member of the board of directors as though each were in charge of the whole affair.

And what has this secured? It has evolved a corporation that not only pays its bills, but progresses 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 liberty 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 as far as the interests. You do not know, you cannot appreciate (because of the intricacies of our business) the absolute necessity of a harmonious management.

A gentleman has said in talking to me that 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. and the management, that there would not be a wheel turning in a week. An exaggeration, no doubt, but highly indicative of the great detail and the steady pace 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 4L.)
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.

**CONVENTION OF TALKING MACHINE JOBBERS.**

(Continued from page 11.)

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. This is perhaps nowhere more so than 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 large sums to inventors to patentize patents 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 employees 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-might. I am quite positive that our letters to you, touching upon 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 the original Berliner patents, 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 tape 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 inspected.

The remarkable Auxotophone 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—come 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 of Victrola situation by the ownership of some two hundred and twenty-eight patent claims, patented by the Patent Office of the United States.

We are using 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 fail dump their trumpery product upon American soil—have avoided the expiration of the Berliner patent. The date which they fixed for its expiration was Feb. 19, 1912; the date which the Victor Co. had fixed for its expiration was Feb. 19, 1912; and, as you are now no doubt aware, final adjudication of the issue at hand is not this, of the expiration of the Berliner patent, but the important demurrer now takes place. Follow this closely:

At least as late as January 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 dined from the employment of the Johnson invention. In 1908 a patent was granted to our Mr. John- son for his invention, and in 1914—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 process" 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 patents for records and making them that will be in existence next year will be the "Johnson cut record" patent, the entire 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, permit me to illustrate the three processes of recording, so that you may grasp the meaning of the expression "Johnson cut record" process.

First.—We had known was that 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 1905, 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 1910 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 microscopic plow of the most delicate imaginably perfect, which, while laterally undulating, cuts out and removes from the recording plate the waxy spiral, recording more perfectly than any preceding processes; absolutely in advance of all other processes in the world, and adjudicated in 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 inestimably 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 fairly appreciate from every standpoint of view, because it is usually the cause of most annoyance; 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 expectation of only an ephemeral existence, even 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 in- specers, 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 de- velopments; immense sums of money and quick assets must be always available for emergencies if their position of world's leadership in this dis- tinctively 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 careless or ill-conceived time approach a condition of doubt on finances.

Slumps will come. Unlooked for and expensive emergencies will arise and panic will occur. The
talking machine industry, as yet, is comparatively a new one. The piano industry is admittedly established. You would think, therefore, that piano companies, incorporating a new company and list and sell their stock to advantage on the New York Stock Exchange.

The piano industry has outlined 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 of affairs, the question of money which 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.  

In Perspective of Victor Co.'s Capital.

Incorporated for $2,500,000 in 1901, with $189,000 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 surpluses) the sum of $2,500,000 in the year 1908, the original estimated value of the entire, 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 $5,000,000. This capital is entirely paid in, as is a surplus of incomprehensible 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 site 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 about twenty stockholders, the directors being the company beneficiaries owning 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 readers 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.

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, we believe, in "The Probabilities of the Future." The thought uppermost in your mind just at present, relative to ourwares, will be the influence or variety between the Victrola type of machine and the horn type. The matter of when and how to introduce the respective new stylesto 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 ultimately 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 convert. We shall not drop any styles of horn machines from our forthcoming catalog. We shall gradually complete our line of Victrola types, and unques tionably, 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 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 "Victrola Department," we believe of them—they will get ideas therefrom and suggestions from other dealers which they could profitably emulate.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS.—Continued.

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 the subject, but I will say it to say it has been a dream of mine for four or five years to have at the head of such a department a person who knew how to handle it. I interviewed dozens of people, including movie managers, and eventually 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 that if 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 whenever she goes to a city; she is interested; looking 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 50,000 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 us 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 will never do. You cannot sell a public school teacher as you would sell a gentleman and lady in their parlors.

It is an influence on the talking machine which I should be pleased and expect to have our competitive emetics, and I should expect these 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 machines.

The talking machine is no longer an absolute novelty. People are no longer astounded by the500,000,000 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
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.

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 the larger new invention, but set one 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 changing more the nature of pianos, sewing machines, automobiles, life insurance soliciting, etc., with the advantage in our favor that when you interest your customer actually 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 there- after 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 hack 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 of the least entering. 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 your right to expect this hard physical labor, but we demand it from 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 exciting, and 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. 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 the highest possible return on your 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 that 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 firm.

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 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 widest direction of your policies of which our company is capable.

W. M. 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 talking machine 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 espoused 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 facet 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
in music, in education, in history, in geography and travel the nation.

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 into 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, 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 Citizen's 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 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 destined 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.

But, I have always been a believer that luck is another name forBK. 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 endorses 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 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 for 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 manufacturer to thoroughly understand their machine, for salesmanship is a profession—ignorance and indifference, on the part of many who are deeply interested, to successfully counteract their inertia which is usually observable no matter which direction you may look.

The talking machine business affords oppo-
Recollect that it is through harmony that advance is made, and definitely our courses of action should reflect 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. Thank God, the machine age has developed, under the influence of an optimistic spirit and all of the really great men of this section of the country carried their way to success with their own muscles—with their own brains and initiative.

We can all learn a lesson by studying the lives of the great men who have made history in this specifically 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 fair, broad Western plain,
Or you of the Eastern shore,
I tell you to my life again,
And hear your words once more.

Although I journey in a stranger way,
It counts not when nor where
You may happen to be born.
To that silent sea,
For I am not to strive to spare, not sue,
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 small hours.

Those in Attendance.


Convent 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 disk 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 corner of the lobby 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 months. 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 line of work. It will probably retail for about $50, and although this 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 basic of all during the convention. H. E. McMenamin, who, with William K. Devar, the general superintendent of the Pooleyale, in charge, will be remembered as the "Musical Master" born man. Mr. McMenamin 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 same automatics. 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 soundboard, which goes horn discs machines a decidedly augmented tone quality and music value. Any

For Exchange—One Walnut Piano in first-class order, with $100 worth of music, some will be used. Will trade for $50 Edison 3-minute records. Address "Exchange," care The Talking Machine World, 1 Madison avenue, New York City.
One of the most popular exhibits in the Pfister parlors was that of the Udell Works, Indianapolis, in charge of D. C. Williams, assisted by Mrs. William. 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 Chib song illustrator shown in the Pfister parlors by the Picture-Disc Co., 352 South Los Angeles street, Los Angeles, Calif., 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 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. N. Trostler (chairman), H. H. Blush, Ross P. Currie. Tuesday—Max Straberg (chairman), Fred H. Putnam, Geo. D. Maitz. Wednesday—Max Landay (chairman), J. N. Blackman, R. H. Morris. Thursday—George L. Michels (chairman), Frank Davison, Wm. H. Reynolds.

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 as the convention and enjoyed meeting the jobbers.

Miss Gertrude Gunmon, the only lady jobber in the United States, graced the business season 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., at 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.

**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.

**ELMAN REQUEST CARD.**

This unique and unusual incident in connection with a record performance shows the wide and remarkable influence of the Victor Victrola.

The J. B. Brown Music Co., of Los Angeles, Calif., 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 Phillips, president of the graduating class, presented a Victrola to the school, which gift was accepted by Dr. Milspaugh 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.
Edward Lyman Bill.

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
TEACHING VOICE CULTURE.

The Edison Phonograph Being Utilized for the Purpose of Teaching Singing by Correspondence—Opens Up New Field for Additional Sales—Some Points 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 little opportunity for learning how to sing correctly? These are the people 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, 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 as given; 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. McClenney, 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.
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.

Columbia Phonograph Co., Gen'l., Tribune Building, New York

SOUTHERN CALIFORNIA BRIEFLY

Wiley B. Allen Co., featuring the Grafonola—Tribune.

"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 to 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 so open on Fourth street, between Broadway and Spring. Besides D. Wolfskill, 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. Eker, 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. Stobbs, of Stobbs & Bohrert, San Bernar
dino, Cal., called at the Columbia wholesale house and increased his already large order for Grafonola Favorites.

E. W. Scott, local manager Columbia Phono
graph 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 tempo
rary 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 Phono
graph 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 Ma
cine 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 the 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" (List); 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 state-
ment 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 Her-
bert's orchestra; and have entered into this agree-
ment 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 employees suppressed the flames, and no one was injured.

WHAT ABOUT THESE REPRINTS.

Lawrence Luckier, 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 Louris 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 Lenmore, 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.

Columbia Phonograph Co., Gen'l., 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 aboard Tuesday, Aug. 2nd. 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—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, E. 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 pass with 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 national 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 58.)

THE TALKING MACHINE WORLD.

49
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., Gen'l, Tribune Building, New York

**CHICAGO DEALERS ORGANIZE.**

Form Permanent Organization and Elect E. T. VanDemark 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. VanDemark; treasurer, Edward Sellman; 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. VanDemark appointed on such committee J. S. Reynolds, T. F. Denber, and Ed. Sellman.

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 VanDemark 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 formation of the new association are the following, all being dealers whose places of business are located outside of the loop district: E. T. VanDemark, 363 East 45th street; Edward Sellman, 2033 Milwaukee avenue; J. S. Reynolds, 1563 Milwaukee avenue; E. J. Melich, 3916 West 12th street; C. Reichardt, 783 Milwaukee avenue; H. Reichardt, 854 Belmont avenue; T. F. Denber, 1509 West Chicago avenue; Abel Barman, 5149 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, enforces the demand, and often places a merchant or manufacturer above price rivalry.

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Mr. Southern Dealer: In VICTOR TALKING MACHINES and EDISON PHONOGRAPHS

Do you know that Mobile is your Best Market?

1. 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.

2. 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.

Columbia Phonograph Co., Gent., 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 theaters 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 voluntary. 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 an official board of censors, whose approval is required 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 Vault," 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 culprits. 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 that 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 proportion 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 treating 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 screen and the minds can be taught geography and physiography, showing the actuality 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 because 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 I owe to great predecessors and contemporaries there would be but small balance in my favor.—Goethe.

AT LAST!

Condon-Autostop

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 left spring of a disc plate carried by the record disc, which disengages the needle upon the record, STOPS the playing of piece and revolution of motor.

Instantly, Permanently, Easily and Positively

costing, 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 P. 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 Victor's 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 ready 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 pupils into the school and in cooperation with school work is a public benefactor. You can borrow from any dealer a Victor with sufficient records to give a concert. Have it in a few days beforehand, and let the children hear a number 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 mixture 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 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 evening, songs of the Christ season, songs of warfare, songs for church and praise services, songs of Easter and the well-loved songs of our grandmother's day.

The list 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 various forms of vocal and instrumental music. The contents of the list are well worth reproducing and are as follows:

**VOICE SOLOS**
- 5509 My Mother Bids Me Bid My Hair (Haydn) - Farrar
- 5506 I Recall Not One Earthly Sorrow (Sonnambula) - Ensign

Other numbers included are records of the famous operas and classical music, which can be used for instruction and entertainment.

**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 Read Street, NEW YORK, N. Y.
The Columbus sales-policy is a policy of progress and co-operation, not one of repression and restriction. Columbia product fits in with the policy, too.

Columbia Phonograph Co., Gen'l, Tribune Building, New York
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.

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 $500 for a lost trunk. The court held that as the agent did not ask the value of the trunk when it was checked, the announce inflightin 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 suit case 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 redeliver 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 missing 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 $30 in money were in the bottom of the suitcase, where she had placed them earlier in the day.

INJUNCTION AGAINST DEALER.

Philip Axelrad Restrained from Selling, Giving Away or Displaying in Victor Machines and Records for Less Than Their Established Price—Judge Hough's Decision Reconsidered.

June 28 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 Bibliotheca Romana, 85 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 10. Argument on the motion for a preliminary injunction was held 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 Bibliotheca 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 VACUUM MODELS.

Handed with profit and satisfaction by thousands of dealers.
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; this 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 numbers when sung by distinguished artists. For instance, Caruso’s wonderful record, “Vesti La Giubba,” from “I 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.”

“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 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 establishing a real appreciation of music. One solid fact is worth reams of oratory, and, until an artistic foundation is laid, the best of music must always remain a mere indefinite tangle of impres- (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-driving 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.

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

A GREAT EDUCATIONAL FACTOR.
(Continued from page 25.)

isions, to all except the musically elect. The point to which all this toils 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 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 obloquy.

"The Victor Miniature Theater is the invention of Elia 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 operas 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 concertus 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 distantly hounded!"

"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!"

"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 resentment and by word of mouth creates more harmful publicity than all the programs can ever counteract.

Appearing in note, 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!

Furnished June 29, 1912

Is really attached to the Taper Arm of any Victor Talking Machine. It keeps your needles from cutting the records and also prevents scratching. Retail price, $1.00 (Coster Gold or Nickel. Money refunded if not satisfactory after one week’s trial.

Casting on application. Discounts to the trade

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 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 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 mili-tary matches 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.

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.
Review of Trade Conditions — Hot Weather Has Depressing Effect on Trade—Many Vis-
itors to City Within Past Month—The Talking Machine Co. Carry on Vigorous Cam-
paign in the Pacific Coast, which has been thoroughly given. In evidence.

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 Mil-
waukee. The latter part of next week, W. F. Birkel will no doubt resemble a convention town, as many of the conventioners will take the oppor-
tunity 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 ma-
chines 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 ad-
dresses in the interest of the work in which she is engaged.

Victor H. Emerson, manager of the recording department of the Columbia Phonograph Co., is a recent visitor at the Columbia Co.'s Chicago office. He was on his return from a vacation spent in Cali-
ifornia.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobbers and Victor dealers, Los Angeles, Cal., has recently on his way back from a re-
visitation of the factories. He will attend the conven-
tion on his return.

Ted Geisler, the athletic young son of Ed-
ward Geisler, prominent in the Geo. W. Firkel Co., of Los Angeles, came to Chicago recently with the glee and mandolin clubs of Leland Stan-
dford University. The boys were brought here by the Columbia Co. and paid all the expenses. The clubs gave no less than sixteen con-
certs on the way at the company's various eating houses and hotels and several times while here visiting in town, Arthur D. Geisler, 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 first trip to "see a lot of the country before leaving home."

Sam Goldsmith, of the Victor Co., recently re-
turned from an extended business trip covering Montana, Colorado and Utah. He has been taking a rest at Cabo San Lucas, and is again laying down the heated beat, but keeping plugging away vig-
iously, using his brains to devise new plans, can do a good business in what is otherwise the dead-
est season in 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 satis-
ified 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 used with excellent effect in the wholesale sales-
campaign. The booklet gives just exactly the in-
formation that the dealer, who is considering put-
ing in talking machines, needs, and gives it in such succinct and lucid form. The stability given to the talking machine trade by the maintenance, in con-
trast to other lines, of the rigid one-price system is greatly encouraged. The prospects of both the Edison and Victor com-
pames are summarized and described and requi-
sites 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 in-
quiries received through their extensive advertis-
ing and the work done by their traveling salesmen in helping the dealers complete their sales. A num-
ber of letters from dealers telling sales made through the aid of Lyon & Healy bring the book to a close.

New Retail Stores.

"The musical tone music firm, sellers of 'hot cars,' is the novel manner in which the R. H. Golding Co. characterize themselves. The company has a branch of their talking machine store at 1031 Montrose boulevard, handling Colum-
bia goods exclusively. The front part of the store is fitted up in a thoroughly artistic manner as a reception room, and little suggestion of the business establishment is given. A library "table" Grafonola occupies the center of the room, which is furnished to resemble the parlor of home. Mr. Golding has given an expert salesman in other lines, is only a recent acquisi-
tion to the talking machine trade. Judging by the evidence of both energy and success which has given, he should prove a distinguished success."

Duggin & Geenma have opened a new plans, art goods and talking machine department just west of the Northwestern Elevated Rail-
way. They have a handsome establishment, and are running a vigorous campaign on Victor goods.

The Relict Piano Co., of 732 Milwaukee ave-
ue, have leased the larger corner store adjoining the present location, and will greatly enlarge their talking machine department, putting up several new boles. They handle both Columbia and Victor lines.

L. Fischer has opened a Victor talking ma-
cine and musical department in Gilmore's de-
partment store at Kalamazoo, Sth.

Hillman's department store, State and Wash-
ington, has opened their new and most up to date booth with six handsome booths devoted to the demonstration of Victor and Edison ma-
chines.

Columbia Items.

W. C. Fuhri, district manager of the Colum-
bia Phonograph Co., is highly gratified with the busi-
ness transacted in the extensive territory under his direction for the first six months of this year. Material increase over 1910 was scored all along the line. He has just received a letter from Gen-
eral Manager George W. Lyle expressing his satis-
faction 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. T. Hallett, 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 machine 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. Barr as manager of the Omaha office.

Manager C. F. Baer reports rather an unusual situation and that the Chicago office in June showed a slight increase in business, a material gain over June of last year. The various types of Grafonolas are still hampered by the mali-
ulty of the factory to keep pace with the de-
mand. 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 sum-
mer 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 customers enjoying the strains from a Victrola. The main object of the display is to show the adaptability of the $30 and $75 Victrolas for va-
cation use because of their portability.

The extension of the display is a feature of the store's department on the fifth floor are practically com-
pleted. The color scheme has been changed from green to brown, and in each of the twelve record books the window opened up, the record boxes, which house a number of record books, are being replaced by doors, thus permitting the attendants to enter the room and, therefore, enable the use of Victrolas. A complete line of small 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 65)
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 pageant to be held this year at Fox River Park, near Aurora. Assistant Manager Fred A. Stimson is chairman of the committee on arrangements, and his associates are Elleen Cameron, retail talking machine manager; T. E. Chancey, John E. Kurtze- knake and C. E. Eichholz. 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. At or 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 ailing 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 19 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 Tilet Model.
Kreidling & Co., manufacturers of the Tilet phonograph and phonio for cylinder machines, are working on a new model of their device, which will be ready within a few weeks, and which the firm feels confident will be received with favor by the trade.

Salter Progress.
With the increased capacity available this year the Salter Manuf. 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 Willey B. Allen Co. at Los Angeles, has been in Chicago for several days exhibiting the new clubb song illustrator to the local trade. It is an attachment for all makes of talking machines, 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 appear practically in the month 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. McFerrin 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 $346,023, as compared with $388,831 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to $3,702,692.

DICTOPHONES AT AUTO RACE.

At the big Indianapolis auto race last month two Dictophones 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 Dictophone will be used 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 to us for our New Catalogue

If your jobber don't handle our line we can supply you.

No. 178.
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 Victorias, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.
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.

Lyon & Healy
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.
The Talking Machine World.

1866-1910

Talking Machines, Type-writers, Phonographs, Addressing Machines, Typewriting 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.

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.

DECISION IN THE PETIT-DUPLEX SUIT.

Case of the Victor Co., Against the American Graphophone Co.

A few years ago the courts for over two years—taking testimony, etc. The case of the Victor Co. against the American Graphophone Co. (Columbia Phonograph Co., General), New York, came up for final decision before Judge Hazel, Circuit Court of the United States, second district. Judge Hazel, on June 14, filed his opinion dismissing the case with costs. This decision follows:

This is a suit in equity, brought to enjoin the alleged infringement of patent No. 749,097, issued to A. N. Petit, on May 5, 1901, for improvements in double-faced sound records which are of the disc type. The object of the petitioner was to produce a sound record improved in the form of a spiral groove on each side of the tablet; or, as stated in the specification, "to produce a double record faced disc." The validity of the patent is challenged by the defendants contending that the process by which both sides of the disc are produced is not inventive, and in view of the known process for making single-faced records was a perfectly obvious thing to do.

Claims 1, 2, and 3 of the patent are for an article of manufacture. The manner is broadly for any "improvements upon phonograph discs," and the fourth describes the disc as homogeneous material and is (for the process). The defendants contend that the process of impressing the spiral sound waves in the form of a spiral groove was old in the art and showed by the record still old, in use in a plastic state and the method of constructing it between two matrices or dies, as above indicated, was familiar to those engaged in the talking machine art. It was old, moreover, to electrify the metal with a spiral line in relief resulting from the circumference of the disc to the center. Nothing whatever has been added to the prior art, save that in the process in the two matrices are used (instead of the metal and smooth die), with plastic material between them, and upon giving the required pressure, the spiral grooves impressed on each side of the disc.

Counsel for the complainant in support of the claimed invention argues that the product finally favor with the trade; that the general public in many instances prefer to buy and use a double-faced record and that better records are made—records wherein the scratching and having sound of the single-faced records are much less. If I were satisfied by the evidence that such interfering sounds, which are known by accents to the sound of reproduction had actually been appreciated lessened there would be such a doubt in my mind upon the question of invention as would prevent its inclusion in favor of the validity of the patent. But I am not satisfied, by the testimony of Mr. Clay, the complainants; and the double-faced records have the advantage of superiority over the single-faced records.

It was not enough to set forth such superiorities and advantages in the specification, but complainant was required to prove such statements made by a fact proven by the evidence.

The specification stated that the hissing or scraping sounds noticed in operating the single-faced records are "produced by the stylus jumping across the minute spaces between the molecules," and that by the invention in such notes were reduced because the molecules are arranged 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 impairing the double-faced records any superjewelry advantage not possessed by the single-faced records. It is pointed out that the specification admits that as to quality and sound 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 equal 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 when than merely use matrix or die is pressed down on the material.

The patent to J. C. N. 211,134, clearly describes this process. Nor is the claim of complainant satisfiedly 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. 1044 of 1873, the patent to Watson, 0, 500,916, and the patent to Myers Nos. 628,192 and 602,194, I am of the opinion that the invention was made in improving matters 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 many manufacturers of such records deemed it to their commercial interest to do so. In the Edison English patent; the description therein says:

"Fig. 34 is a perspective view showing a double phonograph record, 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 opposite sides. In the Watson patent the record is not placed on each side of the disc, nor is it made of a homogeneous material, still the specification suggests the idea that both sides of the tablet were used as records, thereby for 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 more useful way. The Myers patents heretofore cited, relate to the art under consideration and is the specification of patent No. 628,192, it is said: "But if it is desired to have a record on both sides of disc the latter may be constructed by means of the protector and inserted." In the specification of patent No. 628,194 it is stated: "The record may be formed directly in the tablet and may be enscribed or cut on both sides of said tablet of desired thickness."

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 constitutes the Myers patents, but such contention is not so convincing as to bring it within the rule that "the assignment takes priority only when patent." There was much discussion at bar upon the question of priority, it being claimed that that defense was not open to the defendants, and the defendant replied that the first granted the patent was the superior invention. The single object in attacking the validity of the present patent is to show that the invention was exceedingly granted by the Patent Office in the belief of the claim that, properly worded, and advantage over the process by which the single-faced records were manufactured and not with a view of depriving it of its patent rights. The Patent Office at first held that the patent was improperly granted by the Patent Office, and thus the same record were of superior quality. The proof here, however, does not support such view.

My conclusion is that in view of the patent in Edison, Watson and to Petit 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 Petit appeared for the complainants, and Philip A. Chace, H. N. Co. and H. N. Co. & Co. for the defendants.

The case in all probability will be taken to the Circuit Court of Appeals.

The Phonofilm Syndicate of London is the owner of the patent 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.
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 Installment Business for June— Aeolian Co. Will Soon Be in New Quarters— Excellent Demand for Edison 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 Somnoke Ogata, of the Methodist College, Tokyo, Japan, to his former schoolmate, Aisuma Sato, who is Japan's minister to that peace tribunal.

Ogata Sato, Senator Beveridge and former Congressman 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 pleasing anticipation that the employees 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 never to be remembered, as the previous picnics have been.

The advent of the Victrolas 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 installment departments. He stated with a broad smile on his face, "We have simply doubled our retail and installment business over June of 1910. We attribute this large increase to the high quality of our first phonographs as well as to the improved types of Grafonolas and our grand opera records by such artists as Nordica, Mary Garden, Olive Premstad, 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 named them on 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 States."

"There is no use in talking, fine record books 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 J. Groene Music Publishing Co. was held Friday and William L. Benham was appointed trustee. His bond was fixed at $900.

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 Krolege 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. Stoller. 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, mainly having the preference.

Lee E. Gilbert, who is traveling for the Victor Co. through the northeastern part of Illinois, reports that while business conditions have 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., Gen'l., Tribune Building, New York

TRADE NOTES FROM ST. LOUIS.


(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 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 trader 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 appearance 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 as side lines to their piano departments, and there again the enthusiasm is lacking.

The Grand Leader department store is the only large store that handle talking machines, and it is made a special department there and the club 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 individual dealers that these homes 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 which 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 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 folks." Naturally to them 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 supplying the cut-rate houses. Now that the local jobbers have been cleared, it is hailed 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. Kaufman, of the Columbia Phonograph Co., left June 17 for Chicago for a two weeks' vacation. F. Del Bondis, of the record department, A. F. Butterfield, publisher, and M. T. Boxer, 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 found in Missouri, returning to their work as brown as Indians.

T. M. Carter, the hustling music man of 226 Collinville 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 himself 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 were there a few to do, but enjoy a concert each night has often brought a big order for lighter-than-air 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 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 personal 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 machine, we will likely get to sell them another," he said. "as it seems to the intention to leave these first purchases in their summer homes."

Mark Silverstone and H. B. Levy, 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 Kirkville, 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 fine 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 friarman 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?

Columbia Phonograph Co., Gen'l., Tribune Building, New York

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-Line 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 Massac-

TRADE NOTES FROM ST. LOUIS.

("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 in Jewellery" 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 players were raising the standard of appreciation of piano instrument music.

T. K. Savage, formerly a talking machine dealer on Franklin avenue, this city, but more recently a traveler for the Zon-0-Phone, has been recently discharged from the city hospital after a serious illness and operation.

A. Colgrove, the Edison dealer at Taylorsville, Ill., died of diabetes after a long illness. Mrs. Mary A. Taylor, the widow, has been appointed administrator 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 Mignon, it was reported, had been sold and quite a number of the $300 machines to prominent persons both in the city and outside. The cool evenings, it was believed, 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 last for "Angels Are Coming Over from Heaven." Mr. John Harrison and his mother will be featured on this record and a selection from "The Cloister Bells" has been issued to the Columbia trade here. Mr. Harrison and his mother have been very closely followed and they have been greatly pleased with them. Mr. Harrison and his mother are now planning to make a number of recording.

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 Mr. Marshall, manager of this store, and the only woman in Indianapolis who is manager of a talking machine salesroom. Miss Willey has been in the business nearly six years. "The first day I came in a talking machine store I thought I never would like the business," she said. "But it is a business that grows on one and I like it better every day."

The Wulfschwer-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 Wulfschwer-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.

DISESATISFIED 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!!

ECHO RECORD COMPANY

926 Cherry Street, Philadelphia, Pa.

Price applied for by L. J. Green.

Send for Catalog of New Style Albums for Talking Machines.

NET PRICES TO DEALERS.

16-INCH 10-PAI#E ALBUMS 1.00

12-INCH 16-PAGE ALBUMS 1.05

12-INCH 16-PAGE ALBUMS 1.10

ECHO ALBUM COMPANY
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 supporter, 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.


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 hinged carrying frame 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. 2 and 3; 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 controlled 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.


In U. S. Letters Patent No. 995,317, which issued to Mr. Haywood on the 1st day of February, 1879, a sound record is shown and claimed in which the sound groove, independent of its sound producing movements, 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 between 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 relat-
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.

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

OPEN VICTROLA ROOM.


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 and of the music on 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 entertain 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, Godski, 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 Encyclopædia 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."

T. J. Gadberry, St. Paul, Minn., assignor of two-fifths to Frederick G. Bradbury, same place. Patent No. 905,600.

This invention is a sound-recording and reproducing machine, in which a musical composition or other combination of sounds is recorded in a device which will permit the reproduction of these sounds 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 away to show other parts beneath them. Fig. 2 is a view in partial transverse section and partial side elevation thereof.

Fig. 3 is a detailed sectional view through the record support and means for imparting rotational and feeding movements thereto. Fig. 4 is a detail sectional view, taken through one of the upper end of one of the tubular arms, supporting a sound-box; Fig. 5 is a side view of Fig. 1; Fig. 6 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 Lemonie, 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 Deenon-Horn Furniture Co., Galveston. In Louisiana he also opened Columbia connections with the Hemmenway Furniture Co., Lake Charles; T. J. Lullie, St. Martinville, and R. S. McManus, 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.
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. (From now on, right through the Summer, Fall and Winter, we promise you something doing in the way of good new business.)

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

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

JOHN M. DEAN, Putnam, Conn.

PLEASING WITH SITUATION.
Blackman Talking Machine Co. Report That Business Is Satisfactory for This Season of Year and That Fall Prospects Are Bright—Specialties in Demand.

The Blackman Talking Machine Co., 97 Chambers street, New York, the well-known Victor and Edison Jobbers, report 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 promised 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.
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.
8-10-12 East 34th St.
NEW YORK, N. Y.

| IF YOU'RE IN WESTERN MICHIGAN |
| It will be a memory in your pocket to describe the Victor Machines and Records... of |
| JULIUS A. J. FRIEDRICH |
| 30-52 Canal Street, Grand Rapids, Michigan |
| Our Motto: Quick Service and a Saving in Transportation Charges. |

D. K. MYERS
2899 Flannery Avenue ST. LOUIS, MO.

Our Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

Boston Cycle & Sundry Co.
40 Hanover Street BOSTON, MASS.

Exclusive Edison Jobbers with the biggest and most complete stock in New England

NEW ENGLAND JOBBS 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
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Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States

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- Philadelphia, Pa., Columbia Photograph Co., 1534 Callowhill St.
- Pittsburg, Pa., Columbia Photograph Co., 101 E. Market St.
- Portland, Oreg., Columbia Photograph Co., 352 W. Burnside St.
- Providence, R. I., Columbia Photograph Co., 177 Washington St.
- Providence, R. I., Columbia Photograph Co., 177 Washington St.
- Sacramento, Cal., M. Grey & Co.
- Salt Lake City, Utah, Improvisation Music Co., 720 Main St.
- San Francisco, Cal., Columbia Photograph Co.
- Seattle, Wash., Columbia Photograph Co., 1111 Union St.
- Spokane, Wash., Columbia Photograph Co., 1111 Union St.
- St. Louis, Mo., Columbia Photograph Co., 1008 Washington Ave.
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DEALERS WANTED—Excludes selling rights given where we are not actively represented.

Write for particulars to the Columbia Photograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:
Columbia Photograph Co., McKinna Building, Toronto, Ont.

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 Hurt-Upper Service on VICTOR, EDISON and REGINA.
We make a specialty of getting the order out on time—every time.

The Rudolph Wurzler Co.
Cincinnati and Chicago

If you’re in Iowa, order from the nearest

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, I.A.

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, 3421-3426-Orchard 308-310 Grand St., N., Y.

Repairs and Parts For Dealers in All Lines A Specialty

PACIFIC COAST DISTRIBUTORS OF
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STEINWAY PIANOS—LYON & HEALY—OWN MAKE BAND INSTRUMENTS
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 August list."
There should be an

EDISON PHONOGRAPH

on every front porch in your vicinity

Let your prospective customers understand that it is the Edison that has exactly the right volume of sound for the porch—without disturbing the neighbors.

Prove to them that in addition to the Edison’s far superior faculties for entertainment, it is the quintessence of ease and comfort—no changing needles—the sapphire reproducing point is permanent, does not scratch or wear the records and lasts forever.

And Edison Amberol records play twice as long—only change half as often.
And show them that the Edison is the instrument on which they can record their own voices—songs, stories and various stunts—and reproduce them just as true to life as the records made in our laboratory.

Be sure that a Recorder and a good supply of Blanks are included in every sale you make.

Write your Edison jobber to-day.

Thomas A. Edison, Inc., 59 Lakeside Ave., Orange, N. J.
The best-known trademark in the world

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

Fourth and Race Streets
PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON=O=PHONE PRODUCT:

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Hot Springs ....... Joe Hilliard, 318 Central Ave.
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FLORIDA
Tampa ......... Turner Music Co., 604 Franklin St.

ILLINOIS
Chicago ............... W. H. Salzgrieb, 1611 Milwaukee Ave.
Chicago .............. Trusch, Fearn & Co., 72 Fifth Ave.

KANSAS
Topeka ......... Zascheier-Spaulson Piano Co., 517-519 Kansas Ave.

MARYLAND
Annapolis ......... Globe House Piano Co.
Baltimore ......... C. B. Smith & Co., 641 W. Baltimore St.

MINNESOTA

MICHIGAN
Detroit ............. J. E. Schmidt, 318 Gratiot Ave.

MISSOURI
Springfield ......... Morton Line, 314 Boonville St.
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PENNSYLVANIA
Allegheny ......... H. A. Becker, 615 Ohio St.
Philadelphia .......... Harmonia Talking Machines Co., 1921 Arch St.
Pittsburgh .......... S. Melleger, 1003 N. 6th St.
Pittsburgh .......... C. C. Mellar Co., Ltd., 818 Fifth Ave.

TEXAS
Beaumont ......... E. B. Pierce Music Co., 908 Pearl St.

WISCONSIN
Milwaukee .......... G. H. Eichholz, 335 19th St.

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Toronto .......... Whaley, Royce & Co., Ltd., 297 Yonge St.
Vancouver .......... R. C. M. W. Wall & Co., Ltd., 648 Granville St.
Winnipeg .......... Max. Whaley, Royce & Co., Ltd.
HELPING THE RETAILER.

The JOBBER or Wholesale Dealer, 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.

Industry and ability are the things in demand, and even these essential qualifications are more than likely to be quickened after a few months' contact with the wonderful organizations of the larger businesses. Some money and some experience are necessary, of course, but both of these may be readily obtained if the proper energy and initiative are behind to back them up. The big fellow is willing to go a long ways. Big business thrives on little business—wherefore he helps himself by teaching others the science of success.

The retailer and wholesaler are utterly 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 men, 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—starting done this—prepares the copy itself. If advisable, it will outline and conduct an extended campaign; furnish the cuts and electrolytes—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 canvas 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; discuss its strong and weak points; go thoroughly into the organization and management of the business itself; and by his advice and suggestion show him where 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.)


In the summary of the imports and exports of 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 figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for June, 1911, amounted to $221,684 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 $3,985,084, as compared with $2,831,172 in 1909.

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 telling 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 be politely worded, as to the desires 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.
WITH THE CINCINNATI TRADE.

Sales of Records Chief Feature of Midsummer Business—Dealers Start Circular Campaign to Encourage Three-Trade Shows July, Favorably as Compared with That of Similar Months During Previous Years—What the Various Talking Machine Houses Have to Report—Interests 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 months, regardless of bolts 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 travelling 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. Kennedy, an experienced talking machine salesman, connected with a local chi-chi store, has been taken 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 Hasker, 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.

Managers R. J. Wetherill of the Columbia Phonograph Co., when asked regarding July business stated: "Retail and installment 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 Rigolette" 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 proved to be a substantial asset of the business, particularly just now. One of the store's show windows contains a display of talking machine phalangeminals 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. A. D. Votey, who has charge of this department, is looking forward to the event with interest.

The employes of the Rudolph Wurlitzer Co. held their annual picnic at Highland Grove, O., on July 15, which was attended by 241 people, including the families of the employes. The entire party met at the Wurlitzer store and carrying bannors 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, 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, independent motor and which motors can be so paired with or unpaired from the piano-piano mechanism or the talking machine mechanism, as to operate both the piano-piano 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 piano-piano mechanism alone from the phonograph motor or at the same time to operate the piano-piano by its motor and the phonograph by its motor, all at the will of the operator. The patent (No. 991,489) has been assigned to the Aeolian Co.
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 profit-making era that is before the Victor-Victrola than there is today.


Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Vic or Needles—there is no other way to get the unequaled Victor Tone.

VICTOR DISTRIBUTORS:

Albany, N. Y.  Finch & Hain.
Atlanta, Ga.  Elyea & Assell Co.
Austin, Texas  The Talking Machine Co. of Texas.
Bangor, Me.  Andrews Music House Co.
Boston, Mass.  Oliver Ditson Co.
Brooklyn, N. Y.  American Phonograph Co.
Buffalo, N. Y.  W. B. Andrews.
Burlington, Vt.  American Phonograph Co.
Butte, Mont.  Otton Brothers.
Chicago, Ill.  Lynn & Healy.
Cincinnati, Ohio  The Rudolph Warholzer Co.
Cleveland, Ohio  W. H. Ramseyer & Son.
Columbus, Ohio  Terry B. Whitni Co.
Denver, Colo.  The Kent & Music Co.
Des Moines, Iowa  White & West.
Dubuque, Iowa  Hanger & Bliss, Inc.
Duluth, Minn.  French & Basnett.
Elmira, N. Y.  Elmira Arms Co.
Galveston, Texas  W. A. Goggin & Bros.
Honolulu, T. H.  Heritage Music Co., Ltd.
Indianapolis, Ind.  Musical Echo Co.
Jacksonville, Fla.  Carrier & Logan Brothers.
Kansas City, Mo.  J. W. Jenkins Sons Music Co.
Knoxville, Tenn.  Knoxville Typewriter & Photograph Co.
Lincoln, Neb.  Rose P. Curtis Co.
Little Rock, Ark.  O. E. Hook Piano Co.
Los Angeles, Calif.  Sherman, Clay & Co.
Minneapolis, Minn.  Laurence E. Lank.
Mobile, Ala.  Wm. H. Reynolds.
Montreal, Can.  Berliner Gramophone Co., Ltd.
Nashville, Tenn.  O. E. Hook Piano Co.
Newark, N. J.  Price Talking Machine Co.
New Haven, Conn.  Henry Horton.
New York, N. Y.  Fullam Talking Machine Co.
Oakland, Calif.  G. Brunn & Son, Int'l.
Oklahoma City, Okla.  Schluetter Arms Co.
Omaha, Neb.  A. Hoge Co.
Ottawa, O.  Robert C. Clee Co.
Peoria, III.  Parmelee-Pape Co., Inc.
Richmond, Va.  White Piano Co., Inc.
Salt Lake City, Utah  Consolidated Music Co.
San Antonio, Tex.  W. H. Goggin & Bros.
St. Louis, Mo.  Kemerer-Brenner Music Co.
Syracuse, N. Y.  W. D. Andrews.
Toledo, Ohio  The Whitney & Carrier Co.
Washington, D. C.  E. F. Droop & Sons Co.

Victor-Victrola XIV, $150
Mahogany or oak.

Victor-Victrola X, $75.
Mahogany or oak.

Victor-Victrola XVI, $100
Mahogany or oak.

Victor-Victrola XV, $50
Mahogany or oak.
GOOD REPORT FROM S0. CALIFORNIA.


(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 manner during 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 vacation may be more enjoyable.

San Diego, the city of much importance of southern California, has just closed its ground breaking convention for the Panama Pacific 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. Rinkel 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. Peters Talking Machine Co. have moved to their new quarters at 241 South Broadway, with the Eide's Music Co. Mr. Peters 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, 115 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. Wolfhild, 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, punctuated 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 scaled envelopes, thereby insuring absolute newness.

Harry Claba, sales manager of the Picture-Disc Co., recently returned from Los Angeles after a most successful trip to the east. He states that he had the time of his life.

Wm. H. 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 is 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. and Victor Record Co., has just returned from a business trip. He visited the Victor and Edison factories, attended the jubilee convention at Milwaukee, and also visited the old bonze 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. Raymond, 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 121 degrees at noon in the shade and at 11 p.m. 98 degrees.

O. P. Swan, 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. recently installed eighty machines for the Santa Fe System, which makes a total of thirty machines which they have in use in Los Angeles.

Another retail dealer, B. Hearne, Jr., of Ventura, Cal., has retired from business, J. J. MacGregor, of MacGregor 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.

Sherron Bros. carry a complete stock of Columbia and Victor records, American, English, Scotch, Swiss, French, German and American, 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, 1862 East Vernon avenue, a prosperous suburban dealer, has just put in the Edison line. The Fordy Music Co., 3024 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 Hoeffer 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 hook and keeping a lively hand record playing continually. Perhaps the fish were less wise than the man, owing to their fighting spirit, should appreciate military music. On such a theory it might be well to try "Dr. Mumpsy" for the weakfish, "Give Me Regards to Mabel" for lodgers 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, on 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 Bronn, 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.

111 Martinique Bldg., 35th St. and Broadway, New York

216 S. Walsh 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, COMMERCially, hinges. Think that over well.

For the sake of emphasis, let me state the same truth again this way: SUCCESS IN LIFE, COM-
MERCially, hinges on BUSINESS-BUILDING, the ART of Securing Permanent and Profit-
able Patronage.

It is true of the EMPLOYER. It is true of the PROFESSIONAL MAN. It is true of EVERYONE engaged in use-
ful 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—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 TAR-
GET 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 sell-
ing 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 be
gers 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 MER-
CHANDISE; 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 SALE-
SMAN 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 men-
tal 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—Ser-
tice or Something Else.

This series of articles must be coinned practi-
cial 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 COM-
MERC, or—to change the figure—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 sympa-
thy 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 particu-
lar branch of the world's commercial work known
as the talking machine trade I ask these questions:

IN WHAT DIRECTION does the HARBOR OF
FINANCIAL SUCCESS?

Second, WHAT POWER propels your craft?

Third, WHAT are your CHART and COM-
PASS?

Before you answer these somewhat abstruse
questions, I want to ask you again, MR. EMP-
LOYER, this question: WHAT ARE YOU IN
BUSINESS FOR?

Of you, MR. EMPLOYER, I would like to
ask this question: 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
different way: WHAT IS THE OBJECT
OF THE EXISTENCE OF THAT COM-
MERCIAL 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 DIREC-
tion for the HARBOR of FINANCIAL SU-
CESS. 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 SU-
CESS BUSINESS—this financial affection ques-
tion.

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 16.)
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.
THE TALKING MACHINE WORLD

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 honestly 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 employees ruing 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 SALES-MAKERS 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 "competition": A merchant who aids you in creating better business, for the benefit of you both.

ATTRACTION.


It is the unusual and not the common place that attracts the most attention, and working on this theory H. B. Corexus, manager of the Victor talking machine department of the S. E. Forbes Piano Co., Montgomery, Ala., has devised a traveling outfit that informs everyone regarding the business he is engaged in while on the road. As will be seen by the accompanying photo Mr. Corexus has put 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 acquaintances 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 aeroplanes, 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 whirling 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.

International Correspondence Schools

Box 918, Scranton, Pa.

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 $15 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 endorsed 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 Conversation 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.
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
I 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 advertisements 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 30 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 places and brings to his 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. So use of this necessary standard is evidence that guesswork is giving place to practical certainty. No quantity of improper 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 readily to conditions in the trade paper domain.

It is the paper with character, independent standing and authority that command 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 today not only in the United States, but throughout Europe, South Africa, 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 announcements are received with the confidence 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 employee and employer greater factors in the development of trade—must necessarily carry great weight. Keen advertisers appreciate this fact. They recognize 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 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 assisting 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 repute is there to be lost," 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 immemorable 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."
A few of the leading entertainers of the day, whose able talent has been secured to make U-S EVERLAST-ING 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

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Hill

Ballard

Koskelo

Jahn

Geis

Carr

Bauer

Garcia

Smith

Porter

D'Almaix

Wheeler

Dippie

Bezler

Bell

Koskelo

Jones

Munson

Davenport

Zimmerman

Knox

Stewart

McCool

Stolberg

Peratori

Clark

That Girl Quartette

U-S EVERLASTING NON-BREAKABLE RECORDS

Fit any Phonograph

That Girl Quartette

THE TALKING MACHINE WORLD.
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., Gen'l., 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 Give You Good Listening and the Following Article Will Tell You How.

The city dealer who is bemoaning the cruel fate that befell 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 tight summer. He either depends on a paying side line to pull him through until fall, or else practices smart 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 terrific 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 sod 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 baggage packed at once. The country is calling him. It is not yet too late.

The writer is fortunate enough to reside in the country, to know what the talker's life is like while penning this article, the merry whirr of a moving 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 cranking 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 Ambrose: "but, gosh ding it! it's barren: time, an', then, Mandy's so derned busy churnin' an' doin' a hundred an' seven 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 busy hands, then, realizing that he is a real, live, talking machine "conversar," 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 window with an "old man's" hat suspended from a moss-covered windlass. The dinner horn is hanging on a nail inside the kitchen porch, and Mandy scurries 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 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. Whom that, Dobbin! Hold still, Jimmy! 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 does on some of 'em. Josh callsates the others is putty slick, so he naturally arrives at the following conclusion: "Gosh ding it! Young man, we'll take the whole durned business; then we'll both be tickled." Barn dances are might' popular down our way just now, and Samuel Holmes, a prosperous young farmer of Morestown, 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 go 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 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 the call of the country. You will find a H. C. 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 Waithby under the auspices of the Haineport Luthen 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 candy. Yes, to be cast-d, 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, Marie Louise has finished playing "tomato" for supper, she totes her phonograph "down in the old meadow lane." There is a nice breeze blowing off the limpid bosom of the drowsy Rancocas, so she perches her one hundred and thirty-four pounds of luxon beauty on the top rail of the pasture fence and absorbs Manuel Roman with gusto.

Is it not astonishing, why not the industry, 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, gladly have his 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; 'twas sad.

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 sales-rooms 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 prey upon your trade every summer, answer the call of the town. It is safe, sane and sure laxative for a torpid business. It will not work while you sleep, however.

HOWARD TAYLOR MINELTON.

FACT IN SELLING.

Commerce between nations or individuals is a matter of peace. It is a diplomatic negotiation from start to finish, and Ten 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 "vindue 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 Devizes 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 throughout the State 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 Koehler, of Chicago and Rufus Sewell 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 among the favorite models of the store. The albums have been sold in large quantities, and are proving popular with the public.

M. A. Armitage, manager of the store, says that he is greatly pleased with the Hoffman material. The record sales with this company have been good, considering the season. "The Fortune Teller," by the Victor Light Opera Co., and "The Illuminatus," by Lucien Carr, have been the big sellers. Several large "40 and 10" accounts have been written by the Walschner-Stewart Co., and the wholesale business has been unusually good.

Wilis M. English, of the talking machine department of the Walschner-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 "Vanity" gráfakoda, at $80, 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 found in these machines is a little hard to get.

Business is reported good in the Victor department of the Lesch Co., O. G. Lesch, manager of the local store, was full of praise for the Milwaukee convention. Mr. Gresser, formerly of Milwaukee, he called on to act as advisor, philosopher and guide, for good many delegates, but he enjoyed these duties.

C. B. Herstand, late of the Cincinnati branch of the Columbia Co., but now assistant manager of the Indianapolis office, makes a specialty of selling Regent gráfakodas or table machines. Mr. Herstand says the Regent in its original form was a popular 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 "boiler.

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 Wegeforth, 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 musical art than is commonly found 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 as keen as that the European's, the only difference being that here the opportunities are not so 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 Photophone Co., 7 Union square, are doing an excellent mid-season business on machines and indestructible records, according to Manager E. 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 at top and made specially at their factory in Cleveland, O.

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IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Faconned 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 Record Label, makes a handsome looking record stand, and a system you can't beat. As the Blackman Tray can be used to hold cylinders and the customer can point to the record, he feels that you are trying to help him. His sales will not only increase but it will never take more than a few minutes to make a sale.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS makes a great week in a small space, and also the Rupke Labels. 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

(Sold by the Dozens)

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Net.—Price less than 1,000, same rate.

The Blackman PRICING or EXPRESS rate applies above weights, and allow for packing.

________

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 Record Label, makes a handsome looking record stand, and a system you can't beat. As the Blackman Tray can be used to hold cylinders and the customer can point to the record, he feels that you are trying to help him. His sales will not only increase but it will never take more than a few minutes to make a sale.

FREE SAMPLE of Tray with Label to

who writes to Blackman Deleior or Jobber

SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f.o.b. New York. Dealers are requested to buy through their jobbers if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK
The Talking Machine Trade in New England

A NEW DIAPHRAGM.

Wonderful Reproducing Qualities Claimed for New Invention.
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, Providence, R. I. 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 succeeded 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 bugaboos 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.

(Brattleboro, Vt., Aug. 1, 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 endeavoring 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.)


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—6692(000 needles in ten days—nearly 760,000 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 taken 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 operator, and in times past when he had 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 Beach until the fall, and W. H. Bagshaw is summering at Salem Wilows, a delightful North Shore summer resort. This is just about an hour's ride by automobile, and he intends to do so 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.)


According to W. W. Young, inventor of the "Art-Tone" diaphragm and head of the Talking Machine Co. of this city, there is a steady demand for Art-Tones. Dealers and jobbers from all over the country are sending in small 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 practice of the talking machines pronounce the Art-Tone diaphragm a boon for improving the tone. Musical people who have put a New Art on their machines the past year 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 $4.

TO HANDLE COLUMBIA LINE.

(Special to The Talking Machine World.)


The Pelton Piano Co., of Boston, have opened a branch piano wareroom in this city, and in addition are installing a talking machine department. The machines they will handle are 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.)


The Popular Music Store, owned and managed by Mr., report no complaints 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 "we'll buy in the summer" prospects and send the orders to the Boston Cycle & Sundry Co.

Why—In New England over 63,000,000 is spent yearly by summer tourists and summer resort visitors. Hence 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.,
J. M. Linscott, Manager.

BOSTON CYCLE & SUNDRY CO.

48 Hanover Street, BOSTON, MASS.
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 the rule, if possible, for the reason that every jobber knows months ahead exactly when our body would convene, 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. In Atlantic City the 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 go on to the convention, could attend the convention and could secure their vacation. Now it takes three trips to do the same thing," continued Mr. Taft.

With his usual flair 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 expect any more Western jobbers, nor, it fact, 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, every Eastern member 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 Summerring.
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 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 paper in a paragraph under the head that the machine department of a certain live department store; that its location was "pimik"; that the department's growth was retarded by red tape, etc. Someone kindly sent us a 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 Envoy Respite.
H. R. Skelton, the Edison envoy, is about town vacationing for the last half of the year. Mr. Skelton is a very energetic worker and his 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 W. Copus, 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, employes 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 full business campaign, which gives promise of rounding out a big year with them.

Vocationist Returns.
Guy R. Cook, 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 leased 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 current Stock Exchange building. When the various 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 90 extra feet of space. The Columbia Co. reports that their July business was within a few hundred dollars of doubling over the same period in 1919, 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—where they can take care of all rights.

Robert Sonders, 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 installment 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. Gateley, 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.
Tho. 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-Rates-Spencer Co.
Kraft-Rates-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 Ele Rayston street, one of the most expensive piano stores in the city and it will be 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 Newtown Lake, N. H., in a few days, whence he will enjoy his annual vacation. He will join 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.

W. H. BAGSHAW
ESTD. 1873
LOWELL :: MASS.

**NO-SCRATCH**

needles save
records and save sales. At their best in demonstrations. The only needle with a real tone. Ask your jobber for some, or ask us.
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!

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 firing. He got through Saturday and will engage in business at New York. Wonder who's next?

Victor Business with Oliver Ditson Co.
Henry Winkelman, 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 reasonable standard.
Mr. Winkelman 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.

Attend Jobbers' Convention.
Herbert E. 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.)


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 slightest 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.

Hammans & Levin report good prospects for the fall and are laying plans accordingly.

SUMMERING ON LONG ISLAND.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, now owns 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.

THE UDELL WORKS
Indianapolis, Indiana

You can make money out of cabinets
- 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 Uedell 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 Uedell Line embraces Cabinets for all Victorolas and Victors and also some splendid Cylinder Record Cabinets.
- To-day is the best time to write.

No. 419. For Disc Records. Holds 1610 and 16-inch Disc Records.
Mahogany or Oak.
The best looking Cabinet yet.

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—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, "featuring" 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 machine 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?" interrogated 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 out 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 phonomograph disc that gives a much deeper intonation than any of the old ones and which has a much clearer annunciation."

"Are you working with the aeroplane any?" "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 guncotton 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 tripe 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 hurts anyone. I am no exception to the rule."

"I am not an individual; I am 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 him 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.

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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.

Retail 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.

J. A. FOSTER CO. PHONOGRAPH DEPARTMENT WHOLESALE AND RETAIL DISTRIBUTORS PROVIDENCE, R. I.

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THE MASSEY DIAPHRAGM for EDISON machines

THE MASSEY DIAPHRAGM for VICTOR machines
THE JURY, asked to call the megaphone a will, "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 member 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 their regular "Dustoff" record cleaners to conform with the better machines.

Dustoffs are claimed by the manufacturers to remove all dust from the record, and in 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 cartridge or 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 New-ark, 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. Krutzsch, 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 5, and is due in New York on the 16th. He comes on the "Koenig Louries" 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. Fainberg, 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.

Mervin E. Yale has again become assistant to General Manager Yale, and is again occupying his old office, taking a week's vacation now and then as his duties permit. He was away last week.

With Mervin 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. Greive, vice-president and manager of Cross, Gombuling & 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. Greive. They visited the plant of the Victor Talking Machine Co., Camden, N. J., while here. They are to open a branch of their business in Winnipeg in the fall.

(Special to The Talking Machine World.)


General business conditions are now too flourishing at the moment, despite the very natural belief of most traders that the presence here of thousands of overseas buyers 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, the opinions have been expressed by many traders that visitors had expended anything like the amount of money expected of them, perhaps talking machine traders might have participated in the spoils. Londoners are now given up hope more and more, 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 a little light has been expended upon studying the mysteries of divers times-tables and holiday literature, rather than exercising ourselves over real business. This is the time when trade is indispensable in every office these days. We meet them everywhere. If not upon the desk, one or two can be spied peeping from out-of-the-way corners as though they themselves would seek seduction away from the world of business. Yes, August is the holiday month; everybody may have a good time and come back refreshed in body and mind before we take up the news of commercial life.

LABOR TROUBLES HURT BUSINESS.

It is not the time for anyone to say 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 disruption of our business, yet some things are now in business that 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 fortunately, 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 is 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.ﾀﾞe has been very little, if any, interference with business, and with evidence of preparation already in hand to stimulate trade, the season's possibilities bear a very favorable aspect. The manufacturers, importers and dealers 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 firms are reported to have the 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 handsome type which has won such great popularity in this market. Everything seems to point 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, £20,000, in 10 shares, Office, 28 Milson street, Bath.


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:

To each taken over by Liquidator... 476.1 4
Interest at date of liquidation... 272 7
Back debts collected... 421 15 7
Bills receivable... 52 5
Legal expenses... 1,728 4 9
Debenture... 10 6
Realization stamps... 1 1
Interest on deposit... 37 8 1

£1,937 3 9

By preferential payments:

1. W. J. Hooper,<section>1,631 9</section> 2. C. E. Devereux, £132 13 0
3. H. W. Carter, £132 13 0
4. A. A. Matthews, £132 13 0
5. W. J. G. Lovett, £132 13 0
6. W. J. Peacock, £132 13 0
7. J. E. Hough, £132 13 0

£3,000 0 0

Amount paid out... 167 2 6
Amount realized... 787 0 0
Balance, subject to final expenses... 1,749 2 9

£3,297 2 9

Those creditors who may not have received the second and final dividend of 1s. 5d. in the pound which has recently been declared should make application to the office of E. Littlejohn, Wilson & Co., 30 Ely 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 times-tables and romantic maps, etc., preparatory to making holidays. But despite the talk of the sea, the moorland, or the country cotage, the talking machine dealers—especially those owning allegiance to the Gramophone Co.—are turning to their games if not in person, by a efficient manager-substanees, to carry on the company's summer season propo-

5. in; these are the dog days—the days of "His Master's Voice?" The talking machine "mam-

ot" is still talking, seemingly more intensely each month, for even his old masters always have some-thing 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, many of whom have been temporarily starved. It says for itself: "Fingal's Cave Overture" (Mendelssohn); "Der Freischütz Overture" (Weber); and "Trianon" by Jenkins (Sullivan), by the Band of H. M. Coldstream Guards; "Antonin Dvorak" (traditional), Mine Kirkby Lunn; "Come Into the Garden, Maud" (Raffles); John Harrison; "Our Little Village" (R. Robinson); "Chorale" (Ker); "Hymn to the Child Jesus" (Linde, Robert Reed); "Winter" (Gumma); Haydn Quartet; "It's a Very Deserving Case," George; "Come where my love is" (Brown); "To a Rose" (Stephen); "Sons and Lovers" (R. Lister); "Signor Mace Taperio"; "Zabbaleh—Egyptian Intermezzo" (Loraine), xylophone, W. H. Reitze; 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.

London, Aug, 4—The National Edison Company, Ltd., issued the following notice to the trade here:

We are obliged to take notice of certain rumors that have been circulated, purporting to state 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 dis-continuing 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 activity.

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 PHONOGRAP CO., LTD.

To Install Automatic Telephones.

As a result of recent visits paid to America by the engineer-in-chief of the Post Office Co., Ltd., the master-General has decided to introduce experimentally into this county some of the systems of automatic telephone exchange offered by various manufacturers in several cities of the United States. The me-

chanical and electrical problems involved have now, to a great extent, been satisfactorily solved, and it is expected that the new systems will be put to the test in London and other leading centers, the systems as the "Stronger" and the "Lorimer" will be economical, and whether they will find favor with British telephone users, this government Convention of Commercial Bodies.

An important representative meeting of the Chambers of Commerce, Boards of Trade and British firms of Commercial Houses 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 the attention of British firms to the 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 the organization as might be necessary.

Fine Record List Offered by 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 to the faithful buyers. 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 P. D. disc records. Personally, we must congratulate the company upon their very latest acquisition to the ranks of their artists in the persons of George Chalgren, known the world over as the master of the "Tribute" type, Mr. G. E. Dithieson, the great Manchester Cathedral basso, and the Irish Guards Band. After two years' training, they are now upon to record exclusively for the Edison Bell Records. Some little latitude must be allowed (and of that we have little doubt will agree) to a man trained in close upon 15 years of music 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.
that this fact alone endears the renowned singer to us all the more. In addition, Mr. Chigivin provides us with many a laugh over the "Jocular Joker," and (a parody on) "Asleep in the Deep," an intention to remove during the first week in Cellar, Cool, and "Thy Sentient Am I." He has a particularly strong voice, the full strength of which is specially noticeable on the sustained notes of the last portion of "Nightingale," other songs in which he has 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 accordianist, P. J. Frosini, known in the States as the "Accordian Wizard." The exceptional ability with which he handles this instrument is demonstrated in the following tunes included in his "Nighturn," "Amaroona" and "Foot and Peasant Overture, Parts 1 and 2. Here is the complete list: "Nobesthumen March" (Wagner), Royal Guards Band, and "Tempest of the Heart," song from "El Trovatore," Robert Carr; "Rendezvous Waltz," and "Down in Jingle Town," two-step, Royal Court Orchestra; "The Message Boy," Jack Mackay, and "We All Go the Same Way Home," Jack Charman; "Dandies' Holiday," and "Austria," composition by Prince; "Xémen Snap-shots," Parts 1 and 2, Irish Guards; "Let Me Kiss Those Testas Away," and "Do You Remember the Last Waltz," Arthur Day; "Fänst-Jewel Song," Eliza and "Halla's Not" (La Cala); Wilf Virgo and Elda May; "Light of Foot March," and "The Bluejackets' Patrol," Irish Guards; "She Is Far from the Land," J. F. Kimmichang, and "My Daughter, My Harry," "Miss D. George, Your Youth and Love" and "Some Day You'll Know," Arthur Day; "Why Do We Sing for the Seaside?" and "You Can Do a Lot of Things at the Seaside," Jack Charman; "The Islander," Fred Elton, and "Once Abode the Lugger," Robert Carr.

Columbia Phonograph Co. to Move.

The Columbia Phonograph Co. advise me of their intention to leave their present premises in Autumn from Worship street to a larger building located at 81 City Road, London, E. C. Here will be centered their offices, showrooms and recording departments, and the proper 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 Flying 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 building 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 columns and girders, 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 installed two 20,000 gallons capacity and a service tank of 9,000 gallons, while 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. Tetrassini's Journey to Hayes for the purpose of performing a like ceremony in connection with the new extension. Accompanied by her husband, Mr. Max Towenberg, Mme. Tetrassini was received by Mr. and Mrs. Clark, Mr. Fassett and the heads of the various departments. Carrying a presentation bouquet of roses, Mme. Tetrassini 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. Tetrassini received a great welcome from the employees, who gave vent to hearty cheers and much hand-clapping, to which the distinguished guest stumingly resigned in acknowledgment. The actual stone-laying ceremony was pleasant and brief. Addressing Mme. Tetrassini in French, Mr. Clark, in the "Pentacorde," 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. Taping 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. Tetrassini 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, roon 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 employees are located at the little Middlesex village, we are incined to the opinion that it should be renamed, and what more suitable than "Gramophone!"

Some New Columbia Records.

The twelve-inch list of Columbia-Recs 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 "Bolero March," "Dance of Petrushka," "Dance of Shemond," "The Ideal of My Dreams," by Herbert Scott; and "On Middle Bay," tenor duet by Irving Gitelle and Albert Campbell; and "Meet Me in Kellyland" and "They're All Singh by the Seaside," by Stanley Kirkby.

Four Indian Love Lyrics.

The Columbia Co. also issue this month the complete series of a second set of Indian "Sap-jich records. These beautiful songs of Amy Wood-ferde-Finden, breathing the romance and passion of the East, have for some years been an integral part of the company's records, 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 song of Edgar Cayce, which has been voiced baryton, 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 Osman.

Not long ago we told how a certain London banjo club, enamored of a selection ("Drowsy Doreen" and "Mexico"), purchased a new record by Mr. Osman. Now we have the pleasure of announcing that the first of the two selections is now issued, and it will not be long before we see a new record by Mr. Osman 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 record 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 that company's artists 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 interpolated 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 Chateau." 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 similar results. 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 hand with smaller concerns and on the other 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-
THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS—(Continued.)

icular record. In the latter category the Zonophone record does 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), Miss de Deering. 16-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" (Pisotti), Zeno Concert Quartet; "The Lass of Killikranki" and "Trip to Indiana," Harry Lander; "Ouffawa" and "Second and Gise" (laughing songs), Billy Whittlock; "Any Little Girl That's a Nice Little Girl" (Fisher), Harry Fay, and "Charman; "Marche de Concert" and "Torchlight Parade" (Deauville), Olly Oakley; "Penguin Dance" (Byng), and "Rose Leaves Ente-acte" (Tessier), Peerless Orchestra; "The King's Bodyguard March" (Raymond), and "Exhibition March" (Ord Hume), Black Diamond Band.

The Edison September Record.

A cordial reception should be in store for the Edison September list, which offers much variety in the capital series of selections we observe there. The complete list is as follows: Amberol records—"Selection from "Patience" (Smith), National Military Band; "Just Like Being at Home" (Cooke), Harry Lander; "There Is a Flower That Bloometh" (Wallace), Peter Daws; "How Old Art Thou?" (Collins, Sheppard & Terry), All Williams; "Father Went Down to Somliland" (Comore), Jack Chairman; "O'Thein" (Murphy), Miss Florrie Forde; "By the Sea" (Gloor), Stanley Kirby; "I Hear You Calling Me" (Cash Marshall), Ernest Pike; "Don't Go Out with Him Tonight," and "Waxie Up, John Bull" (Godfrey and Williams), Billy Williams; "Hungarian Serenade" ("Serenade Hoongroise") (J. M. Jones), Garde Republicana Band; "God Be With You Till We Meet Again" (W. G. Towner), Edison Mixed Quartet; "My Beautiful Lady"—"The Pink Lady" (I. Caryl), Miss Elizabeth Spencer; "Uncle Tom's Cabin—A Dream Picture" (J. B. Lampe), Edison Concert Band; "The Maple Leaf Forever" (A. Mints), Kneikerbocker Quartet and New York Military Band; "I'm Just Pinin' for You" (Williams and Van Alstyne), Walter Van Brun; "Italian Army March" (R. Eilenberg, accordian solo, Guido Deroz: "Wanted—A Harp Like the Angels Play" (J. E. Heid), Will Oakland; "The Dwellers in the Western World"—No. 1, "The Red Man" (Soun), Soun'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." (Casting 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?" (Pericall Langley), Miss Florrie Forde; "We All Go the Same Way House" (Casting and Murphy), Stanley Kirby; "The Scotch Errand Boy" (Lauder), Harry Lauder; "The Lion Chase—Concert Galop" (C. Kelling), Soun's Band; "Every Little Movement" (K. Hoschua), Miss Nadele and Miss Jordan; and "My Huls, Hula Love" (W. Weinrich, Metropolian Quartet).

Cavilleri at the London Opera House.

Miss Elsa Cavilleri is to be the leading prima donna at Oscar Hammerstein's new: London Opera House, which 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. Cavilleri, upon whose then rest Mr. Hammerstein's plans, excuses notably 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 14-18 inclusive, several talking machine firms will be represented. Those who have definitely booked space include the Gramophone Co., Ltd., the Columbia Photograph Co., General, Morsa, Lockwood and Pathe Freres 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 instancing 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-onlay develops into a good investment. The hall is very centrally placed, easy of access, and there is little doubt but that, being a quiet business meeting, 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 "over the 'th country."

Columbia in Evidence.

The Columbia Co. will have on show the first models of the new hostess type of graphophones.

ROYAL APPRECIATION of "HIS MASTER'S VOICE" by Appointment To H. M. QUEEN ALEXANDRA

THE GRAMOPHONE CO., Ltd. 21 CITY ROAD, LONDON, E. C.
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 type 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" (cork) similar to 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" (malagony) sold here at $1.50. It has the same graceful lines and design as the larger model, and in this new size, with the malagony horn, is unquestionably one of the most handsome and dignified instruments on exhibit 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—Cavalleri, Bonnesenge, etc., records to which Puccini gave so glowing a testimony, and, of course, a representative collection of the best-selling Columbia-Rena records, in which we are also pleased to recommend some novelties for the exhibition.

New Hornless Pathephones.

Dealers say Mr. Chivers' Pathephone exhibits specially 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 Pathephone, which is one of the least and most natural toned machines in the world.

Lockwood 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 solo devoted to talking machines. Here they will exhibit new models, a feature of the season, and in its best form 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 "Perphone" machines, they will exhibit the latest Zonophone models, and, for purposes of demonstration, a series of the famous Zonophone records, in which, as factors, they predomi-

STATE VIOLs
VIOLIN, VIOLA, ETC.

The mellow and tempered tone of these instruments, which are constructed largely of aluminum, imparts a unique sense of the characteristics of the gramophone or violin instrument, which 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 trade.

One String Fiddle

GEO. EVANS & CO. 94 Albany St. Boston

Or——

in U. S. A. to their sole representatives

OLIVER DITSON CO. 150 Tremont Street BOSTON

NEW TONE FOR THE PHILADELPHIA Violin

THE TALKING MACHINE WORLD.

FROM OUR LONDON HEADQUARTERS.—(Continued.)

Carl Lindstrom Absorb Fonotipia Co.

Imported news reaches us of yet another re-

ciroct 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, Lutz & Meetz, and Fritz Pippel (talking machines), the latest being that of the Fonotipia Co. (London), Ltd., which controls the output of Odeon, the standard of the world in records from the International Talking Machine Co., Ltd., Odeon Works at Berlin, Weissensche & Schwetach, near Vienna, the Compagnie Francaise des Disques et Machines and Ancienne Maison Ch. & J. Ullmann at Paris, Brussels and Barcelona, and the Societa Italiana di Fonotipia 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 Fonoti-

pia concern, as aforesaid. At the moment of writing we believe the whole of this proposed capital increase has been approved.

Agencies to Remain Unchanged.

The agency of the Fonotopia Co.'s products—Odeon, Jumbo and Fonotipia records, now handled in England by Messrs. Barrett 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 if I gather from private information to hand that already prepara-

tions are made for a great new movement 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 ma-

chine traders the industry stands the best chance it is ever likely to have in competing with 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 falls fair to de-

velop unevenness, which, and perhaps not unnaturally, anticipate price reductions in other quarters. There it is, it is true, no likelihood of such a contretemps, but for all that, the average retailer might deem it expedient to keep its record stock as low as possible consistent with the maximum 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 dis-

counts.


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 among the better informed of the public 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 for the occasion of a farewell dinner given to Mr. Graf by the departmental managers of the National Phonog-

raph Co., Ltd. Each had done justice to the excellent fare, and when all had finished, the 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-
The Talking Machine World.

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 the rougher the grain, the more the sound waves are invaded!

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

Finest Reproduction, No Ruin of the Record

Sole Manufacturers

JOS. ZIMMERMANN

Neede 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

CHEMICALS E. SAUERLANDT FURSTET

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

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)


Standing Committee on Copyright. A special Committee in 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, as it is now generally termed, the recommittal (printing), 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 which deals with contrivances is very likely to be the subject of further debate, and it is expected to pass without some amendment, even though it may be comparatively unimportant as far as the makers are concerned.

In the main provision, according to the contrasts to the 1890 bill, as originally framed, it must be admitted that the acceptance in committee of Sydney Buxton's amendments thereto, has produced a greater degree of relief, although the present measure is not entirely to the satisfaction of British record manufacturers.

In the effect the 1910 bill left open the question of licences, royalty, reproduction, and copyright, and it was also retroactive. For the past few months leading members of this trade have been actively engaged in framing these, and most proposals, and in the course of the present bill the provisions as to mecha?
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.
Talking Machine

A SUCCESS AT POPULAR PRICES

Graceful 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 or obtaining 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.

DISTRIBUTOR NOW WANTED

1, Tribune Building, New York

Largest Manufacturers of Talking Machines in the World

Active representation.
TRADE IN THE TWINS 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 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. Lanker, manager of the company, is expected home this week from his honeymoon trip to Europe. He spent the past week in the East.

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 season. These new disc outfit and equipment is regarded by Edison dealers and jobbers as one of the big things of the year, and they are looking forward to the 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 what he is buying from someone and some day that someone may be yourself. Besides, to sell him will be an excellent test of your salesman ship.

Selling Everywhere Like Hotcakes! FOR

Victrolas and Victors

THE VELVET TONE NEEDLE BALANCE

Preserves Records Like New!

Painted June 24, 1918

It is easily attached to the Taper Arm of any Victor Talking Machine. It keeps needle clean, and helps to prevent scratching. Sold for 75c, $1.00 (Gold or Silver), 50c (worn). Money refunded if not satisfactory after use.

Catalog on application. Discount to the trade.

Ask your Jobber or write direct to
A. D. Macauley, 417 Walnut St., Columbia, Pa.
A new development in the talking machine field is the rebuilding of machines. This specializing is fast being taken up by people generally and particularly by writers, 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 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 selling 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 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 habit, as it is too numerous to mention exist in Europe. Efforts to maintain a uniform selling price almost seem to be useless, according to reliable reports, and the trade over there is not nearly as healthy as it was two years ago to mention 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 proceeding are summary. 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 rest of the martyred martyrs, 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 is amply proved 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 1894. There 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 his manner of speech he was considered to be the equal of any 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 described it, "when I came into the box the orchestra played the 'Star-Spangled Banner' and all the people in the house rose; when I was I was very much embarrassed." The city of Paris gave him a banquet at the Hotel des 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 one of Mr. Pender's, 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 telegrams came, coming down, 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 decro and 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." Gnomod, 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 his own country and on the Continent. Mr. Edison, with his other remarkable gifts, is a good sailor, and in speaking of crossing the English Channel, in the cheapest 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 admirably "going strong," to use a favorite American phrase.

The trade have taken hold of the "Victor in the new house" proposition with energy and enthusiasm and from what can be gathered from fugitive—though 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 reproduction 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, Edison experimented with and tested over a hundred devices of the kind before accepting what he considered were the best. As the brief abridgment from a confidential letter 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 notationally 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 intuition 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 Victor box 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 for free, and while still in good houses 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 on." According to the United States Census General, Henry H. Morgern, 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 can 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.
NEW HORNSLESS GRAPHOPHONES.

Columbia Phonograph Co. Spring Their Latest Surprise on the Stage—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, else-where, 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, the results of comparisons or technical, and musical reports, they represent values that must unquestionably appeal to dealers in the most em- phatic 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 $30, and the latest offers are of all the more certain to create quite a furor in the trade.

The "Ideal" cabinet of quarter oak, substantially constructed and finely finished, has a motor with a powerful, strong magnet, playing throats 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 disk 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, surpassing what is thus far fine figured quarter oak, has the Columbia "concert grand" reproducer, is equipped with a soundless, double-spring motor, reproducing on 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 ample 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, and who will be the man-ager of the department, formerly in charge of the piano end of the Rudolph Wurlitzer Co., Cincinn-ati, O. "This has been to that with the J. W. Jen-kins Sons Music Co., Kansas City, Mo., has been East for a week buying stock and making prepara-tions to open about the middle of September or October 1st. The entire third floor of Townsend & Wyatt's establishment, now being remodeled and finished in mahogany and plate glass, will be de-void to the piano and talking machine depart-ment. It is new and it has yet not selected anyone to have charge of the latter business under his general supervision, will put in the Victor line, and that the Schmeiser Accom-panied Cylinder will be carried in the initial order. Mr. Trower has acquired an interest in Townsend & Wyatt, and is secretary of the cor-poration.

QUOTE THE PRICES.

This is the following from a peddler of a retail hard-ware dealer who has been storing up experience for a dozen or more years:

Any other 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.

A clerk, who advertised. They cost a little more, but pay. And quote prices.

A clerk exerts power to resist temptation is consuming energy he should use in serving cus-tomers.
THE TALKING MACHINE WORLD.

SOMETHING NEW!!

The "DUSTOFF" De Luxe Record Cleaner

FOR ALL DISC RECORDS.

Can be sold to every buyer of records. Makes the tone pure and clinging for all owners of records.

Made of specially selected high grade WILTON Fabric, mounted on a handsome brass base, finished in polished silver or japanned. Packed one dozen in a neat display carton.

Mail circulars and cutoff furnished free. Write NOW!!

THE ORIGINAL "DUSTOFF" RECORD CLEANER

For Discs

Mail circulars and envelopes furnished free.

A PROVEN SUCCESS.

A BIG PROFIT Everywhere

Send for a great, 50% Discount to Dealers.

Sells for 50c, each

THE TONE CONTROLLER CO.

281 Canal Street

PROVIDENCE, R. I.

TRADE IN THE CREAM CITY.

Signs of Early Improvement in Business—General Conditions Much Better—Talking Machine Men in Congest—What Various Houses Have to Report—Kunde's Unique Window Display—Uses a Columbus Outfit to Record Indian Voices—The Change in Freight Classification on Horseless 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 differing 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. Thrashing is now going on in full blast, and with the possible exception of the northeastern part of Wisconsin the grain yield is good throughout the State. Widespread rains have done much for the corn, wheat and clover, and the wheat and clover are the essential 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 Hoeffler Manufacturing Co. "We have a number of good Victrola prospects and are meeting with an especially good demand for Victrola No. 9X. Records in all lines are doing well, and the month of July promises 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 proprietor 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 people, and we are unable to secure as many as we ordered, however. I predict great things for this machine."

Business is so good at the Columbus store, 506 Columbus Ave., that G. Kunde, proprietor, had been forced to secure additional help. Mr. Kunde believes that the installation of his new store from last March has pleased the trade.

Mr. Kunde had a crowd in front of his store for the past two weeks as a result of a rather unusual window display. Mr. Kunde has nine big turrets in the window, eight of them holding 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 manages to solve the first puzzle written on the turrets in the correct order. The word "Columbus" is needed to say that the turrets have not been able to bring the right "line-up" as yet, and Mr. and Mrs. Kunde believe that they will not have to award the prizes.

The Columbus received considerable publicity in Milwaukee recently when Dr. Driscoll, 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 also interested in their kraals and their dances, 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 giving him excellent satisfaction despite the hard usage to which it is subjected.

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 dockets, adjourned on Aug. 4 without giving any decisions. The committee will reconvene on Aug. 11 in the headquarters of the Central Freight Association, Rockey 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 horseless machines from first class to double class, or in the furnishing 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 Hoeffler Manufacturing Co., is making many friends here late State. J. H. Becker, Jr., manager of the talking machine department at the Hoeffler store, reports some good sales in both the retail and wholesale field. Mr. Hoeffler 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 Hoeffler 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 rock 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 had several evening concerts to the farmers and their families in the neighborhood, and succeeded in making most of them strong Victor converts.

Ray 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 territories 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 about 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 went for Three Rivers, near Butternut Lake, but a later inspection disclosed the fact that the tickets, purchased by Mr. McGreal, best 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 recently Milwaukee visitors were Peter Kranz, Fort Washington, and Peter Dinkel, Shelbyan, 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...
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 Victor concerts, with the Angeles player used as an accompaniment, an innovation originated by L. C. Parker, manager of the talking machine department at Gimbels 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 several more 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 in 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 PREVAIRES.

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.

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.
THE TALKING MACHINE WORLD.

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 salesman.

Nothing is so discouraged as failure, I believe, than to produce the goods; the mere raising of them, and the mere manufacture of them, is comparatively easy. Let there be great demand for a commodity, and 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 artistically stimulated, does not demand many things of life. You have the companionship of women anywhere to themselves, without creating artificial wants or stimulating natural wants and then ask but little of life.

I read of a missionary, who, through his efforts had the sight of a blind man partially restored. He went away and after a few weeks returned, reporting that he had seen a man who 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 him and purchased their own records? 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 through the philosophy of 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 that we have when someone cunningly came 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 people for the possession of 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 and that you are 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 be an art but a fine art. There is much involved in this subject.

HAD TO HAVE A COLUMBIA

Even if He Had to Burlarize 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, snatched Easton's precious and successfully carried out his cherished hope of becoming a possessor of one of those famous instruments on Saturday night, or rather in the early hours of Sunday morning.

Evidently unperturbed by this Columbia upheaval, his mind he thought that the sorest place to find his Columbia ideal would be the house of someone taking a prominent interest in the Columbia Phonograph, and home of the great Edward D. Easton, at Arcola, N. J., was the center of his labor.

At about 9 o'clock on Sunday morning the burglar, making entry through a side window, pasted 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, but 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 selection of each side, two records as a few cents above the price of one and double value for your money plain to daylight," as the Columbia Co. again so gracefully put it in their advertising, he evidently supposed that he could save a few rounds of 65 cents to invest in these "double value for your money records," and the record was removed.

A few ornamental were also taken, but 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 rudefully 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 on 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 baffles all 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 machine if I would bring it out to her home and let her pointer 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 we were there, we placed the machine in the house and tried it out. I played, 'Home, Sweet Home,' which was a very splendid rendering by McDonough. The old man asked, 'What time 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 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 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 newspapers, and his father 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."
PRICE COUNTER RESTRAINED

From Selling Edison Records Below Regular Price, Preliminary Injunction Issued Against the Ira M. Smith Mercantile Co. of Grand Rapids.

(Specific in the Talking Machine World.)

Grand Rapids, Mich., Aug. 9, 1891.

Thomas A. Edison, Inc., Orange, N. J., have made 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 now licensed to deal in Edison goods. No doubt, standing 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 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 reason, 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 similar 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 contended, the conditions of the Preliminary Injunction 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 need of making sales in the open market. The courts in such cases at some length, and coming down to the essential question at issue, say: "It would seem that the patentees have rightly apprehended the need of making sales in the open market. The courts in such cases have ordered the defendants to sell their articles at a price which shall not be less than a fixed sum, which is to be determined by the patentee. 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 as may be 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 reproduce." 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 contents were smoked and blackened and others were seriously injured; that the same was abandoned by the 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 goods 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 the court thinks, that the question to which 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 a copy, with complainant, of the understanding. There is nevertheless, in a proper sense, privity between them as to such 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 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 and his wife, 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 a 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 get a man who can do the work in 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, a system of bookkeeping must be set up.

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 bill has been charged, and not charged. On look- ing 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 latter being the dishonest one of the two different salespeople. To avoid this make it a strict rule that a check must not be made out without the customer being called and 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 delay in giving them. This is brought about by the bookkeeper being careless and without any system of 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 the bill is due by the proper date on the 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 acquire the habit of sending the proper parts of the 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 that has a record of paying out accounts by checks of wages and heating cost and still leave a balance. A good many other reasons can be given for the existence of losses caused by the passing of discounts.

FRIENDLY SUIT TO SETTLE DISPUTE.

(Special to The Talking Machine World.)


In a suit decided on the 4th inst., in the United States Circuit Court, Eastern District of Pennsylvania, it was 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, $50,467.20 in royalties, which, with accumulated interest, totals nearly $90,000.

It was brought out in the suit that the Victor Co. had sold 594,972 "exhibition" sound boxes to K יצירת הדואר, a firm of dealers in New York, with whom they have a trading alliance for European and other foreign countries, between August 1, 1903, and September 25, 1904, 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 Andrews ruled that Camden was the place of sale. This is understood to be a friendly suit to determine a question in dispute.

R. R. Sanders, manager of the Columbia Distributing Agency in Dallas, Tex., who came by rail and will sail due south on November 15, 1893, with Mrs. Sanders, was a visitor at the executive offices, New York, the other day. They started for home Thursday by way of the Great Lakes. Mr. Sanders, in his travels, is to0ke a trip to Chicago, Illinois, which place and being located at a point, said that business was brisk and would become positively so in the superlative degree for the remainder of the season.

Mr. Sanders attended the convention of the advertising men held in Boston last week as a delegate from Texas and brought along with him a resolution by the Governor of Colorado, Governor E. C. Mays, which resolved that Texas should adopt the metric system of measurement. This has been an outstanding question for that thriving Texas city, and next year the advertising men will have a chance to see and know Texas.
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., Gen'l., Tribune Building, New York

SAN FRANCISCO HAPPENINGS.


(Special to The Talking Machine World.)

San Francisco, Aug. 5, 1913.

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 marked 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 from the factory. The stock of the machine 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. Pommier, of the Pacific Phonograph Co., is again in the city after several weeks vacation in the Sierra Nevada Mountains. Mr. Pommier reports that this month started quietly as usual at this season, but that the latter part 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. All 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. Pommier says, are enthusiastic over this new combination, and many inquiries have already been received. Mr. Pommier 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 3000 Co., 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 for a short time before leaving for the East on a vacation. Mr. Pommier 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 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 and Cone goods. Sales of 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 bears during their stay, and the few 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, 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 talking machine 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 districting houses are J. R. Jeviar, of Crescent City, Cal.; Win. Hale, of Redding, Cal.; Mr. Lawson, of the Corcoran, Cal.; Drug Store, and M. Edstrom, of Vacaville, Cal.

The Hauschultz 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 has sold several hundred 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.

(Final to The Talking Machine World.)

Fargo, N. Dak., July 24, 1913.

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 manufacturer, sell and deal in brakes and other appliances for talking machines has been incor- porated 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 digestion and the former your sales effect.
THE TALKING MACHINE WORLD.

TRADE NEWS FROM ST. LOUIS.


(Typical 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 parleys 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 warehouse rooms for the immediate storage of these machines, but will distribute them rapidly throughout the Southwest, as orders are on the incoming 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 Victrola 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 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 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 $12.50. The customer paid cash and went to Mr. Thiebes and 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. Altring 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 Silvestro, the local jobber and retailer of Edison machines, came back from Milwaukee...
with what he believes is a unique record and one that St. Louisians are likely to require. J. A. Story of the E. L. Reid & Co., has disposed of a lot of cylinder records at bargain counter rates late in July, stocking a window with records which the large plate used was 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.

J. M. Leonard, recently in the advertising lines, 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 month caller at the Silverstone Talking Machine Co. store.

Market Day 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 booked.

Vacations are in order at the Columbia Phonograph Co.'s local store. Manager E. B. Wallath of the Columbia Phonograph Co., will leave August 19 for Kentucky, to spend his vacation among home folks, the only place to take a vacation, he says. Otto Pritz, of the collection department, 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 28. E. Schenck, head of the repair department, will spend his two weeks out of 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 distaff department of the Columbia Phonograph Co., recently made a business trip to Bowling Green and Louisville, Mo. He has recently completed a big installation of Victrolas in the Stix Dry Goods Co., one of the immense machine 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 Wallath, 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. Wallath 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 200,000," he remarked, in talking of the business, and it might be remarked that he had based this on the spirit to the rest of the force of the store, hence the record to which all hands are pointing with pride, while they yet grow to do better. A feature of the business has been the demand for the $120 Grafonola line. Manager Wal- thall, of the Columbia Phonograph Co., reports closing a deal whereby K. W. Greene, of Kane, Ill., will handle Columbia products exclusively. Their first order was for hopeless machines and grand opera records. The Greene store is one of the big concerns and that fertile part of Illinois, and does an immense business.

TO HANDLE VICTOR MACHINES.


Messrs. Hagar & 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 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 Heppe's in Philadelphia, who controlled this territory. This was at once secured.

Walter Wellman, who is at present the Heppe 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. Hagar & Bro.'s store is one of the largest and most substantial in the State, outside of Philadelphia and Pittsburgh.

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 with- out notice," is not a part of the contract. Contracts made by telegraph are effective 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 WORLD.

37

JOBBERS!

You are in a most advantageous position to wholesale ART TONE Diaphragms at NO SELLING COST. A sample can be carried in a sales- man'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.


(Special To The Talking Machine World.)

Chicago, Ill., August 7, 1911.

Interviews with Chicago wholesalers and retailers showed that the unexpected period happened so far as July business was concerned. Particularly with the jobbers there were periods of such intense dullness that it was thought inevitable that they should show a marked drop in business 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 recorded, varying from 5 to 15 percent.

For reasons that are rather difficult to define the larger concerns in the downtown district transacted a really astonishing amount of retail business that latter part of the month. Possibly this was due in large degree to a sudden revival of newspaper advertising. Lyon & Healy and Warner in particular are using very large space in the dailies, and announcements of an impartial character. The World has seen sales records running from $200 to nearly $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. XI machines are being carried in Chicago. In fact, the jobbers here have all been accumulating stocks as rapidly as they could be supplied 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 XV, 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.

In Retail Terms.

The low mark in retail terms was reached in a recent advertisement by the Chicago branch of the Rudolph Warner Co., when they offered a $50 Victrola and in fact any Victrola in their stock except the style XVI to any responsible party for two weeks ending Aug. 5. Of course this drew a great deal of attention and considerable excitement in the trade was caused by this announcement and the hope is generally expressed that advertising of this character he described continued. Selling Victrola XIVs on practically three years’ time constitutes competition which the smaller dealers are simply unable to meet. At the Wurlitzer Co. it was stated that the advertising accomplished its purpose, that of drawing trade, but that as a matter of fact more $200 machines were sold below cost, and it is not unusual; that very few machines of any kind were sold at the low advertised terms.

Freight Increase Probably Defeated.

The contemplated freight increase by the National Talking Machine Jobbers’ Association is now protesting 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, and C. B. Geisler, 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, both made arguments in favor of the increase before the classification committee, and succeeded in presenting an unusually strong case.

The unfairness of increasing the rate on hornless machines was strongly urged by both parties. It was pointed out 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 500 pounds, packed for shipment, was found to have a net weight of only 350 pounds. The remaining 150 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. The chairman of the committee was stating that under the proposed change of classification the freight rate on a Victrola from the factory to Salt Lake City would be about 80 cents.

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.

Joins Lyon & Healy Forces.

W. A. Allen has become a member of the traveling forces of the Lyon & Healy Machine Manufacturing Co., and will cover Indiana and Michigan. He is a thoroughly experienced man, having been for four years with Grinnell Bros., of Detroit, and a salesman of a similar nature for the whole department of the Elters Music House, Tacoma, Wash.

A. D. Geisler on the Coast.

A. D. Geisler, 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 trip was thus fairly amusing in Chicago, Mr. Geisler was somewhat aching for the pleasant('(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 incalculable 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
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 30 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. Grunas, of the firm of Pappas & Grunas, 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 Victorola salesroom on the ground floor of their handsome building at 214-216 South Walash 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 Kesseler Music Co., La Porte, Ind., have recently added a talking machine department, and have increased their regular recitals Wednesday and Saturday evenings.

Among the retail dealers visiting Chicago recently are the following: J. Judus Schmidt, of H. Schmilow & Son Co., Davenport and Main Street; J. A. 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. Lennhart, Mattson, Ill.; Alonzo Woolley, of Woolley & Co., Peoria, Ill.; R. D. Richardson, Richardson, Ill., and Robert Fulton, of Wadugan, Ill.

W. Vaughn Robinson, a well-known pianist, musical merchant and talking machine dealer, and who also maintains branches at Shanghai, Tientsin 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 Zeller, the talking machine dealer at 3541 West Thirty-sixth street; Thomas Kioska, a dealer at 1252 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 Wiske, a Polish musical comedian, has also returned to Chicago from New York, where he made some records at the Columbia Laboratory.

C. F. Iaer, 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. Iaer, in response to inquiries, learned that the Case-Jones record, by Collins & Harland, No. 9-86, has proven the biggest seller in the Columbia double disc catalogue. The Chicago office show that the "Herb Girl's Dream" (drums, 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 visiting the sunny demeans of Lake Michigan. 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. Raymond, 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. Swenson, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., has returned from a fortnight's vacation spent at Sagatuck, Mich.

L. Kran 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. H. English is in charge in his absence.

H. R. 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.

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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 $30.00 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.
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

DISTRIBUTORS OF
Victor Talking Machines and Edison Phonographs
CHICAGO


TRADE IN THE QUAKER CITY.


(Special to The Talking Machine World.)


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. Hepple & 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 Hepples 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 it is quite hard a hot day the day 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. Rizer, Jr., of the Hepple 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 Ashbury 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 installation department of the home 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 Dictaphones 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 Howen, of the Howen Novelty Co., of Allentown, was here the past week, also W. F. Swarts, of York, Pa., who deals extensively in talking machines in that city; and Clement Beechcroft, 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 sweet-heart'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 parted 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 almost 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."

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
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., Gent., Tribune Building, New York

TRADE NOTES FROM CLEVELAND.

A Fair Measure of Business Enjoyed—Inter-
national Motion Picture Service—Revela-
tions Through the Phonograph—Motion Pic-
ture Exhibitors Meet—Victor Miniature
Theater Attracts—Lawrence Luckier Back
from Europe—Business Grows with U.S
Phonograph Co.—Dreher Doing Well with
the Present New Buildings—Inter-
est Increases in the Multitune—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, consider-
able increases over the same period of last year.

This is largely accountable by reason of the bounti-
fiful crops, opening to the prosperity of the farm-
ers, who are beginning to be the best patrons of
the dealers. Their purchases, too, of both ma-
chines and records are of the best. There is nothing
too good for them. Dealers generally are
averaging a full normal midsummer volume of
trade, trading largely to the higher grade ma-
chines 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 se-
curing 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 inaugu-
rated 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 Revitalized Spiritualists,
of Findlay, O., who claimed to receive revelations
from God through a phonautograph, and were di-
rected 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
phonautograph through which they have received
instructions, in the hope of finding the sacred
stream, the efforts of the first party proving fruit-
less.

Until recently the Cleveland daily press has
habitually slightingly mentioned and more fre-
quently ridiculed the talking machine. But they are
coming to have 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 con-
cert, 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 or-
chestra can be enjoyed by everyone—by the great
masses of the public, who find it impossible to
bear 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,
Cincinnati, was elected president, and C. M.
Christenson, of Cleveland, secretary. One of
the ultimate aims of organization, it was stated, is
a cooperative sales campaign 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, demon-
strating the records, in connection with the dis-
play 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 fol-
lowing the example of Cleveland in giving numer-
ous specially arranged public moving picture
shows, accompanied with phonographic music.

During the last two weeks in July, Ernest John
Dreher, Jr., at his celebrated exhibition of the
Victor Tableaux Theatre, at the theatre of the
Eclipse Musical Co. The unique entertainment
attracted and interested select audiences who were
in attendance at each recital, and the various
opernatic numbers, coupled with the illustrative
lectures of Mr. John, were favorably commented
on, and enthusiastic of the Victrola as an artistic
musical instrument. The store of the Eclipse
Musical Co. was neatly arranged, giving promi-
ence 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 demon-
stration parlors, and was a distinctive feature of
the season's entertainment.

Manager George J. Probeck, of the Dictaphone
department of the Columbia Phonograph Co., re-
ports 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 out-
look is very encouraging.

Lawrence H. Luckier, 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 20. 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.

M. J. Brescher & 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.,
states that business was good and constantly grow-
ing in the most substantial manner. The com-
pany are receiving orders from all sections of the
continent and many inquiries from foreign coun-
tries. The U.S. combination phonograph and the
Everlastings non-breakable records have at-
tained an enviable reputation with dealers every-
where. They have been introduced, and the pros-
pects of the company are of the most encouraging
character.

The Columbia Phonograph Co. are doing an ex-
cellent 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 rec-
ords are especially good. The public appreciate
the fine selections we are offering for the sum-
mer 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 organization of the talking machine depart-
ment. 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 the 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. Luckier, Cleveland's Edi-
son's jobber, business is reported exceptionally
good, a large volume of orders having been re-
ceived 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 Real Seal, and Edison Amberol August
lists.

At the office of the American Multinola Co. con-
ditions were said to be very satisfactory. The
company have been literally deluged with in-
quiries emanating from the full page advertise-
ment run in the July issue of the World, indicat-
ing a marked interest by dealers generally in the
"Multinola," and which the company believe be-
speaks a promising future. "The demand for the
instrument," says the manager, "is really beyond
our expectations, but we are not al all surprised
to note how quickly the trade has realized

(Continued on page 11.)
TRADE NOTES FROM CLEVELAND.

(Continued from page 43.)

the possibilities of our multiple 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 new 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 satisfactorily with W. H. Buescher & Sons, considerably above normal for 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 Colfester & 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 be of interest to every 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 world, selected 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 hat, and an air of prosperity? Ye, 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 consider that ladies do buy 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 you think if I were to tell you I believed in the heart of New York, there is a young lady visiting 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, but, 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
THE VICTOR IN THE ARCTIC.

George Grenfell, a Trapper, Writes an Interesting Letter to the Victor Co., Regarding the Great Enchantment 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 party of men and women, went up to within three of 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 dealers, 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 200 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 big-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 they lay out 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 dripping frost, you'd better have that machine and 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 doors 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 as 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 the windward and start the concert. The Indians come wrapped in different gay-colored blankets and squat on the snow around the fire and listen to the music. They don't know anything about clipping of hands and all that, but their pleasure in every piece was almost holy. You'd see an old back squatted with a murderers-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 as you before you can cut its 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 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, close to the machine, with her baby clasped in her lap, the red glare from the fire fell fully upon her face. She'd a face like an angel's—wonderful. I forget what I was saying, but when 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 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 folkers 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 godsend."

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.

SOLID WOOD (NOT VENEERED)

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.

SHEP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

A REMARKABLE CASE.

The New Phonogram for August refers to the case of H. M. Cooper, of Waterford, Visq., 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 Amblerola purchased recently from B. G. Foote, a dealer at that place. Mr. Cooper has arranged his one hundred two and four-minute records in the cabinet of the Amblerola 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 Amblerola 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.
CABINETS THAT ARE ORIGINAL.

Pooley Furniture Co., Enter Field with Record Cabinet That Possesses 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 332 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 nine years in the talking machine trade has accumulated a fund of experience and useful information, as well as an acquaintance 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 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 such a cabinet is practically unbreakable. For 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 cabinets, which in exterior appearance closely resembles that of the $200 or $300 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, so that the Pooley cabinet is a talking machine, 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 total 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. The 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 satisfactory to the purchaser when applied on an exchange basis. No matter how good a deal he makes he finds himself in the position of a good part of the profit 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 $99.90 retail, and if a $69 machine is placed therein the whole outfit costs $169, 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 announcement visit to every jobber in the United States and Canada. He will leave New York for this purpose shortly after July 15.

MUSICAL IGGORITES.


The historian and musical residents of Fordham are to be augmented by a score or more of dog-eating Iggorites from Samar, in the Philippines, if Mrs. 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 Grossy, 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 Iggorites 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 Iggorte village, and Mrs. Wilkins attended.

She was greatly impressed by the brightness and intelligence of a seventeen-year-old boy named Poconos and undertook to teach him the cake-walk. The boy was an apt pupil, and after twenty minutes' instruction outdid his teacher.

"What I saw of the Iggorites 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 Iggorites. They have found it an educator.

"It is astonishing what a quick ear an Iggorite 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 on a sort of a trip. I am Poconos, who is chief of his tribe now, and I expect that his influence will be of great help to me."
A phonograph has been invented and arranged, and in which the sound waves are recorded in the form of grooves, and in which the phonographs 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 not structurally or otherwise changed 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.

An additional object of the invention is to provide a device of the class described in which the weight of the reproducer is supported upon the record without at any point or member coming in contact with the record, and which is carried by a special roller provided therefore 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

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 perspective view of a longitudinal section of the invention. Figure 2 is an enlarged section and transverse section showing the manner of securing a record cleaning brush or scraper to the sound box. Figure 3 is a perspective view showing a detail of the scraper-holding bracket; Figure 4 is a perspective view showing a detail of the needle point grip. Figure 5 is a perspective view of the phonograph illustrating the method of securing the stylus bar to the sound box, and Figure 6 is a sectional view of the sound box showing the relationship of the diaphragm to the stylus bar and sound box. Figure 7 is an enlarged perspective view of the phonograph showing the method of securing the stylus bar to the sound box, and Figure 8 is a sectional view of the sound box showing the relationship of the diaphragm to the stylus bar and sound box. Figure 9 is a perspective view showing a detail of the scraper-holding bracket; Figure 10 is a perspective view showing a detail of the needle point grip. Figure 11 is an enlarged perspective view of the phonograph showing the method of securing the stylus bar to the sound box, and Figure 12 is a sectional view of the sound box showing the relationship of the diaphragm to the stylus bar and sound box.

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 mellifluous sound are produced; in contrary distinction to the effect of the ordinary flaring or bell-mouthed horn which merely enlarges the sound without benefitting it. A further object is to enable it to take up comparatively little room when used either inside or outside of a phonograph supporting cabinet or upon being hung, or being used only when not in use.

In the accompanying drawings: Figure 1 shows an exploded view of the inside of a cabinet or box on which the phonograph is supported. Figure 2 illustrates the horn as applied to the ordinary inexpensive phonograph instrument. Figure 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. Figure 4 is a central longitudinal section through this horn. Figure 5 is a transverse sectional view of the horn on line 5—5 of Figure 4. Figure 6 shows a phonograph cabinet in perspective. Figure 7 is a perspective view of the phonograph cabinet, Charles A. Cooper, New York, assignor to Household Cabinet Works, Providence, R.l. Patent No. 967,960.

The object of this invention is to provide a drop head or cabaret, 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 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.

The related 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, Figure 2 is an enlarged sectional view on line 2—2 of Figure 1 through the hoisting mechanism, illustrating the movable section of the cabinet in its raised position. Figure 3 is a plan view of the drop head showing the relative position of the vertical guides and the member by which the head is supported. Figure 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. Figure 5 is the same as Figure 1 showing the cabinet as closed and the instrument and horn lowered into the cabinet to its inoperative position. Figure 6 is a detail of the front portion of the cabinet which may be supported within the cabinet to be raised and lowered with the phonograph and the drop head.


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 provide 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

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the lengthy travel (which has been increased be-
ond that hitherto 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 pas-
sing through this restricted portion of the amplifier,
is held constant 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
lateral 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 re-
producer to be raised, and, in so doing, the tone-
arm is moved teleoscopically and longitudinally with
respect to the record of the amplifier. This am-
plifier comprises an intermediate supported portion
which is composed of the compound curved tubular mem-
ber and the first-named compound curved tubular member, and
its extension showing the threadless connection be-
tween the extension and the bell member and clearly
disclosing the fact that these parts are tele-
oscopically movable with regard to one another, and
further showing the means whereby the extension
and the bell member may more exactly concentric
with regard to the compound curved member.

The section view of the structure shown in
Fig. 5, is a top plan view of the structure shown in

Fig. 7 is a detail elevation of the joint
connection 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 acoustic as shown in
Fig. 1, only illustrating the fact that the bell member has a curved contracted end portion and is raised
and showing that the curved contracted portion is
teleoscopically movable with regard to the tone arm.

As to the drawings, I denotes 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

Phonograph reproducer is 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 along, the 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 to avoid 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 pressure
up
and
rolls along
the record surface.

This invention has for its further object the
provision of a stylus for the said stylus, which en-
ables 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 modi-
fied form of rotary stylus, and Fig. 4 is an end
view of the same.

Phonograph Reproducing Instrument. Robt. W.
Weatherrorn, Selmore, Mo., assignor of one-half
to Floyd Hartley, same place. Patent No. 996,816.

This invention has special reference to a
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 instru-
ment of this character.

With the above and other objects in view,
the invention consists in general of a sound repro-
cucing instrument of the class described, provided
with a novel and improved
form of mechanism for mov-
ing the stylus back to the
starting point after a cylinder has been played, said
mechanism actuating an improved reprodu-
cer arm.

In the accompanying drawings, like char-
acters of reference indicate like parts in the
several views.

— 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 invention. 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

This invention relates to means for arresting
the rotation of a talking machine automatically upon
the stopping of the sound produced by the talking
machine. The object is to provide a device for ac-
complishing this and which will not necessarily cause
any change in the form or construction of the record
itself or in the mode of using the talking machine.
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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 counterrcriticism 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 heavier profit, and though his total for the month may be less than his fellow salesman who is not a heavy profiter, 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 not had seven 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 younger carter to on a much larger purchase. And yet the young 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 that true 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. But you feel humiliated, you feel the worst 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 not he developed anything since."

Take care what company you keep; waters are impregnated with 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 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.

Universal Talking Machine Co.

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2772 A—Black Bear (A Slow Drag)... (H. G. Thompson)...J. H. Hunnicut Whistle Ensemble.
2773 A—Anglina (Cardinale! Cardinale!) (Two Steps)...J. H. Hunnicut Whistle Ensemble.
2774 B—Easy... (F. G. Murray)...J. H. Hunnicut Whistle Ensemble.
2775 B—Swing... (F. G. Murray)...J. H. Hunnicut Whistle Ensemble.
2776 B—Vocal Selections with Orch. Accomps... (F. G. Murray)
2777 A—Love... (F. G. Murray)...J. H. Hunnicut Whistle Ensemble.
2778 A—Lislandry... (F. G. Murray)...J. H. Hunnicut Whistle Ensemble.
2779 A—Woodman, Woodman, Spur That Tree... (J. Berlin),...J. H. Hunnicut Whistle Ensemble.
2780 A—You'll Do That Same Thing Over Again... (J. M. McLaughlin)...J. H. Hunnicut Whistle Ensemble.
2781 A—My Sweet Egyptian Maid... (Theodore E. Morse)...J. H. Hunnicut Whistle Ensemble.
2782 A—Tea in a Little Baked Flower... (T. Thompson)...J. H. Hunnicut Whistle Ensemble.
2783 A—Tarry While I Carry and Set The Table... (Walter Van Buren)...J. H. Hunnicut Whistle Ensemble.
2784 A—Don't You Want Any Little Girl For Any Little Girl Won't Do... (Ed Bimbler)...J. H. Hunnicut Whistle Ensemble.
2785 A—Sweet Mountain Belle... (J. H. Hunnicut Whistle Ensemble)...J. H. Hunnicut Whistle Ensemble.
2786 A—"That Girl" Quartette... (Geo. W. Meyer)
2787 A—There's A Divine Girl Who's Looking for a Yankee Doodle Boy... (G. W. Meyer)...J. H. Hunnicut Whistle Ensemble.
2788 A—Love, Make My Dream Come True... (J. H. Hunnicut Whistle Ensemble)
2789 A—Irish Love Song (Master Cappuccino Stahl)... (J. H. Hunnicut Whistle Ensemble)...Margaret R. Laug
2790 B—I Dreamt that I Died in Marble Falls (from "The Bohemian Girl")... (J. H. Hunnicut Whistle Ensemble)...Margaret R. Laug
2791 A—The Village Barber (Steve Potter and Rylan)... (Steve Potter)...J. H. Hunnicut Whistle Ensemble.
2792 A—It's A Long Way From Home... (Steve Potter)...J. H. Hunnicut Whistle Ensemble.
2793 A—Hands Up (A. Jones and Billy Murray)...J. H. Hunnicut Whistle Ensemble.
2796 A—That's My Velvet Lover (Wm. Thompson)... (Theodore Morse)...J. H. Hunnicut Whistle Ensemble.

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CONFIDENCE IN ADVERTISING.


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. Confidence is as essential in good advertising for the same reason that confidence is 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 business 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 in the advertising game." Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would a man 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 grow well. 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 and in his engine, confidence in the roudch and confidence in the dispatcher who keeps the track clear. When one man goes to work he can get the load of a large sum of money when another man with greater assets and less liabilities can't. 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 and he lacks confidence 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 in the advertising game." Would a man be a good farmer if he had no confidence that the seed he planted would grow? Would a man plant well and cultivate well? No, he would not.

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, " Cosmic picture machine?" 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 lends 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 combination of Hindenberg and our 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 accompanied the instrument美妙地.

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 pianist, 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 it. They have 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 machine very similar to 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 to the customers picture instigation of the neighborhood at little cost.

The picture machine is equipped with an attachment for showing single slides, which, of course, may be colored. Exhibitions of drawings to elucidate features of the design not conveniently explained with the motion picture. Of course, with a motion picture machine the reels can 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, without limit, and it is interesting to note 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 Irascible 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 customers is not confined to the female gender, but more frequently is found among the opposite sex. G. H. Putnam, who devotes his whole 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, more likely to respect a man's polite mood, often with a tinge of regret for his unmanly conduct.

"This is the salesman's opportunity. It is to judge his man and quietly but abruptly leave him. That is, if he is nice and knows the game. When the salesman's go may be hurried, then he should estimate the time for his return.

"It is usually found that to overcome a man who has lost his temper or happens to be in ill humor, 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 be in a better mood. He is more likely to be induced to buy his product if he was with another 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 manipulate 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 recording of the archives of language on gramophone records. Special plates were made for the record, and it is hoped to preserve a complete copy of the principal languages of the world in the beginning of this twentieth century. Just now a number of Redskins are on show at the Jardin d'Acclimatation 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 without difficulty.

When they were told that a 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 divinities of evil.

Before they would agree to speak it they arrayed themselves in all manner of charms and fetishes against the Evil One and lesser devils, and they would not speak into the gramophone at all until they were allowed to have their guns and rifles 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 Mozambique.

USED A PHONOGRAPH.

Miss Dwight Learned Her "Seven Days" Lines from the Records.

Miss Manjita Dwight, who will be 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 gave to her, and when back in 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—

(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., 307 South Spring street, who formerly conducted what was known as an exclusive Edison store, have installed the complete Victor, and through 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 southern trip, during which 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. Hinman, manager of the talking machine department, has planned to start their season of monthly Victrola concerts on September 14th 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. Pitcock 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 management of the talking machine department of the Wiley & Allen Co., is a successful talking machine man, and will no doubt increase their trade.

A. W. Beatty, Morroco, 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. Geisler, general manager of the Talking Machine Co., Chicago, was in this city for a few days visiting his uncle, Mr. Geisler, of the Birkel Co. He also met O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co.

J. V. Halves, who is making a wonderful record in the sales of the Edison business in phono, 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. Michael is one of the latest Columbia agents. He is an exclusive dealer for Wata.

T. E. Dane, of Ryan & Dane, 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 vendor of the Victor four-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 Panlin Furniture Store, of Ocean Park, have opened a department for talking machines, pianos, sheet music and small goods. Mr. Panlin reports business as starting out very nicely.

Carl Strock, Edison dealer of Santa Ana, is having great success in working the home department, and is planning an extra department. He is using an automobile to cover the trade in this 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.

Lerry Calvert, the manager of Uplands, has lately added a talking machine department, and states business is starting out very good in Edison and Columbia lines.

A. G. Farshar son, 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 space to more than double its capacity. They have just received their second consignment of Victrolas XVI, which nearly supplies the demands of the dealers for the summer trade. They have disposed of a greater number of Cirsian walnut Victrolas to the trade in the past few months.

Mr. Delozier, president of the Delozier Phonograph 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 Schirezon has just returned from an enjoyable vacation on Catalina Island. Business has been extraordinarily brisk with the firm during July and August.

William F. Stitham, local manager of the Colum Delivery 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 all advertiser exhibits and a phonograph to announce the advertisement as it is displayed, is shown in a patent, No. 568,721, 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

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

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, lifting arm, "Speedmaster," no-dock turntable 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.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS:

Albany, N. Y. ..... Finch & Heale.
Atlanta, Ga. ..... Elzy & Antell Co.
Austin, Tex. ..... The Talking Machine Co. of Texas.
Baltimore, Md. ..... Cohen & Hughes, Inc.
Hooper & Sons Co.
C. E. A. Reid & Sons Co.
R. R. Ishenbrandt & Sons.
Bangor, Me. ..... Andrews Music House Co.
Birmingham, Ala. ..... E. E. Forbes Piano Co.

Boston, Mass. ..... Oliver Dillon Co.

The Eastern Talking Machine Co.
W. Shierl & Sons Co.

Brooklyn, N. Y. ..... American Talking Machine Co.

Burlington, Vt. ..... American Photograph Co.

Butte, Mont. ..... Otten Brothers.

Chicago, Ill. ..... Lyon & Healy.

The Rudolph Wurlitzer Co.

Cincinnati, O. ..... The Talking Machine Co.

Cleveland, O. ..... W. T. Brown & Sons.

Columbia, O. ..... Perry R. Whalst Co.

Denver, Colo. ..... The First Music Co.

The Knight-Campbell Music Co.

Des Moines, Ia. ..... Chase & West.

Harter & Blls, Inc.

Dobuque, Iowa ..... Harter & Blls, Inc.

Duluth, Minn. ..... French & Basset.

Elmira, N. Y. ..... Elmira Area Co.
El Paso, Tex., W. G. Wels Co.
Galveston, Tex. ..... Thos. Goggin & Bros.

Hobart, T. H. ..... Bergstrom Music Co., Ltd.

Indiana, Ind. ..... Musical Echo Co.

Jacksonville, Fla. ..... Cutter & Hague Brothers.

Kaysville City, Mo. ..... T. W. Jenkins Sons Music Co.

Knoxville, Tenn. ..... Knoxville Typewriter & Phonograph Co.

Lincoln, Neb. ..... Ross P. Cortez Co.


Los Angeles, Cal. ..... J. A. Pollock Co.

Louisville, Ky. ..... Montgomery-Riehm Music Co.

Memphis, Tenn. ..... E. E. Foster Piano Co.

Milwaukee, Wis. ..... Wisconsin Talking Machine Co.

Minneapolis, Minn. ..... Laurence H. Locker.

Mobile, Ala. ..... Wm. H. Reynolds.

Montreal, Can. ..... Berliner Gramophone Co., Ltd.


Newark, N. J. ..... Price Talking Machine Co.

New Haven, Conn. ..... Henry Horton.

New Orleans, La. ..... Hart, Auto, Fox, Alarm Co.

Phillips Wurlitzer, Ltd.


St. Joseph, Mo. ..... Emanuel Bros.

F. W. Brooks 

New York, N. Y. ..... C. E. F. S. Premier Co.


Oklahoma City, Okla. ..... Schrader Area Co.
Omaha, Neb. ..... A. H. Foote Co.

Peoria, Ill. ..... Putnam-Page Co., Inc.


Rochester, N. Y. ..... E. J. Changin.

Salt Lake City, Utah Consolidated Music Co.


St. Louis, Mo. ..... Eicher-Bennett Music Co.

St. Paul, Minn. ..... W. J. Dyer & Bros.

Syracuse, N. Y. ..... E. D. Andrews.

Toledo, O. ..... W. D. Andrews.


Robert C. Rogers Co.

DISTRIBUTORS:

The talking machine World
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.
Montellus 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 Montellus 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—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 crane 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 Montellus Piano House, Ltd., is factory distributer for York band instruments, O. Kohlert's Sons' clarinets, saxophones, etc., M. Holmer 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 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.

INTERESTING DISPLAY BY THE MONTELLUS PIANO HOUSE

INTEIVSIVE 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.

"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 150 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.

Regina Pneumatic Cleaners

Manufactured under the Kenney (Basic) patents

HAN D OPERATED AND ELECTRIC MODELS.

Handled with profit and satisfaction by thousands of dealers.

THE REGINA CO.

221 Marthins Blk., 31th St. and Broadway, New York

210 S. 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 SALESMAEN 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 SALESMAEN OF THE WORLD in the realm of Committee 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—it works 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 is 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 equipments 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 PLEASING 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 PLEASANT 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.

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, and 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.

It 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 regular 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 eternal truth 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.

The most important to know the good have and good number of customers—the salesman in the technical sense of that term—to be all undone by the unactuated work of the credit man; or, again, by the short answer or unkind remark of the repair man.

The inefficient work of a bookkeeper, who should be driving a mute instead of pushing a pen, has driven away many a customer. People do not like to get bad 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 cooperation constitutes the lubricating oil for the machinery of business. Apply it to avoid friction. Selfishness is a sand that tends to wear the machinery out.

In the ball team that wins, each player is willing to make a sacrifice if, it necessary. It's THE TEAM, THE TEAM, THE TEAM. Anything that's good, 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.)
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.

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.

Thomas A. Edison, Inc.
59 Lakeside Ave., Orange, N. J.
THE TALKING MACHINE WORLD.

There is no greater comfort than 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, that is far enough. The comfort of a cool porch is something—

Thomas A. Edison, Inc.
59 Lakeside Ave., 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 armpit to armpit, 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 triumphant. 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 a ward with you. If you are an owner, try the right kind of employ—
the employee who has determined on becoming a "boss" some day—this is of interest to you, too.

A great businessman 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 employees in your institution are 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.

To Talk No. 9 I shall tell you what I think it is.

MEETS WITH PAINFUL ACCIDENT.

Harger Bleih, son of H. H. Bleih of Harger & Bleih, 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. Bleih, secretary of Harger & Bleih, 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 befall his son, Harger Bleih, 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 crumpled, 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 doctor advised an immediate operation and the removal of the hand in order to save the life of the young man.

Mr. Bleih'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. Bleih 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. Bleih'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 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 W. V. Moody, and therefore the new firm were well looked after in every detail.

LANDAU BROS. OPEN IN PITTSBURG, PA.

(Special to The Talking Machine World.)

Pittston, Pa., Sept. 5, 1911.

Hyman Landau, formerly with S. Landau Bros. music dealers in Wilkes-barre, 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 "Quoits."

A Victor outfit on the United States gunboat "Quoits," 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..."
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
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 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 street, sick-kept window.

There is nothing attractive about that.

On the contrary, it is repellent, 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 if 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 who 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 tip of expectation." It was not the title of the opera, nor the Shakespearean theme, nor the still cast that events public interest. It was Verdi, "Rigoletto," "Travatore," "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.
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
Associated with Bishop-Babcock-Becker Co.

Cleveland, Ohio
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—Horseless Machines at 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 prices 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 circulars will be given in the record hall on the second floor. The Victrola department is now one of the best equipped in the country.

The Rudolph Warthoff Co. report a satisfactory gain in the 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 horseless machines had the greatest demand, and judging by the prospects to-day, the horning machines will be reverted to the background for many months to come, or until the novelty of the new machines has worn off.

All bands 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 records, and already orders for three new horseless 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. Whelby, of the Columbia Phonograph Co., has returned from his vacation, and is all smiles over the new horseless phonographs, the Lyric at $55 and the Ideal at $55, 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., says that the Cincinnati store has 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 his department, which will be extensively improved.

J. M. Bryant, manager of the Grafonola and graphophone department of Wm. Knabe & Co.'s Fifth avenue store, N. Y., has another fine addition to his 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 better than retail, but even all too few up his cars when 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 instalment forged to the front, far ahead of last August.

R. R. Sanders, manager of the Dallas, Texas, Columbia store with his wife, passed through Cincinnati on 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, manager of the Midtown 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 business in the machine business during the next three months.

The Lyric Piano Co.'s store contains an attractive window display in honor of the Fernbank dam celebration. Their exhibit 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 has in many instances marked 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 gener-

ally undermined. 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 must un-

justly blame the dealer, when in 95 per cent. of the cases they should blame themselves. A few com-

plaints that have been heard recently on the fol-

lowing:—"We are awfully hard up for cash, and yet there is plenty of money due us from good con-

cerns. 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 wholesale house and the manufacturer, to add to his cheerfulness, 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 I'll 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 said farewell to the 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 manufacturers, being "easy," or perhaps, gentilly don't run to cover, and then beholds 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 extended its felicitations to Mr. Yerkes on the happy event, and wishes him all manner of good luck.

(Special to The Talking Machine World.)


In place of the usual silly talk we are offered at this particular season, the world's newspapers have been careful to give their space to inventors' biographies 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 is of such importance as to warrant a few words. During a period of three weeks or thereabout, trade throughout the country has been greatly disorganized, and in some quarters brought to a standstill. Strikes from minor disturbances, the carter's and railway employees' strikes have caused most of the trouble. Consequences have been held up in the mail, in the local post offices, at the docks, etc., and it has proved equally useless to attempt the dispatch of goods from the factories. Of course, a certain amount of cartridge went on; business was not entirely suspended. During this period there was a point in London, Liverpool, Manchester and other big centers of commerce. In our own trade, as may be imagined, business was very seriously handicapped 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 been far more serious in industries 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 wise enough to slowly introduce new goods when dealers are in a receptive frame of mind, which they certainly are not in July and August. With the settlement of the strike the manufacturers are again putting the question of the safety of their looks, and 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 early publication.

Reports from the Provinces.

My reports from the Provinces this month clearly show the general feeling of confidence as strongly reflected at the recent conventions, at their meeting at the Carlton Hotel.

Their view is that until general business conditions reach normal again, they would be unwise to begin peopling the market with any goods that are not especially reserved for their own use, especially those which might remain there some time, become out of date, and prove difficult to dispose of. Having regard to the ephemeral character of many recent in the issue, and the 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 renewal of the strikes.

An Important Correction.

The paragraph in our last issue in reference to the British and Colonial control of Edison, Pone-tipia 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," and 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.


Hailed by the newspapers as the "king of inventors," Thos. A. Edison arrived at Fishguard en the Cunard liner "Mourneella" August 7, where he was received in an enthusiastic manner. Edison was the managing director of the National Phonograph Company, and, of course, a host of newspaper representatives. The interviews were necessarily brief, for soon the "Mourneella" was steaming for Liverpool, where a great touring car was in waiting. Mr. Croselin remained with Mr. Edison at Liverpool, but the Edison people joined Mr. Kelton Co., and 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. Brassey, Sir Isaac Isaacs, Mr. Monnot, 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 Simon, Solicitor-General; the Master of Ely, chief Government whip; Mr. John Burns, president of the Local Government Board; Lord Haldane, Secretary of State for War; Lord Ilay, Mr. Ramsay MacDonald, Mr. T. P. O'Connor and others. Accompanied by the Speaker's order with a seat in the distinguished stranger's gallery, Sir George Marks was enabled to indicate many distinguished statements 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 taxy-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 opera car of a party motoring. On Wednesday evening he went from Folkestone, taking the boat for Boulogne, where it was arranged he would join Mrs. Edison and the younger children, Madeline, Patience and Theodora, in France, and other parts of the Continent.

To a press reporter Mr. Edison confirmed that "I feel real good to watch other people. It's work. The holiday spirit has gripped me fair and good," he said genially. "I have not been working out in my own way over, but I think I am in touch with the people now. 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 is still taking the air and beginning to explore, with the inquisitive, prying mind of childhood, the mysteries of the world around him. Many inventions which have been harnessed to the service of humanity have come from this thought, searching brain of his. He helped to perfect our electric railways, and he was the first to contemplate substituting the human voice for the musical instruments for which the human voice may speak long after the tuning organs which first produced the words have gone to dust in the grave. The cinematograph is a result of many other extraordinary and useful inventions which add to the comfort, the luxury, or the miracles of life, and largely to this search into the secrets of Nature's cruelty. He is still searching, still inquiring, still thinking out the why and wherefore of things. It is this curiosity and search for new things that Mr. Edison's invention, which includes 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 man-kind."

Speaking of his electric accumulator he mentioned that it applied to application to motor cars, railways and steamships. Awaiting him was an iron car of his own design, with 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.

Mr. Edison's recollection of his Cinemograph. 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 is "suit the action to the word, the word to the action," is realized in the most vivid and natural manner. The Cinemograph will certainlyawan with the increasing interest, for to be able to study the gestures of actors on the canvas, and listen to their voices, in absolute union with their movements, is an achievement which should add enormously to the popularity and attractiveness of cinematograph theaters.

Mr. Edison's dictum is this: "It is work, not talk, that is chiefly responsible for its invention—2 per cent. of genius and 98 per cent. of work." This, we are told is the great inventor's first book, which he has given away in fifteen years, and in forty years since his last visit to Europe. On that occasion Mr. Edison's presence among us has attracted considerable attention but, being here mainly for pleasure, he will avoid the likelihood 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 group of black cats met him at the steps of the finest in London. Visitors and firemen hustled each other on the staircases; in the corridors, everywhere in fact, not scaring out of the opera and extinguishing flames, many rooms—among Mr. Edison's—were absolutely flooded. Fortunately Mr. Edison had arranged to catch the boat to Paris that night, and his baggage being all taken away was soon replaced in his cabin, 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 visit as long as he can, and that the last day of September is jolly 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 settling his face.
The centre of attraction

Exclusior

The Perfect Singing Machines

14 models from £2.2. to £16 16. retail.

Indestructible Phonographic Records

2 minutes series 1/4, 4 minutes series 1/2 each. American and English selections. Lists free.


Excelsior

The Ideal Disc Machines

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

Petmeccky Tone Needles

The finest needles made. We also control the Angelus Duplex Tone, Invincible Full None and Tournaphones needles. Catalogues and samples mailed free.

Talking Machines in China.

A consular report says that the Chinese authorities have made out out of talking machines, and whatever device for pianos may exist at Canton among the foreign population is supplied through dealers in Hong Kong. The same report says that the management of the sale of pianos and phonographs has been worked over by foreign superintendents, talking machines, etc. There are two large foreign factories in China which turn out an excellent grade of pianos and phonographs. These are manufactured under foreign supervision, the wood used in the manufacture of which is obtained in China and from abroad.

Mr. Hart "Showing His Hand."

K. F. Hartsh, 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 artists, is certainly a very satisfactory indication of the company's determination to meet the demands 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 face of a character which will go far to stimulate the activity of the phonograph enthusiasm of even the sleepiest of dealers if such there be after the powerful and quick-fire publicity appeals recently issued by the Gramophone Co. Ltd., and the new month's output is exceedingly fine. In great form the only and Caruso is responsible for magnificent rendering of "Il feracevai a me" ("Carmen"), Bizet, and "La Sicianna" ("Cavalleria Rusticana"), Mascagni; while the renowned baritone, Comm. Mattia Battistini gives us his best in "Oh, tu bel astro" ("Tannhäuser"), Wagner, and "Brindisi" ("Aida"). Ambrosio Thomas. In addition to "Mal regando all' aspetto" from "II Trovatore" (Verdi), that by Sigismondo Caruso and Mme. Louise Homer, "Aida," (Verdi), guest duet by Mrs. Eugene Banyon and Mr. John McCormack; "L'anno che il fulcro del giorno" ("La Gioconda") (Puccini), Bizet, Edouard and Marie Thérèse Leu; and "Del tempo ai morti" ("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 is, by the way, the first occasion on which Mme. Tetrazzini has sung in English. In the ordinary supplemental list we notice that Eugene Strazza has been last recorded for the benefit of the great talking machine public. His first offering is Leslie Stuart's famous wild west scenario, "I May Be Crazy," which his many admirers will be glad to have. Others in the list are as follows: "Utopia, Limited," selection (Solvay); "The Grand Mogul," Selection I. and Selection II. (Auradon); "Three Symphony Dances," No. I (Aquila); "The Merry Wives of Windsor," overture (Nicolai), and "Materna-ka-Lu-Cemine" (Gaunet), by the band of H. M. Coldstream Guards. "When the Heart is Young" (Dudley Black), Mme. Agnes Neigh- rils, "Leを利用して's Canto" (L'individuo), Mme. Edna Thornton; "Peretti and Pierrot," from "Count of Luxemburg" (Lehar), Miss May de Sousa; "Mapparit-un' amor" ("Marta") (Flotow), Miss Daisy Holms; "I Pilgrim Madrigals," (Ocott), Mr. John McCormack; "Only Once More" (Maiz), Mr. Walter Clyde; "Mona" (Stephen Adams), Mr. John Harrison; "Danny Deaver" (Dunmich), Mr. Stewart Gordon; "Mother England's Breeding" (Coates), Mr. Harry Deard, and "Dear Eyes" (Daly McGoey), Mr. Harry Deard; "The King of Kings" (Schubert), Mr. Robert Redfern; "The Terminal of Life" ("Count of Luxemburg") (Lehar), duet by Miss May de Sousa and Mr. W. H. Berry; "Improvization" (C. G. G. Doves), Mr. Francis Macmillan (violin); "Legendes" (Ambrosio Thomas), Misses Jacques Renard; "More in Sorrow Than in Anger" (Sax Rhome), Mr. Geo. Robey, and "Tom Clare's Version of The Telephone," Mr. Tom Clare.

Motor Music.

Sirens, exhaust whistles and fog-horns will be regulated when the "Archangel's Trumpet" has succeeded them. This is the new invention of 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 madening enough. The new invention has a whole variety of notes which can be sounded by "a simple device." Moreover, added composers have arranged several "scores" of many themes, which a clacker 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 Symphonic, 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. At a proof, two photographs were presented, one representing a bottle and the other a can. The discoverer, Major Darget, who has made particular researches in this field, and who is credited with much other important work, is separated from the body. 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 position. He then rendered the end result in a red photograph, the development of which had an 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 scene of the box, which has had many photographic thought or mental images in an animal world, 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 philosophical definition that an idea or mental concept may be an image in minds existing.

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 case. 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 continental trip, spoke of the success of his company's summer trading returns, which he described as phenomenal. He said: "It is true that the first two quarters have been considerably affected by labor troubles, and my summer time is not 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 "chinch" horcules. With our last year's model the Academy there is no resonance chamber was composed of metal; in all our new models we will substitute wood (gum). The price remains as before, £1 2s. 6d. retail. As regards records, we shall carry on to offer the best from the world of classical, sacred, sentimental and comic music, for the rendering of which our skilled and experienced artists are utilized. Just recently we have had arrangements with a large number of tip-top artists to record for us exclusively, and this policy, as you may have guessed, has produced very good demand for our products. The catalogue of Zonaco-Twin double-disc 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 Lomrë; "Do You Remember the Last Waltz?" and "Let Me Kiss Those Tears..."
The Music Trades Exhibition.

Making allowance for the adverse effects and disinclination 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 Pathe Freres 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 materialise, they came in sufficient numbers to satisfy the talking machine people, whose stands were well patronised. 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 comprised every description of machine from the interior-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 of fared 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 loaded in their praise of the reproducing power and fine workmanship of these new hornless instruments. Frank Capps, head mechanism 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. Lockwood’s extensive display of something like 150 machines, in addition to hornless and other novelties, attracted enormous attention. Dealers found much to interest them in the new models of Poretophone 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 on a mould, and made of stout metal. They were in great demand.

The handsomely arranged array of new hornless and ordinary machines made by Messrs. Pathe Freres riveted the attention of trade visitors, and demonstrated yet again the wonderful popularity of the former type. Pathe’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. 21 to Oct. 21.

Reduction in Record Prices.

New reaches us from Pathe Freres to the effect that their 12-inch “Old Love” records will now be sold at 5s. instead of 1s., 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 avarion 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,” he is known, is the typical dance of the Argentine Republic, and its peculiar movements are already being taught in the dancing academies of Paris. The future at present centers around the Tango called “Criollo,” written by Octave Cremoux, and it is characteristic of the Columbia-Rena enterprise that we are presented with this new dance by the hand of H.M. Scots Guards. We are promised that “Criollo” will rival the famous “Matochiche” once it has got a hold here, and already it is on the way. Other excellent things to hand include: 12-in. “Fantast,” ballet music, first movement and second movement (Gasseni), Court Symphony Orchestra; Polish Dance, Opus 5, No. 1 (Scharwenka), and Valse Brilliant, Opus 68, No. 1 (Chopin), pianoforte solos, by Xavier Scharwenka, “Dans: Winter Tales” Opus 112 (H. Sarzy), and “The Beautiful Millerettes”—demonstration (Joachim Raff), Kallienho String Quartette; “For You, Miss” (H. E. Gehle), and “The Bouncing Eyes” (Edward MacDowell), Walter Etherley; “The Carnival” (J. L. Molloy), and “Sons of Erin” (Edward Less), Edgar Copley; “Let’s Go Back to Baby Days” (Drinkson and Meyer); Princess Male Quartette, and “Long Long Days” (T. H. Bayley), Metropolitan Trio, and “All Changes for Linthriftighan” (Wilkie Bard, David and Arthur); and “Waltz, Waltz, Waltz” (Wilkie Bard and Geo. Arthur), 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,

ROYAL APPRECIATION of “HIS MASTER’S VOICE”

FRANCE..........................Cl. Fraissart du Gramophone, 15 Rue Blosseville, Paris 15
GERMANY.........................Deutsche Grammophon-Aktien-Gesellschaft, 6 Röthenstrasse, Berlin
ITALY.............................Compagnia Italiana del Grammofono, Via S. Prospero 3, Milano
ENGLAND..........................The Gramophone Co. Ltd., 30 Russell St., London, W., England
SCANDINAVIA.......................Skandinavisk Grammofon Aktiebolag, Frihoven, Copenhagen, Aparhurungsatan 52, Stockholm
RUSSIA...........................The Gramophone Co. Ltd., Krasnaja Moskouvskaja 31, St. Petersburg

BY APPOINTMENT

To H. M. Queen Alexandra

THE GRAMOPHONE CO., Ltd.,
21 CITY ROAD, LONDON, E. C.

THE TALKING MACHINE WORLD.

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 his industry. Mr. Visher, 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 Month's 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 month's notice was the custom, and a claim accordingly was allowed.

Special Operatic List.

The Zon-o-Twin Company announce the formation of a special operatic list comprising titles which have proved most popular, lifted from their old Fonophone 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 artistry 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. — "Ab forêts é luit" (Part I. Trilavita); Mme. Jonelli; "Still is the Night" (Gottcr); (dact), May and Carr, and "Oh, Robert, My Beloved" (Meyerbeer), Miss Elia May; "In the Shadows" (H. Finck), and "Narcissus" (intermezzo) (Nevin), Royal Court Orchestra; "Two Eyes of Grey" and "For You Alone," S. Hempstead; "Amoureux Waltz" and "Dreaming Intermezzo" (arecordone solo), Fronini; "Scroch Awakes My Heart" and "Killarney" (cornet solos), Sergt. Hunt, Irish Guards. Bell discs—"Ladies Beware" (Feggy), and "La Sonnette" waltz, Royal Court Orchestra; "Peaceful Henry," King's Col. Band, and "Temptation Rag," Irish Guards; "Parade of Brigade of Guards" and "Old Contades 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.

(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, falling entirely non-retroactively, as very satisfactory.

Consideration of the bill was resumed in Parliament August 17, when the following discussion ensued: Mr. Castel (L.) moved an amendment to clause 2, 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 general, 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 medals used in the manufacture of the rolls. He proposed for the inspection of the house a musical roll, of which the company had done 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 what he did maintain was that 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 anyone 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 or reproductions thereof which are subjects or entitled to the protection of a foreign country under whose laws 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 country unless the work was originally manufactured in the United Kingdom; and he 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 or reproductions thereof which are subjects or entitled to the protection of a foreign country under whose laws such works are wholly manufactured in the United Kingdom.

1912

**Season's Catalogue Just Out**

**ENGLISH CASES**

**TAPER ARMS**

All Latest Improvements

Apply Exclusive Selling Agents

O. RUHL, LTD.

77 City Road

London, E. C.
THE TALKING MACHINE WORLD.

19

country unless he were sent 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.


(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 enterainer in the public parks and other leading resorts.

The illustration shown herewith portrays the 15th 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-eighth 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, WM. E. HUDDLESTONE

GRAND PAVILION,

MONDAY, TUESDAY, WEDNESDAY,

THURSDAY AND FRIDAY,

October 10th, 11th, 12th, 13th, 14th, 15th 1910.

SESSIONS AT 8:00 O'CLOCK.

GRAMOPHONE CONCERTS

PRESENTED BY

Mr. WILLIAM GRIMSHAW, The Gramophone King

(Originator of the Manchester Park Concerts.)

THE PROGRAMME INCLUDES

CARUSO, MELBA,

TETRAZZINI,

ROBERT RAMSPORT,

J. R. HARRISON,

ALICE VYERLEY,

CILLA BURT,

JOHN McGORLACE,

HARRY LAUDER.

Capt. GRIMSHAW, JR.,

BILLY WILLIAMS,

Band Selections,

The Finest Gramophone in the World.

DANCING IN THE EMBASSY BALROOM AT 7:30.

Admission to Ballroom & Pavilion, 6d. Pavilion, Hall, etc. chia, Other seats, Free.

Mr. Grimshaw is the originator of trumpets, tone arms, etc., which are especially adapted for this kind of work. They are suitable for gramophones and phonographs or for any disc talking machine. His taper tone arm is a perfectly straight one, having no bend or curve.

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 of Manchester (put it under a magnifying glass), 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.

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 \ Facbr. E. SAUERLANDT

FURFERT

bei Aachen, 1, Th., Germany

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

Don't Buy Needles That Damage Records

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
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. Regarding the Copyright Law—Suit Decided Regarding the Copyright Law—The Dacapo Record Co. of Berlin and Vienna—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 7,130 dozen records exported in 1911, as compared with 5,311 dozen machines and 8,689 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 with.

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 discs. 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. Brielkopf & Hirtel, 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, Kylarth & Co., of Moscow, and Aprefleks, 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 license under the Russian copyright law. A duty of 15 kopeks per record is also exacted by the Russian customs, which will be saved under the new arrangement. Moll, Kylarth & Co. was established in 1910. The new company has a capital of 150,000 rubles (nearly $80,000).

BENEFITED BY HIS TRIP.

Geo. P. Metzger Again in “Harmless” 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 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 evident 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. Cremelin several times and I need not say that I enjoyed his companionship while soliciting in London—a city which interested me greatly."

DON'T BE A GROUCH.


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 group 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 groan.

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 grooch; 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 in 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 grooch; 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.
THE TALKING MACHINE WORLD.

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 Adjacent 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 hushing 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 its 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 Distoff record cleaners, are marketing a "Distoff" de Luxe, which retails for 50c. The regular model sells for 5c retail, and in each instance there is 40 per cent. in it for the dealer. They also supply circulars and cutts gratis, so the dealer is aided in every way to sell Distoffs. 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 departments 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 artlessness. Mr. Stevenson's reports about business are most optimistic, and it is safe to say that Columbia patrons are properly cared for here.

Wm. D. Bleichfield, manager Victor department, M. Steirhart & Sons Co., has returned from his vacation spent cruising on the waters about Providence and finding 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.

FOR

EDISON

PHONGRAPHS

List Price

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

15c

each

FOR

VICTOR

Talking Machines

List Price

25c

each

ANNOUCEMENT

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 change has been made in the brushes, and, for a "PLACE" stamp and labels until our present New printed matter is ready but NO time, they will be supplied with the 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 sapphire from wearing flat.

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

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.

J. NEWCOMB BLACKMAN

President

"The White Blackman"

97 CHAMBERS STREET, NEW YORK
THE TALKING MACHINE WORLD.

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 Success Business.

(Special to The Talking Machine World.)

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, Parcell 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. Their supplies stock will be employed here as used at New Haven for keeping stocks and shipping orders. Hundreds of record blanks have been built and indexed and it is their intention to always have a 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 unexcelled. 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 office, 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 knowledge of Edison stock, and it is to his credit that the company 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 perfection of 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. 3, 1911.

W. W. Young, head of the Talking Machine Co., of 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, 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 circulating. The new art is a fine trial order proposition for talking machine dealers also, as it sells for 30c, 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.)

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's 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 office 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 the case you need one of the Columbia Phonograph. This is the case you need one of the Columbia Phonograph. This is the case you need one of the Columbia Phonograph. This is the case you need one of the Columbia Phonograph.

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 overbalance. 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 away from 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.

Reports of prices of phonographs with machines, and records of leading manufacturers are very strong; so much so that it is understood that one dealer in particular has cut off from one vendor in particular company. Nothing makes a customer to "soe" 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 of records, openly violates agreements, destroys confidence and openly daries 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 give any chances to catch this element, it would be better to say, however, that there is something startling in the wind, and violations of conditions will get, to use a slang phrase, "all that is coming to town." 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 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 honest sermon: A certain customer had been in the habit of buying a number of records monthly from a regular 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 $3. 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 goodwill of the Edison department of the Boston Cycle & Supply Co. By the Pardoe-Ellenberger Co., Inc., New Haven, Conn., who have established substantial quarters at 66 Batterychurch Street. This company will handle Edison goods exclusively, as the special article covering this story states. This means 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 has 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 vacationed at Lake Chargoggagoggmanchauggagoggchaawahungamogg, but he couldn't secure any rest pronouncing that name every day. Mr. Winkelman remarks that business with the House of Elbow is gaining rapidly and that they expect a banner year from 1911.

C. E. Gorham, talking machine manager of Denholm and McKay Co., was a visitor yesterday. Harry Marker in Hawaii.

Harry Marker, recording expert with the Columbia 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 back. 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. Personalities.

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 exorcised in his Brookline home.

One Tuesday following Labor Day brought back vacations as follows: S. H. Brown, who had been touring about New England; A. W. Chamberlain, with New Found Lake, X. H., his scene of restfulness; Wm. J. Fitzgerald, who journeyed through the State of Maine, and S. J. Freeman, who was harbored at Providence town, Mass. They all brought back a good coat of tan and are eager for the fall fray. One even arrived with a horrid 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.)

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 most economical and durable outside overhead publicity device on the market.

COSTS LESS TO BUY       CHEAPEST TO MAINTAIN
$60 TO $125 ACCORDING TO SIZE 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

SALES MEN.—High class specialty salesmen will find it to their interest to write us regarding the handling of this exceptionally high-grade proposition.
E. T. M. A. vs. B. T. M. Co. This will probably occur next Saturday afternoon at Atlantic.

C. W. Lute is the manager of the Columbia department of Kraft, Bates & Spencer, Inc., piano dealers. Mr. Lute has had an extensive training in the piano arena and, judging from the results he has already secured, no doubt will have a successful career in his new position. 

The Flanner Piano Co., located at 300 North Sixteenth Street, reports receiving the last of the pianos by Flanner, proprietor of the Flanner house, will now give his personal attention to both departments formerly conducted by Mr. Hille. The new Flanner quarters are now in full operation and the firm has received 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 steel display cases which promises to prove of much interest to the talking machine trade. The device can be attached to any type of engine, and the inventor claims that it has many advantages over the diaphragm now on the market. Mr. Gensch has been selling a large number of the devices, which he claims have been exceptionally well with the trade.

A. G. Kunde has just received a Columbia Grafenola 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, and, probably, to New York City.

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 recording 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 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 light, to omit the gearing 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 to confer with Mr. H. E. S. Voice of 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 that the demand for 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.

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

**EXPECT A LIVELY SEASON.**


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," "bulldozing," "up-to-date" dealers are "successful," "prosperous" and increasing their business and profit. The "diagrammed," "cut 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 OF THE OTHERS.**

The American merchant of to-day seldom stands still. Most 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 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 good business. The Stilwhearn 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 300 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 catalog with exceptions of Chinese, Japanese and Korean records, which records are listed in special catalogs.

The special lists are a subdivision of the records contained in the catalog under their respective languages, as follows: Italian, Spanish, German, Portuguese, Hawaiian, Turkish, Arabian, Swedish, Danish, Finish, Norwegian, Bohemian, Hungarian, Russian, Polish, Hebrew, Gregorian and Silesian choir, French and French-Canadian.

**COLUMBIA BRIEFLY.**


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. Cass, assistant manager of the Columbia Co.'s export department, will cease to be a marriagable young man on October 25. The wedding takes place in Brooklyn, N. Y., his home, and his fiancee 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 reopening 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. Pratte, 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 unusually 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.
27

THE TALKING MACHINE WORLD

OPENED BY VIBRATIONS.

Englishman Invents Lock That Will Open Only to Whistle or Bongo-Drum. How 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 will open in response to the notes of a particular tune.

The invention is no more curious than its origin. Mr. Baker used to play the piano and was fond of listening to the notes of music that his bedroom door admitted to the maid with early morning tea, so he bethought him of ways and means to open the door with the least possible effort, and was unable to find any other than the aforesaid device of excretion 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 bell may be used instead of a tuning fork. A stretched membrane may be caused to emit the desired note by a microphone telephonically connected to a phonographic piece. 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 experience.

What, for instance, of the woofy 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 impracticability of the door-knob. 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" shoted at the top of one's voice? Even the most unenterprising of husbands cannot expect of industry a mere statement of the facts, if he were to be caught out after 9 o'clock.

Again, if the keyholders that only tumble to some difficult operatic affair? What husband, after a night of conviviality, could be expected to remember anything more difficult than "Home, Sweet Home," or "Pompey's Rock," or the Cradle of the Deep?" The "rah, rah, rah!" of college yowls, delivered in front of a bank, may constitute a felony and prevent those who walk on the streets a miscreant. And the clever musician could probably wrangle 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 manager of the Columbia Phonograph Co., General, New York, he sent the following letter, expressive of his enthusiasm on the remarkable advance 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 seat of business, on your absence, on your success, on the remarkable advance that has been made by the company in every department. It is impossible to detail here all the new things that are noticeable to me; but among the most striking are the unequalled quality of our product, both machines and records, the excellent service given by the factory in prompt delivery of orders, the artistic way of advertising, the hearty cooperation on the part of everybody, and the general increased strength of 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 Francisco I. Madero, the hero of the insurrection, is entitled "Episodios Historicos Mexicanos Anecdoticos 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 the occasion, which reflect 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 Mexi- can people. The records were recorded and shipped 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 26 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. Scobie, general manager, will give it his personal attention. Handsome booths and displays for demonstration, and the stock will be adequate and up-to-date in both records and ma- chines. 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 sign the quality of any Cabinets 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 prices are extremely low. In fact, in a few instances, 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-Cont.

Nothing under $150 is in the same class.

The “Mignonette”
Price, $100

An upright, fully-cabinetied Columbia Grafonola, self-contained and complete.

Any man who can read a sign-board can see what is in the show window of the Columbia dealer.

There is nothing else in the market to fit the strong story of the $50 Columbia Grafonola “Favorite.”

The demand for just such instruments as these, aligning the only selling of them the Columbia dealers are ready to demonstrate.

A clear buying demand is responsible for every clear 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 now watch the market, and see the rise.

Columbia Phonograph Company,


Dealers Wanted: Exclusive selling rights
rafonolas Are Practically

Nothing at $150 can compete with it.

The "Nonpareil"
Price, $150
An Exclusive Model, with Several New and Exclusive Features.

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 sections). A handsome loose-leaf index book, alphabetically arranged and leather bound, is furnished with the "Nonpareil." The record 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 44 1/2 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, in meeting a demand that is as evident as it is surely profitable, The "Mignonette" and "Nonpareil" have been designed to satisfy— it is going to be fought over again.

The "Mignonette" and the "Nonpareil" are practically the same instrument, designed to satisfy different musical tastes. When these two instruments go into the market, they are designed to satisfy—it is going to be fought over again.

The price, is so distinct that for a long time about what we have to do will be to spread the news that they are both of them—price and all—not a mere factory fable, but the true story that we are offering the public precisely what they want, and precisely what we can give them.

The Tribune Building, New York.
INDIANAPOLIS GLEANINGS.


(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 drought of the season broken toward the close of the month with good rains and the dealers feel greatly encouraged. Most of them predict a good fall trade.

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 Grap-phonograph 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 of the stand-by machines 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.

Chasing Spring of the Dictaphone Co., was as-signed 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 illustrated by 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 a clever move 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 a setup he would slip under the desk and in a minute for his 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, "The machine undoubtedly has made a big hit with the class of customers who are well fixed financially—who have music rooms in their homes. The machine has a good appearance and promise, and he believes it will prove to be a good seller."

The Wulschler-Stewart Music Co., who handle the Victor machine exclusively, predicts a good fall trade and a consideration larger and 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 Wulschler-Stewart Co. This company has stocked up heavily for the fall trade. New goods have been shipped in from time to time throughout the month and it is the company also has 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 Wulschler-Stewart Co., said that the demand almost constantly is for the better class of music, thus showing that talking machines are sold to the best.

The Musical Echo Co., Victor representatives ex-clusively, have been having a big demand for the Victrola.

The Musical Echo Co. planned to have a Victo-rala exhibit in the Fine Arts building, one of the best and most centrally located buildings on the fairground.

Miss Katherine Shinn 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 distrib-utors is a step forward. Distributors for the past year have been imposed upon in this respect times out of number, and it would be superfluous to go into details to prove the fact. It is the surest test of the company's policy. The National Association of Talking Machine Jobbers have discussed this burning question in executive session frequently, and doubts the Victor Co. have given them a helping hand and a strong one in formulating the new rules which will apply, and so face fair-minded, enterprising and energetic distributors on a better basis in extending credit to those who are prone to "shop around" to see where they could obtain the least and easiest terms, and then abuse even them by switching their orders else-where when the new plan 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 states that it has been done then to increase the demand 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.

Postponed 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 final election will be thoroughly commensurate with the wishes of the trade. On motion President E. T. Vandermark appointed the following committee to visit the dealers. They were provided with a list of applications blanks and state-ment of objects prepared by Secretary J. S. Rey-monds. E. J. Melich will visit the dealers on the southwest side from Madison street south; E. B. Stenham will cover the northwest side, and H. Reichardt the northwest side. On the request of the president Mr. Vandermark will visit the south side dealers himself. It is expected that a good number of applications will be ready for submis-sion at the next meeting, which will be held the second Monday in October. The afternoon's meet-ing was an interesting one and many topics of in-terest were discussed. They covered matters closely allied with the announced objects of the organization, which are as follows:

Installation.—To establish a reasonable mini-mum advance and weekly payment.

Advertising.—Preventing misleading, "fakey" and "garbled" advertising of talking machines 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 co-operate 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 discount to any but bona fide dealers, carrying representative stocks and possessing suitable places in which to display and demonstrate talking ma-chines.

Two new members were admitted: Joseph Jiran, 3335 West 18th street, and M. Gewold, 1148 South Chicago 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 per-sonal attention to improvements in the phonograph.

Everyone knows, who is at all familiar with the subject, that the phonograph is the favorite inven-tion of Mr. Edison. It was his first venture, his first announcement to the world he had made certain written predictions regarding its practical utility, besides its entertaining and educational value. Now it seems to have 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 student for details. In fact, he is de-scribed by his intimate laboratory associates as "final to the point of fussiness" in this par-ticular. That means he never has permitted any-thing or matter what, to bear his name unless it has received his personal supervision and sugges-tion, if not actual work. Therefore in regard to the forthcoming disc the trade may rest assured that in every step toward the final per-fection 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 de-velopment, 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 himself and adopted by the corporation. By the way, the "Wizard" will be home late this month.

THE PHONOGRAPH.

(All the marvels of the "Thousand Tales"
Told in the long ago Arabian Nights—
More than any that of Pharaoh's Lamp
The wondrous—juvenile delights.

Which is the last to draw its breath
That at the slightest touch or touch of hand
Could catch the genius of a wizard's spell?
'A Good quick to serve our least command;
And yet, has not this dream a counterpart
Even in this material? world of ours?

Do we not commit sinners of the past
For our delight—where the heroes are?
By shift of tiny lever we may call
Dance of a fairy— Axes of a boar?
Or mighty organ—long since opened up
Awake old memories that have been roof.

Great statements—dead and crumbling into dust
Are summoned to be as our least delight.
And in the end—none know when or how
Rekindle all our pale are;

Once, only hints their secret—jester keys
With merry notion to drive care away;
And but a prison— for your eternal joy
May summon scores of jesters any day.

The vibrant Orchestra, the ceasing Band.
Softly sweet strings— can they do wrong?
The merry jest or the pathetic song.
Come—do you—without the spirit grace.

Aladdin's fabled lamp burns low and dim
And this triumph of wizardry sinks.
But those who keep this mystic, word machine
Remember and keep the Fairyland again.

Sent Free on Approval

Send your name and address and we will mail sample Velvet Tone Needle Balance on three days' trial.

A. D. MacAuley, 417 Walnut Street, Columbus, 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 He Carries With Him His Patentable Discoveries—Their Captivity 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."

Mr. Edison is enjoying his outing in the heartily friendly European 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 off. 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 soldiary September 9 as he continued his journey from the famous grape-cure resort Meran to Corinna. 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 Oser, of the German Army, and Mrs. Oser, who will make the rest of the tour with him. At the village of Predazzo troops are quartered for the Italian mountaineers, among them the celebrated Innsbruck Mounted Guard and the famous Tyrolese Jaeger corps trained for mountain climbing. The party halted at Predazzo; Major Oser, 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 "basket." Seeing the great inventor "laughing in his easy chair"—for Edison has never forgotten how to laugh—people realize that this European easy chair he is filling during a few weeks of travel does not suit 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 age. Acknowledged sixty-five years old, he 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 recks eighteen out of twenty-four hours a commonplace average of toll.

Edison is a great believer in what science will still give the world. "We have just begun to explode the possibilities of medical science," 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
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 when the signal is struck. The Condon-Autostop, which has now been supplied in the CONDON-AUTOSTOP Enterprise 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 81)

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 with the liberties 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 too 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 exposes 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 nation.

Where others count miles spent 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, that formed 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 Ouldwin & Oakley, 48 Broadway, New York City.

Salesmen Wanted.


Salesman Posititon.

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 honest worker with highest credentials from leading members of the trade. Address, X. Z., care of Talking Machine World, 1 Madison Ave., New York City.

Opening for Salesman.

A splendid opening in first-class house in New York City for a 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 City.

Victor Rackes for Sale.

For Sale—50 wire Victor rack, cost $15 each, will sell in any quantity for $1 each, both rack and rolls about 800 each, Columbia Talking Machine World, One Madison avenue, New York City.

Swaps.

1920 motor cycle, first-class make, for phonograph single sided records; Columbia Talking machine with records of Purinton records. Address DUNNING, 885 North Street, Rochester.

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 Indians have taken in the phonograph. The reservation is near the town, and while Mr. Smack has made a number of good phonograph records, his orders 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, which have appeared in the Edison Phonograph Monthly. The Indians are great lovers of the phonograph, in common with barabians and semi-civilized people everywhere, who regard the mysterious emanation of speech and music from the machines with awe and wonder. The Cheyenne are particularly fond of band records, but their greatest 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 staid countenances relax and their appreciation is evident.

GROUP ON CHEYENNE RESERVATION (MR. SMACK IN CENTER).

STANDING TWENTY AND BLACK BEAR PREPARING TO MAKE A RECORD (MR. ROLLING BULL, OPERATING).

INDIANS PREPARING TO DANCE TO MUSIC OF PHONO-

GRAPH. (RED. ROLLING BUL, OPERATING).

LANDY BRO. ACTIVE.

Victor Distributors Find Present Trade Excellent and Outlook Bright.

Landy 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 Landy Bros. showroom 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, but you. If he brings results, that will please you so much it needn'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, for you can't hear so you can't talk loud, sit still.

VI.

Don't "test out" the value of advertising with one or two insertions. There are a lot of heavyweights on the ice. If he bears, it will tell 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 persistence 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., Cambridge, Mass., and subsequently became guilty of contempt of court for evading its orders, was finally loosed in jail. He was fined $500 for contempt, to stand committed until paid, with a levy 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.
TALKING MACHINE WORLD.

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 same approbation of Lord 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 respective clause. More than 27 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 copyright owner 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 recorders 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 copyright law. The 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, inventions, and the like. More than 100 delegates representing 40 nations—the leading governments of the world—were in attendance. Among other agreements subsequently formulated and signed by all countries regularly represented, the following: The product in the nature of or citizens of each of the contracting countries shall enjoy in all the other countries of the Union, with regard to trade-marks, 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 law, now granted or may hereafter be accorded to the citizens of that country. Consequently, they shall have the same protection as the latter and the same legal remedies against any infringement of their rights, provided they comply with the formalities and requirements imposed by the national laws of each State upon its 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 means 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 origin, the contract for the sale of the product in the nature of is the 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 uncouth and contaminating language known in the civilized world," and have secured from him by reproduction on records 300 words of his language and are confident they will obtain 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 the language "Ishiw," 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 questionnaires in the daily papers, and the wonder is how valuable they really are!

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 justly so—with The World publishing the decrees and decisions for the general information of 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 may 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 furnishes 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 strength 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 crouch, but pitch in and not only get their share, put on extra pres-

Hear the voice of the talking machine through the

NEW ART DIAPHRAGM!

Are you one of the hundred 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
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.

Shipment 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 15.

MAURICE LANDAY HOLDS WORKBOUND VICTROLAS


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 left Chicago on September 30th. While abroad Mr. Landay spent some time at the factories where the talking machine needles for which his company cannot establish exclusive agency in this country are made, and personally inspected the packing of the needles in the special tins and examined many formulas 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. OK! and got a good laugh from the old soul.

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 General delivery 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 delivery.

Max Landay, of the company, is shaming 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


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 intelligenience to keep moving. The pedeslon to place us in the battle of life.

Some week there are. A convesation from the world which, always an attachment, registers the distance traveled by the walker. Every pedestrian on the Road of Life should be equipped with one and read it frequently. How much have you traveled today? You don't know? Then you had better estimate your relative position in the procession. It has been proven again.

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 are often convinced that we do not live up to the last sentence of the Darwinian theory.

To our discontent 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 last 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, 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, combines the best qualities of mass, becomes devalued 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 Victrola 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 and only as they arrive at the various establishments, 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 and X, I have stated to the dealers that the sale of 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 magazine of the public between September 30 and October 30 of the period immediately prior to the public announcement. It will appear in the daily newspapers in every city where there is a Victor distributor on September 30, 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 weekly wages 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 sort 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.
The TALKING MACHINE WORLD.

35

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 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, Maude, dear, you just purchased a dozen new ones last week, did you not? Really, you are one of our regulars.

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 hand and orchestra in the catalog. You cannot imagine how wonderfully inter-

in this country? Oh, yes. Last spring she and John McCormack gave a joint recital 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 "Anchors Aweigh," "Blithe Spirit," "Bonnie Bottle Beside," "Dear Little Shamrock," and "Annie Laurie," and every one is a vocal gem. You want her complete repertoire? Very well, I will leave 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 customers inform me of any that I have not 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 him 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 con-

"Are you going to get off, lady?" interrupted the conductor impatiently with his grumpy hand

upon the bell rope.

"Oh, pardon me!" Again the white teeth flashed, dissolving the conductor's scowl into a grin of ad-

miration, 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 hospital, followed.

He led him north through the swirl of fashions that frequents this exclusive boulevard, for three blocks, and then entered a store of generous proportions, in front of which a modest sign pro-

claimed 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 under a set window display of rare charm, and read as follows:

BIOGRAPHIES OF TALKING MACHINE ARTISTS)

Are you able to answer any questions put to you by your auditors regarding the attainments of a vocal soloist while playing a record of his voice? If not, you should have one. "Biographies of Talking Machine Artists" will enable you to do so, and will enable you to take a pride in the life of every singer and instrumentalist, as well as the personal traits of every artist, both the world renowned and the obscure, etc., which appears in our files of records.

Bound in cloth and profusely illustrated, 50 cents.

Entering the store he found Mr. Smith deep in a tête-à-tête with the brunette lady. He was ex-

plaining in a very entertaining manner the his-

tory of Marie Norelle, at the same time showing his fair customer a stunning photo.

"No, Mrs. Renahm," he was saying, "Norelle is not her real name, but a mere-derivative. 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

EXPLAINING THE HISTORY OF MARIE NORELLE.

These handsome cabinets are well-made — hold 182 inch records - oak or mahogany. Excellent Finish.

VICTROLA CABINETS

They Fit All Victrolas, Hornless Graphophones, and Horn Machines

No. 100 and top fits (Victor, 0, 1, 2, 3, 4 Victorla, 4 $20 & $30 Hornless Graphophones 1000. bids 8, 9 All Horn Machines - Victorla, 6, 8, 9

The Price $7.75 The Price

S. B. DAVEGA CO.

Edison-Phonograph-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.

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. McMenemy, 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 15th he starts out to see the jobbers
in the Middle West, and will be away until

H. N. McMenemy.

October 23. His itinerary follows: Altoona,
Johnstown and Pittsburgh, Pa.; Akron, Cleveland
and Toledo, 0.; Detroit and Grand Rapids, Mich.;
Milwaukee, Chicago, Dubuque, Des Moines, Omaha,
Lincoln, Kansas City, St. Louis, Peoria, Indian-
apolis, Louisville, Cincinnati, Dayton, Columbus,
Newark (O.), Washington, Richmond, Annapolis and Baltimore.

Mr. McMenemy will also look after the inter-
ests of Ship & Vandegrift, manufacturers of the
widely known 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 appli-
cances make him a welcome visitor everywhere.
Mr. McMenemy says he looks forward to an ex-
cellent business during the fall, as early orders
prove this conclusively.

The sunshine of courtesy thaws out the coldest
customer.

THE MASON & RICH VICTOR LINE.
Devote Entire Floor in New Yonge Street Build-
ing, 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 & Rich, Ltd., to the formal opening of
their handsome new building at 290 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 en-
gaged to give concerts each afternoon and evening.

With the opening of their new building the com-
pany have installed a complete line of Victor talk-
ing 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 di-
vided into a number of sound-proof demonstration
parlors, and the commodious records are placed
back of these and out of the way. The new de-
partment 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
pamper—in the midst of malthusian 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 ques-
tion 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 wonderful field of endeavor sales-
man ship offers.

Black wins! It always wins! though days be
slow, and nights be dark twixt days that come
and go. Still black will win: its average is sure;
he gains the prize who will the most endure; who
faces issues; who never shrinks; 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. Watkins, secretary of the Will A. Wat-
kin Co. of this city, has been elected president
of the Southern Talking Machine Association, an
organization of talking machine owners and en-
thusiasts, 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
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 lo-
cated at 364-372 Roux 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 en-
closure may be overlooked.
The Salter Horizontal Felt Lined Shelves

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.
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 this from on, and believe that selling is going to begin early and continue brisk up to the holidays.

Mr. Linton, who has been the manager of the Talking Machine Co., has returned from the 43 North Ninth street for the past ten years, moved to a new and 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 occupied only in connection 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. Linton reports that business has been good in August. "We closed the largest August that we have ever had," said Mr. Linton. "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. 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 wares are in a much frequented neighborhood, and there is always a crowd about the place listening to the fine music, for the firm makes it a rule to give concerts every evening.

The Victor Co. have just announced three more Victorolas to sell at $45, $65 and $80. The trade is waiting patiently their arrival, and believe they will have a good business on these popular-priced instruments.

Louis Buehn & Bros 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 Hepp house, is at present away on his vacation. He expects to be absent two weeks. The Hepp department, like the other houses, has had a splendid August. In anticipation of an active season this fall the firm have kept in practically double the stock they did last fall.

The big orders that made the factory for 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 in a solidly-established business, and the Heppes, 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 stock.

John Egan, manager of the talking machine department at the Bellah store, is away on his vacation at present. He is spending it in 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 the future are very promising.

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 Columbia phonograph man, 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 ware rooms 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 Wannaker. The Diaphone sales of the Columbia have been very good, and the prospect for fall business in that line is exceptionally good.

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, competitive business is based on comparisons. It appears to us that we have not been saying enough hall about comparisons of the variety, class and quality of the monthly record lists. Try it—month by month, record by record.


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 3 to September 9, from the port of New York:

JULY 13 AND 20.

Acuajela, 15 pkgs., $130; Bahia, 57 pkgs., $3,363; Bogota, 9 pkgs., $154; Guaiaqui, 7 pkgs., $159; Havana, 4 pkgs., $78; La Guara, 18 pkgs., $559; La Paz, 4 pkgs., $107; Macoris, 8 pkgs., $577; Santiago, 6 pkgs., $154; Santiago, 10 pkgs., $305; Viña del Mar, 10 pkgs., $207; Yorokabana, 14 pkgs., $454; Zurich, 1 pkgs., $281; Corinto, 5 pkgs., $135; Guayaquil, 8 pkgs., $177; Havana, 10 pkgs., $358; London, 42 pkgs., $1,189; Marseilles, 6 pkgs., $569; Matanzas, 5 pkgs., $91; Panama, 12 pkgs., $1,102; Priale, 31 pkgs., $1,521; Santiago, 4 pkgs., $815.

SEPTEMBER 9.

Acuajela, 6 pkgs., $521; Antwerp, 19 pkgs., $1,105; Berlin, 15 pkgs., $758; Buenos Ayres, 60 pkgs., $3,272; Cairo, 9 pkgs., $631; Cairo, 13 pkgs., $388; Havana, 5 pkgs., $101; Havana, 6 pkgs., $945; Havre, 6 pkgs., $1,152; Hong Kong, 9 pkgs., $962; Lisbon, 5 pkgs., $488; London, 83 pkgs., $5,478; Mar del Plata, 12 pkgs., $214; Paris, 7 pkgs., $145; Paris, 2 pkgs., $225; Rio de Janeiro, 31 pkgs., $1,571; Santiago, 5 pkgs., $320; Santos, 12 pkgs., $962; Sydney, 3 pkgs., $163; Vera Cruz, 30 pkgs., $792.

ADVERTISING THAT INTERESTS.

An Example of the Kind That Brings Results Is That Used Recently in the Daily Papers by the Ta King Machine Department of John Wanamaker.

There are all sorts and kinds of advertising, but the right kind is that which attracts the attention of advertising experts as possessing human interest. That is, "ads" which arouse interest and invite 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 appreciate the ideas others have put forth and use 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 magnific- ennt 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 demeurre' song from 'Faust,' and then 'Celeste 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 'Sweat 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 plaza 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 centen- nial 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 Misha Elman, with such grace and loveliness that I could think of nothing more than her eyes when the last low, plaintive chord sounded."

"Then came the 'Bridal Chorus' from 'Lohen- grin,' and the melodies 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 These Eyes,' 'Flow Gently, Sweet Afton' were sung by matchless voices."

"But no! It can't be 11.00,' somebody said, as a clock chimed. 'Did you ever see an evening fly like this? My, what operatic concerts we shall have in the long winter evenings!"

"So has the Victrola, that wonderful box of marvelous voices, made family evenings a new de- light.

"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 power 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.

(Stated 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 com- piled), 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 $130,481 for the same month of the previous year. The July seven months' exportation of talking machines, records and supplies amounted to $1,061,538.

WHAT TO DO IN SEASICKNESS.

"My husband is particularly liable to seasick- ness, captain," remarked a lady passenger. "Could you tell him what to do in case of an attack?"

"'Tain't necessary, mum," replied the captain.

"Hell do it."
THE MONTH IN CLEVELAND.


(Special to The Talking Machine World.)

Cleveland, Ohio, 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, Ohio, was a caller at Laurence H. Luckey's a few days ago.

The American Multinoa 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. Gatosome, 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 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. Nillett, 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, 227 South 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. Luckey 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. Madden, "were over 21 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. Trinity Co., Ashtabula, Ohio, 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 Victoros, Eddisons 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. Sanders, manager of the Columbia Phonograph Co., Dallas, Tex., on his way home from Boston was a visitor for a short time with George M. Madden, the company's manager here.

When opening the branch store of Lawrence H. Luckey here, W. L. Meyers, manager, was fortunate in securing the services of Audley V. Blessinger, a gentleman thoroughly posted in all the details of the talking machine business.

Roece 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 looked 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. Shlay, the talking machine dealer of Elyria, Ohio, called at the Edison distribution quarters last week. He reported business was very satisfactory for both machines and records.

H. E. McMillin is spending his vacation at Tupper Lake, N.Y.

R. B. Carmahan and M. B. Misheran, R. O. successful and popular talking machine dealers, were recent visitors in the city.

The Walter J. Welsh Piano Co. gave a Grandola recital at the St. Bridge's Church lute last week which attracted a large audience and was very successful.

H. E. McMillin, Jr., has just returned from a very successful business trip to 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., 1012 Eastclden avenue, is being transformed. Three booths, constructed of manu- nished birch, in rubbed oil finish, with beaded glass partitions, will be completed and occupied on the 28th. 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. Sacha made a special exhibit of Columbia phonographs during the week of the West Side Exposition. He made a number of sales of machines and has a splendid record trade, especially of foreign selections.

Very good reports are made by the many city dealers—Charles I. Davis, Brown Bros., the Al- drich howay 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.
5. Used with Edison Model O, R and M reproducer, it creates the best cylinder reproduction.

The MASSEY Diaphragm Betters the Victor Tone.

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 McGregor—An imposing roster of prominent personalities.

(Special to The Talking Machine World)

Milwaukee, Wis., Sept. 7, 1911.

President Lawrence McGregor 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:


WILLSON AGAIN WITH COLUMBIA CO.

H. L. Willson, who some time ago resigned from the service of the Columbia Phonograph Co., General to another business, 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. Mr. Willson has filled the place temporarily; he is once again in charge of copyright and kindred matters, in his former location.

THE TALKING MACHINE WORLD.

WILLSON AGAIN WITH COLUMBIA CO.

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JOHN WANAMAKER'S EDISON WINDOW DISPLAY

What is termed an "Exquisite Ambroidea Display," by the Philadelphia Phonograph Monthly for September, is shown in the accompanying cut. Its description and comments follow:

"The display consists of a notable merchandise display of the month in New York City and 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 Ambroideas and several pieces of furniture of classic design were used. H. B. Berens, 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 — in the show window plainly proved. The sale of Ambroideas from both the New York and Philadelphia stores has been little short of phenomenal."
The Talking Machine World.

from our Chicago headquarters.

room 806, no. 37 south wabash avenue, e. p. van harlingen, manager.


(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 of the past more pronounced than usual during the greater part of the summer, caused in large degree, no doubt, by the excessive heat and evil-timed drowsiness and stomach distress, lies at a pronounced point in the middle of August. Since then the movement has been so 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 ques ion but that talking machine stocks in the hands of the country dealer have worked down in an unusually low point and present orders reflect a widespread tendency toward replenishment, and also an ins tant 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 showing the West generally. They find that the crop conditions are notably better than that shown by the Government on August 1, and which was based on conditions existing seven weeks earlier.

Since the corn report made a few weeks ago and the improved conditions materially and prosperously corn now indicate a corn crop in advance of last year's record-breaking figures. In fact, barring oats and hay, it has been abandoned by most other crops with the fall, 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 homeless machines from both the Columbia and Victor companies has caused widespread interest in the trade, and I am told reports dealers are plac ed orders for the new types with great enthusiasm and eagerly bringing 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 active last week. With the new crop in sight, popular and promises to be a very lively and re sultful one.

Frank Advance Defeated.

As reported elsewhere in this issue, the proposed increase in wages set in western factories of the talking machines enclosed in cabinets, and which embodied all makes and types of hopeless 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 referred 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 details of the industry.

Such matters are likely to arise from time to time, and in view of the notable service rendered by the association to special committees 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 lookout 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 daily 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 Mr. J. H. Harding, the managing director, to whom his house, and it has brought him many compliments for this new evidence of his skill as a writer of pertinent and explosive literature. It was headed by an artistic and exceptionally clever description of the famous "Arabian Nights" heroine and the king listening to a Victrola, and the essential text below the caption "The Victor '1901 Night's Entertainments" was as follows:

"Now, when it was the one thousand and first night, Sheherezade 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 here a touch a lever and all the world's famous operatic voices will fill this room with melody. You shall hear soli. caunts, quartets, or chestras—aye, even whole operas will be sung for your pleasure. We have not only celebrated entertainers will provide for you such a program that not all the great theaters in Bagdad rolled into one could equal it.'"

"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 will be the greatest of entertainers. But the Victrola is a limited—every month scores of new records are added to its already enormous repertoire. If Harry Lander sings a song, and we have a new song by Harry Lander. 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. Mckinney, general manager of the Victor Talking Machine Co., has advertised his forces of the assignment of the Victor sales force in this district, with territory as follows:


Good Window Feyer.

The Columbia Phonograph Co., Chicago office duly celebrated the event of the birthing on the lake front August 12 to 20, through the medium of their windows. Suspended from the ceiling was a canvas model of a ship which was adorned a placed bearing the legend intimating that while they might not know much about making airships, that at least they knew the 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. Fosdick, manager of the Victor telephone department, broke into the game by securing a large photograph showing a number of machines in action over the lake front. At the ton 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 Dicthophone above them all." Full to the two diataphones, one of which was expensive, but very effective publicly and attracted a great deal of attention.

D. Geisler's Coast Trip.

Arthur D. Geisler, general manager of the Talking Machine Co., returned on Wednesday of last week from his annual combined business and pleasure trip to the West, and spent some little time with Mrs. Geisler and the two eldest sons, John and Paul, in Marin County, at the foot of Mt. Tamalpais, he went on several hunting expeditions in the vicinity. Of wonderful prowess on a stalked deer it is impossible to tell. 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. Geisler soon found himself in the clutches of the game warden and was hailed before a magistrat. By invoking the influence of the president of the water company, whom he happened to know, the judge and district attorney 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. Geisler made his usual rounds among the Coast trade. I found general trade in 'Frisco rather quiet," remarked Mr. Geisler, "as a result of which the dealers 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 most stimulating 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 before entering the store proper. The plate display rooms and the talking machine department are both splendidly equipped and arranged. I also had a delightful visit with Mr. J. C. Barrows, 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 concern is owned by Albert G. Healy, who is the 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. W. H. Carr, manager of the eastern part of Los Angeles. They have set up a beautiful, aristocratic looking ware room and will do no business with marked up goods.

I found Portland booming. There are signs of wonderful progress throughout the entire of the richest town per capita on the north coast. I had the pleasure of being entertained by Mr. Johnson, who is the head of the Sherman, Clay & Co. firm's interest, 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, I located other Western offices, who occupied a portion of the Bent store. This gives the Bent company a fine Victor department of their own, and it will be pushed along the same bid-erade lines as does the Victor department of the 'Chiero retail business.'"

Mr. Geisler believes that the coast as a whole is going to have a splendid talking machine business this fall and winter.

Fuhrri's Western Trip.

W. C. Fuhrri, district manager of the Columbia Phonograph Co., recently returned from Denver and Salt Lake City. In the latter city he found the Daynes-Bebee Music Co., who are the exclusive representatives for the company for the State of Utah, and said history good. Although current trade was somewhat quiet, The Breenick Office Supply Co., of Salt Lake City, have recently taken on the agency for the dictaphone and are meeting with excellent success. At Den-
"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 Columbia No. 3 crop is enormous, the sugar beet industry is flourishing, and the mines are active. The Denver office, in charge of W. F. Snodgrass, is having an exceptionally fine business, local and retail. Mr. Fuhri, who has spent a very large portion of his time this summer on the road, is glad to be back in his home, and is writing 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-end during the summer months, where he has harvested. 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 as good as could be desired.

The Chicago office has received many orders from dealers on the new Lyric and Ideal hornless graphophones, priced respectively at $35 and $45. 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 department, has resigned his position in Chicago, where he has been transferred to Orange, N. J., and has been promoted to the position of assistant manager of the sub-department in that city.

The Chicago office of the Edison Co., which has been serving the customers on the East Coast with phonograph records, has just received an order from the Grand Opera of New York to supply records of all of the operas of Giuseppe Verdi. The order calls for a large number of records, and the Chicago office will fill it with pleasure. The records will be completed and shipped to New York in a few weeks.

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 Victorolas, and have been compelled to secure additional storage space in the building at Michigan avenue and Madison street. The building was filled up with stock. August showed a heavy increase as compared with the corresponding month of last year, and the trade of the company continues to improve. The company is ready to meet the demands of the trade, and is prepared to fill orders promptly.

Another interesting event of the week was the visit of Mr. J. P. Miller, who is the new addition to the sales force of the company. He is well known in the trade, and has been with the company for several years. Mr. Miller is a fair trade man, and is well liked by everyone. He is a fair speaker, and is doing an excellent job in his work.

Armstrong Goes to France.

E. W. Armstrong, head of the Armstrong Co., was in Chicago last week, and is to leave for France shortly. He will visit many European cities, and is to attend the international phonograph convention to be held in Paris. Mr. Armstrong is a well known figure in the phonograph world, and is much respected by all who know him.

Chicago Aids Victims of Europe.

The Chicago Phonograph Co. has sent a large shipment of phonographs to Europe, to be used in aid of the war victims. The company is doing its part in the great war effort, and is to be commended for its generosity.

The Krupp Machine.

The Krupp Machine, which was exhibited at the Chicago World's Fair, is now being used by the company in its Chicago office. The machine is a great improvement over the old model, and is much superior in performance. The company is glad to have the machine, and is using it to the fullest extent.

The Future of the Talking Machine.

The future of the talking machine is bright, and the industry is expanding rapidly. The company is doing a large business, and is well pleased with the results.

Koen Cameron, manager of the retail talking machine department, has returned from a trip to Wisconsin, where he spent his vacation in the great lakes region. He reports a very successful trip, and is looking forward to a busy fall season.

The Talking Machine World.

The Talking Machine World is published weekly, and is the official organ of the National Association of Talking Machine Manufacturers. It is devoted to the interests of the talking machine industry, and is read by all who are interested in the subject.

The next issue of the Talking Machine World will be published on the 9th of September.
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

Lyon & Healy

DISTRIBUTORS OF

Victor Talking Machines and Edison Phonographs

CHICAGO
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. 19, 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 machine 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 prize 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-leafed 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 photographs 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.

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.
 tema 10 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., Gentl., 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—Vigilant St. Louis Retailer Dealing a Few Days ago—Cheap Hornless Machines Please the Trade—Interesting Personal Items—Silverstone's Unique Display at Chicago "A 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 Walbhall, 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 Thibodeau and Silverstone stores they had nothing but praise for conditions that are as unexpected as they are pleasant. At the Mungle 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 used for the record business to check much because machine men 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. Boettner Furniture Co. with giving him the biggest single order ever placed by a St. Louis retail dealer within a few days ago when he showed in that store the new $15 Victrola. "Mr. Boettner had been East and spent several days looking over the Wyanakenskis 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, $35 and $45 Victrolas and the $25 and $35 graphophones. The dealers generally regard these machines as the greatest break the trade has had 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 Thibodeau Piano Co., talking machine department, looks upon the favorable reception the new machine because of the larger size is sure to bring to the record sales. He has already posted the signs in his windows calling attention to the new machines and not only promises a large display 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 $8, he has called upon enough to believe that when he makes the rounds that his batting average will still be 1,000 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 machines 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 do business last week generally, they are going to make some record sales days and that means a healthy figure.

A. C. Thibodeau, president of the Thibodeau Piano Co., one of the largest talking machine dealers downtown, returned early this month from Anisequam, Mass., where he spent the summer. Manager E. B. Walbahl, 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 Biese, 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 Biese vouch for 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, recently introduced to the talking machine trade at the Minneapolis convention, is now secretary of the Koerner-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 named Gov. H. B. Hadley in his den and left with an order for a Victoruly XVI. The Governor, who started the trouble that eventually turned 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 the best talking machine artists."

Victor dealers will be interested in the report that J. Ed. Beach, of Springfield, Mo., is giving autographs of his pictures on 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. Gesseing and Berlin.

Mr. Hegeman, a Victor dealer at Yazzio 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 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 "a 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, gawking and theorizing and at least one fight has resulted. Mr. Silverstone says he worked out the power idea himself and that it is very simple, 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 opera 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."


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 center, the Victor, 1911, Fourth of July window display was arranged, while inside the block house a drummer and fife 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 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.
Look for This

**Look for This**

**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, Unico 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 steadfast 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. Frederik Piano Co. to Carry Complete Assortment of Machines and Records.

The W. F. Frederik 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 jollyed out of good money.

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

PACIFIC COAST TRADE NEWS.


(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 has done a 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 cut-out-town business from the city office: Fred L. Ewing, 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. Worthley, who comes from Portland. Mr. Worthley 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 going over 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 Anodol 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 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 Company. 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 were taken by Mr. Morton, who found dealers ready to place orders early this season after having been disappointed in getting 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 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. Volz, 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 in laid a very large stock of phonographs and records. The new store is located at 468 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, who came home a year ago to get a full breath of life, 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 Puerta 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. Perry, 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.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., Sept. 13, 1911.

ARRANGEMENTS FOR CONTINUOUS PHONOGRAPH RECORDING. Maurice Coussde, Lion, France. Patent No. 999,957.

This invention relates to an arrangement whereby it may be obtained the continuous recording or reproduction of a piece of music or the like recorded on several successive discs of cylinders.

annexed drawings, in which Fig. 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.

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 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.


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 for imitating 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.

Figure 1 is a front view of a cylinder phonograph, showing the devices in use with a disc record; Fig. 2, an end view of the same, showing the jointed bracket in its proper position in dotted lines; Fig. 3, a perspective view showing the machine in use with a cylinder record; Fig. 4, a section on line 1-1; Fig. 5, a top view of a portion of the base of the goose-neck, showing the split tube, forming part thereof, in the position to withdraw the reproducer; and Fig. 7, a similar view, with parts broken away, showing the goose-neck connection to the reproducer.


The 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. 543,286 filed February 13, 1911.

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 front 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.

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 the same as a spiral path. In devices of this character it has been the usual practice hitherto 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 of 1 inch for each revolution of the feed screw. This has sometimes proved undesirable 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 is impractical. According to this invention, however, it is possible to obtain a very low rate of travel for the carriage, such as one inch per minute, 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, 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 screw a roller, or 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 of three parts, and so supported, as to perform all the necessary functions required upon a talking machine.

Fig. 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.

Fig. 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.

Fig. 3 is a sectional view on line 3-3 of Fig. 2, disclosing the connection between the compound curved member and its support.

Fig. 4 is a detail sectional view, showing a portion of the compound curved tubular member, connected to its support by means of screws.

Fig. 5 is a detail sectional view modified forward, showing the mounting of either the compound curved member 6 or the curved member 21.


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 the same as a spiral path. In devices of this character it has been the usual practice hitherto 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 of 1 inch for each revolution of the feed screw. This has sometimes proved undesirable 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 is impractical. According to this invention, however, it is possible to obtain a very low rate of travel for the carriage, such as one inch per minute, 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, 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 screw a roller, or 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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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 bolts 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 5/8-inch and its thread 1-16-inch pitch, and the diameter of the wheel 3/8 inch and pitch 1-16 inch, each revolution of the feed screw will feed the wheel forward 1/16 inch; or if the threads on these members are 1-32-inch pitch, the feed for each revolution will be 1/32 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 feed screw 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 of the section, of the device of Fig. 3, and Fig. 5 is a front elevation of a second modification.


The invention relates to the combination of a mandrel mechanism with the operating mechanism of a disc-record phonograph. In 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 the mandrel mechanism a friction wheel adapted to travel on the turn table and to be rotated by the same to activate 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-
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'cello bank with Ay (Piccolo Italian, siccome Lipkowska Talking Soprano with go). The cit)'-,

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Salt Lake City, Utah, Day & Taylor Music Co.
San Francisco, Cal., Columbia Phonograph Co., 1214 Washington St.
Seattle, Wash., Columbia Phonograph Co., 1931 First Ave.
Spokane, Wash., Columbia Phonograph Co., 105 W. Fourth Ave.
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ILLINOIS

Chicago......W. H. Salzwedel, 1821 Milwaukee Ave.
Chicago.......Teich, Farm & Co., 78 Fifth Ave.

KANSAS

Topeka.........Empire-Speelman Farm Co., 417-419 Kansas Ave.

MARYLAND

Annapolis.....Globe House Farm Co.
Baltimore....C. S. Smith & Co., 841 W. Baltimore St.

MASSACHUSETTS

Boston.......Eats & Hoffman, 9 Portland St.

MINNESOTA

St. Paul.........W. J. Dyer & Bro., 82-84 W. 8th St.

MICHIGAN

Detroit.......J. E. Schmidt, 906 Gratiot Ave.

MISSOURI

Springfield.....Merton Lines, 209 Booneville St.
St. Louis......Eskiard Mercantile Co., 211 N. 12th St.
St. Louis......D. F. Myers, 8210 Finley Ave.

NEW JERSEY

Hoboken........Edifice Phonograph Co., 203 Washington St.

NEW YORK


NORTH DAKOTA

Fargo.........Stone Piano Co., 814 First Ave., N.

OHIO

Akron.........Geo. S. Dales Co., 198 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 629 Main St.

PENNSYLVANIA

Allegany.....H. A. Bricker, 601 Ohio St.
Philadelphia...Harmonia Talking Machine Co., 1161 Arch St.
Philadelphia....S. Nittinger, 100 N. 8th St.
Pittsburgh....C. C. Mellor Co., Ltd., 218 Fifth Ave.

TEXAS

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

WASHINGTON

Bremerton.....E. H. Eichmann, 608 12th St.

WISCONSIN

Milwaukee.....G. B. Eshliott, 600 13th St.
Milwaukee......Harfler Mfg Co., 201 W. Water St.

TORONTO

Toronto......Whaley, Royce & Co., Ltd., 237 Yonge St.
Vancouver.....B. C. M. W. Watt & Co., Ltd., 400 Granville St.
Winnipeg.....Man. Whaley, Royce & Co., Ltd.


**The Talking Machine World**


**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 Bears a Victrola—Something of the Annual Cruise of the Six Muskeeters and How the Victrola Helped to Entertain.

 restricted to a silver miniature elaborate new vacation, vacation part let-up fall believe Earling, bone is Victrola joy

(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 monotonous 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.

These privileged few who have this summer spent a vacation on the black-hulled, the Victrola 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, 106 Queen Anne platz, 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 Victrola...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 lines of the fleet adopted the idea, and next year we will see its general adoption. The talking machine will be as much a part of the equipment as the compensating binnacle or the compass.

The Victrola is 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 voice "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 Muskeeters," 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 have been nearly so pensive, 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 Muskeeters. Appro priately, no doubt; "His Master's Voice" turned the Harry Vander's "There's Something in the Bottle for the Morning"—no one knew but what the battle would come in mighty handy in case of storm to bolster up weakness in the knees.

Happily the forethought of the host of the Muskeeters is not in vain. It is the only way to get 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 generally has fitted out these quarters in elaborate style. The Earling's parlor is panelled in quarter-sawn oak with a hardwood ceiling in the Anderson Building. 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 the St. Charles Auditors 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 brisk," said Mr. Barre, "and our auditors in the Audubon Building, especially, is among those who look for a fall trade that will break all records for 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. Some financial conditions in the South 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 1910."

"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 gives us lost hopes; that it banishes fear, sick ness; that it lightens oiled labor; that it quick ens 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 reference 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 1120 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 1310 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 Kunta, 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 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, literary artists, historians and professional men of the country.

Inspiration in Egypt.

Kunta's inspiration came to him a few years ago while he was in Egypt. In company with Brugsch Pasha and George Williams, editor of the Modern Art Club, he formed a committee to study the Post-Egyptian Antiquities at Bulaq. The Pasha expressed regret that so much of Egypt's history was a blank page. This remark set Mr. Kunta to thinking. "What are we going to do to make our records imperishable?" he asked himself.

With everything at their command, Kunta 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. Kunta. "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 have 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 scurrilously 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.

Kunta'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; Mr. McVicker, librarian of the New York Public Library; Thomas H. Hubbard; Robert C. Ogden; Dr. George F. Kunz, president, and Edward Hégamman 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 Crabath; Joseph Rowe; Hamilton Holt, editor of The Independent; John DeWitt Warner; Herbert L. Bridgman, William T. Evans, Melville E. Stone, J. N. Larned, Dr. Archibald Gerster, A. S. Van Westrum, E. M. Crabath, 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. Kunta will be formulated. Widespread interest has been manifested in the unique undertaking since it was broached a few weeks ago.

Kunta is wealthy enough to indulge his wishes to a considerable extent. He has a fondness for travel and adventure which makes him an authority on the literature of his native country—Hungary.

Mrs. Kunta was formerly Miss Annie Lemp, daughter of William J. Lemp, founder of the large brewing concern. Mrs. Kunta recently procured notice from literary persons by her history of French literature, which has been pronounced enthusiastic and scholarly.

ADVERTISING ST. LOUIS.

By Means of the Phonograph—The Latest Form of Civic Expedition 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 stunt of St. Louis, as a belted, armored warrior, 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, clanking platters appear. Each platter emblematic 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 largest 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 Talking Machine 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.
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.

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.** Finck & Hahn.
- **Atlanta, Ga.** Eyles-Austell Co.
- **Austin, Tex.** Phillips & Crew Co.
- **Bangor, Me.** Andrews Music House 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.** Orion Brothers.
- **Cincinnati, O.** The Rudolph Wurlitzer Co.
- **Cleveland, O.** W. H. Buehler & Sons, Collier & Myers, The Eclipse Musical Co.
- **Columbus, O.** Perry & White Co.
- **Denver, Colo.** The Ritz Music Co., The Knight-Campbell Music Co.
- **Des Moines, Ia.** Chase & West, Hager & Bliss, Inc.
- **Detroit, Mich.** Grinnell Bros.
- **Dubuque, Iowa.** Hager & Bliss, Inc.
- **Duluth, Minn.** Frech & Bassett.
- **Elmira, N. Y.** Elmer Arms Co.
- **El Paso, Tex.** W. G. Walsh.
- **Galveston, Tex.** Thomas Gogan & Bros.
- **Hennepin, T. H.** Bergstrom Music Co., Ltd., Indianapolis, Ind., Musical Zeno Co., Walcher-Stewart Music Co.
- **Lincoln, Neb.** Rose P. Curtice Co.
- **Mobile, Ala.** W. H. Reynolds.
- **Montreal, Canada** Berliner Gramophone Co. Ltd., Nashville, Tenn., O. F. Houch Piano Co.
- **New Orleans, La.** W. H. Aufick, Print Alarm Co., Philip Weltzien, Ltd.
- **Oklahoma City, Okla.** Emmerich Arms Co.
- **Omaha, Neb.** A. Hove Co., Nebraska City Co.
- **Peoria, Ill.** Panum-Page Co., Inc.
- **Portland, Me.** Gressly & Allen.
- **Salt Lake City, Utah** Curtenden & Asaro Co., Consolidated Music Co.
- **San Antonio, Tex.** Thomas Gogan & Bros.
- **San Francisco, Cal.** Sherman, Clay & Co.
- **Savannah, Ga.** Phillips & Crew Co.
- **Seattle, Wash.** Sherman, Clay & Co.
- **St. Louis, Mo.** Eberlein-Breitenbecher Music Co., The Amsden Company of Mo.
- **St. Paul, Minn.** W. J. Drew & Bro.
- **Syracuse, N. Y.** W. D. Andrews.
- **Toledo, O.** The Whitney & Curtice Co.
TRADE ON THE PACIFIC COAST.


(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. Amberlaid 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. Worley, who came to San Francisco from Portland about a month ago to take charge 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 still 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. Nor- dice 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 Hantschlit 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 during the summer, and the horn business has been selling quite well of late. The company has added some new men who are working in the outside territory. Manager Ringer 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 reported splendid hunting and fishing, and 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., reports that the various classes of Edison goods is kept busy with orders 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 had this year, though it is only the 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 North- west, 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. Bradock, of the Musi- ter Music Co., of Klamath Falls; William Hale, of Redding, and R. Augustini, of San Andrea, 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 Bison Building on the Eleventh street side. Mr. Watson states that a much box 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 Briefs.

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 Sherley's Book Store, of Moscow, which will carry the Edison line.

The Fullers Music 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 in England for some 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 the 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.

Columbia Catalog, page four:

The "Lyric" Hornless Graphophone is an extraordinary twenty-five dollars' worth.

Columbia Phonograph Co., Genl., Tribune Building, New York
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 regulating answer is: MAN-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 MONEY.

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 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 bowed 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-POWER can be repaired, 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 every one 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.

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 endorsed 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; head-band hearing tube; oil can; and 26 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 Language Outfit 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.

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 coming to 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 the bankruptcy court. They failed, because they refused to learn. BUSINESS-BUILDING TEACHERS.

By words and by deeds all employers are teachers. When the President of a company talks to his managers he is teaching them from the ripeness of his experience. When the salesmanager is writing the salesmen he is teaching them, 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 heads meet 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.

Even 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 savior of the admiral? No; because the latter knows what the former knows, plus.

But suppose the general or the admiral fails to train—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 be no invite disaster and personal disaster.

There is a limit to what every man can do himself, but he can multiply his power a hundred, or 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, must be a graduate in the art of efficiency. 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 under 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—can be called a Common Mistake.

The best of employers largely confuse their ef-

(Continued on page 19).
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 rendering which the sapphire reproducing point insures; not only because of the Amberol Records or because 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.
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—personally behind the tool. The EFFICIENT MAN is an EFFICIENT TECHNIQUE is the ARTIST—the MASTER BUSINESS-BUILDER.

To be successful, organizations must teach their men this technique, but the fundamentals of character development. Not only the president must be efficient, but the cashier 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 marvelous manner in Ogden Canyon the other day, when, for several minutes a herd of nearly 3,000 sheep, attracted by the music of a phonograph, "stalled" in the Hermitage grove and refused absolutely to obey the whistles of the herdsmen 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 employees 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 herdsmen 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 picnickers 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 will surely 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 opening 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 sketch. "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."

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 50 inches wide and 38 inches high). The figures of the artists are 18 inches tall, carefully cut out, backed 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 background 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 end 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 casels. 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.

NEW STORE IN PHILADELPHIA.

(Special to The Talking Machine World.)


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.
Columbia Catalog page six:
The thirty-five dollar price mark and the
illustration of the Columbia "Ideal" Hornless
Gramophone 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—Acolian Co. Give Daily
Concerts with Victor Phonographs.

(Special to The Talking Machine World.)

Cincinnati, 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-sellers.

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 talk-
ing 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 in-
crease during the past month. It can be ac-
counted for to a very small extent 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 awaken-
ing the interest of the Victor owners who have pur-
based their full of the standard talking machine
records, and who required something different and
more inviting to tempt them.

The Wurlitzer store has been crowded with ma-
chine 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 type the full volume of
the flood of retail and wholesale business will be
felt.

Ben Freiberg, of New York City, wholesale rep-
resentative 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 Colum-
bia Phonograph Co. of Cincinnati, now of Pitts-
burg, 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 Phonog-
raph Co., is delighted with the manner in which
the fall business has started in, and he finished
September with a handsome increase over corre-
sponding 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
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 'Zonaphone,' and it is a wonder. Most of the
new records by Cecil Fanning, Columbia, O., famous
baritone, have proven exceedingly popular, and our
dealer, R. L. Seeds, of that city, has had a big
demand for them. The early demand for the
machines in the history of the store this fall and
winter, and it isn't a question of getting orders,
but getting the goods to fill orders."

The Victor Co. has been in a state of business
in the Cincinnati branch, and has a very busy
place during the month of September. "We are
enjoying," said Manager Altman, "a nice, steady
business, and have sold quite a number of Victrola
XVI; a number of the new style Victrola No. 9, and
chests to match. The record business has shown
a marked increase 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 in connection with the Victrola at our
concerts."

The Zonophone is meeting with success in Cin-
cinnati, according to J. E. Poorman, who handles
the Columbia Phonograph Co. 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 Grapho-
phone 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 ac-
curacy in recording the human voice and instru-
mental effects.

The following program of records was given:
"Hercules March," Helen E. Mortimer. Miscel-
naneous musical selections on the electrophone.
Explanatory talk by Mr. Phillips. Sound on the Electro-
(Paul Line). Whistling solo. "In the Shade of
the Old Apple Tree." Miss Elizabeth F. Eaton (E.
Van Aalten). Second selection on the Electro-
phone: Song. "My Light's a Rose," Mrs. Julia M.
Duncan (Ethelbert Nevin). 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 with so original an invention.
Among the letters were the following: From Edward
D. Easton, president American Grapho-
phone Co.; Theodore N. Vail, president Western
Union Telegraph Co.; F. P. D. How, 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 elec-
trophone, and there is nothing especially new about
it, the reproducing parts, in all their essential fea-
tures being the latest development of Thomas
H. Edison, the great and famous American
inventor. The electrophone has been invented by a
talented man with whom he was associated and
whose skill in carrying out the details of the new
thoughts with which his active mind was ever-
toening 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. It makes no
difference whether the current is steady or un-
steady, or whether the power is the direct Edison
or the alternating Westinghouse current.

"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 in-
ventors had to put up with delays, and some of
them with rebuffs. I have had none but the plea-
santest negotiations with the telegraph people and
I am entirely confident that the Phillips system
will rival if not make the rivals—call boxes, burglar
alarms for county 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 Madison spring motor—the best
in the world and be put a governor on it that it
spells regularity in every language that is spoken
of men. I simply employ the electric current to
keep this spring wound up, and it is impossible to
make no difference whether the current is steady or un-
steady, or whether the power is the direct Edison
or the alternating Westinghouse current.

"For if 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 point. Besides providing for the cure of
a fault that was disserviceable to me it is a very
economical contrivance. No current is used ex-
cessively and the time the wind is done. The ma-
cine 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,
and it is as safe as a dynamite. It is a double
mechanism of using 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.
"HEAR THE SONG IN THE PICTURES"

A FEW PURCHASERS

John Wanamaker
E. F. Droop & Sons
Nebraska Cycle Co.
The Aeolian Company
Mosler, Bowen & Cook, Sucr.
Philip Werlein, Ltd.
Wisconsin Talking Machine Co.
J. W. Jenkins Sons
The Eclipse Musical Co.
Harger & Blish
Rudolph Wurlitzer
C. H. Scheff & Sons
Musical Echo Co.
Minnesota Phonograph Co.
American Phonograph Co.
Elmira Arms Co.
Houston Phonograph Co.
Schueler Arms Co.
Perry B. Whitsit
The Kraus & Gran Hdw. Co.
W. H. Reynolds
Blackman Talking Machine Co.
O. K. Houck Piano Co.
W. J. Augustin
Louis Buehn & Brother
Standard Talking Machine Co.
Wulschner Stewart Music Co.
H. W. Krientz
Alfred White
G. H. Eicholt

New York City
Washington, D. C.
Omaha, Neb.
St. Louis, Mo.
Mexico City, Mexico
New Orleans, La.
Milwaukee, Wis.
Kansas City, Mo.
Cleveland, Ohio
Des Moines, Iowa
Chicago, Ill.
Milwaukee, Wis.
Indianapolis, Ind.
St. Paul, Minn.
Detroit, Mich.
Elmira, N. Y.
Houston, Texas
Kansas City, Mo.
Columbus, Ohio
Port Washington, Wis.
Mobile, Ala.
New York
Nashville, Tenn.
Fon du lac, Wis.
Pittsburgh, Pa.
Indianapolis, Ind.
Milwaukee, Wis.
Chilliwack, British Columbia
Milwaukee, Wis.

AND OTHERS

SC COMPANY
LOS ANGELES, CALIFORNIA
THE TALKING MACHINE WORLD.

TRADE NOTES FROM DETROIT.


(Special to The Talking Machine World.)


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. And 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 thin”—and thus not very desirable. Manager Rupp put him on one of his best machines and demonstrated a few records. The music was as clear as the silveryest 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 machines. 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 hoseless machines, notably the $15 Victor, the Columbia’s $25 Ideal, and $20 Lyric, and the $30 machines are creating a furor. 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 that, they say, is the real, old reliable article. There is a trifle more volume in the horn machine, but that is only the 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. “The Columbia Phonograph Co. does not take such an extreme view. That company has a steady and strong demand for the horn machines, even though they cost not 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 automate, 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 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 newspapers and the leading local periodicals. The store is artistically finished in mahogany and white, with six demonstration rooms, three on the first floor and three in the basement. A complete stock of every Victrola is carried.

The Doran Phonograph Co. had the best September business in their history, according to Mr. Grafonos a feature of the demand. The U-S machines and indestructible records also held up their end well.

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,” stated Mr. Johns. “At 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 worth of unfilled orders on hand, unable to get the goods. Today 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 Columbia. 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 Decembers 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 deserved. His regime starts out with the company doing an immense business in Victors and Victorolas. “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 to some manufacturers. 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 Annex building. In order to get an advantageous contract, the Melville Clark Co. tried working 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 the progress of the little fellow. The 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, full 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’s’ injured inscriptions were not serious, so far as we can tell from 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,” but J. W. Eilers, of the former establishment, advises us that the automoble accident referred to, which threw the dog over twenty feet did not, after all, seriously hurt him. Good Victor publicity anyway!
The POOLEY Filing System

Eliminates the uncertainty of depending upon one's memory or originality in placing records, in order that they might be accessible.

Pooley Record Cabinets

Are made by skilled cabinet makers, representing the famous POOLEY QUALITY which has long been the standard in the furniture world coupled with the experience and knowledge of the requirements of a perfect filing system for disc records, with the result,—

That The POOLEY FILING SYSTEM has solved the PROBLEM.

Send to-day for information and trade discounts

Pooley Furniture Company

16th & Indiana Ave.
PHILADELPHIA
I 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 good 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 Grafomola Favorite. I immediately conducted the gentleman to one of our salesrooms and showed him the several and variously finished Grafomolas Favorite which we had. He looked them over hurriedly and then consulting his card again, said: 'Have you Gounod's Ave Maria, A840?' '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 myself in a less inquisitive 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 vicinities, suddenly and unexpectedly breaking the stillness of the night, actually charged a madman to a penitent sinner.

"So impressed and awed was I, a witness to the occurrence, 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 hearts-set 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 we know that 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!"
The Talking Machine Trade in New England

FEATURING EDISON SERVICE.


(Special to The Talking Machine World.)


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.)


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 phonographia in a retail way.

INCREASED DEMAND FOR NEEDLES.

(Special to The Talking Machine World.)


"Puritane needles, which we supply both with and without jobbers' names, are selling at an unusually brisk rate," 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.)


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 catalogue of records and in the other one of the new $35 Victor Victorolas, 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 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.)


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-VICTOROLAS.

(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 Victorolas.

DEATH OF CHAS. R. COOPER.

Former Manager of Boston Cycle & Sundry Co. Takes 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 in the new position which he was to fill with the Linseott Co., automobile and smutty dealers. This concern is owned by the same man, J. M. Linscott.

Although a comparatively young man, being but forty-six 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.)


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 diaphragm 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.

IMPROVED NEW ART DIAPHRAGM.

New Art takes the kick 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.

BAHSHAW 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.
THE TALKING MACHINE WORLD.

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 employees of the Boston office of the company, held their annual meeting at the Tremont street quarters on the evening of Thursday, September 26, and the following officers were elected: President, E. F. Taft; vice-president, W. J. Fitzgerald; secretary, M. L. Read; treasurer, Mr. W. Wilson, while George Reese was appointed secretary to the

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 Recite" 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 exaltation 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 $5$ and $25$, and there is every indication that as the holiday season draws near, so Manager A. C. Eriksen 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 attachés told your correspondent that there is an active demand for the expensive types of machines, and has instanced the case of the Nonpareil Grafonola, a $510 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.

Clerical 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 justly 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 Victorolas lately have been surprisingly good, especially the 2500 machines, for which there has been a splendid demand. Charles P. Trumly, 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 refurbishing 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 Linotype Sport-

ings 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 single and easy touch. 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.
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 ¼-inch thickness, obeliskal 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 3½ 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 10½ inches square at the base, and 6¾ inches square at the top.

On the obelisk is fastened by means of steel clamps and supports a quantity of thirty-six genuine 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:

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<td>12 Assorted Harmonicas to retail for 25c. each</td>
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To Retail, $16.80

Your Investment  Your Gain

$12.50  Per Stand and Harmonica Assortment.  Over 35% Cash Profit and a Wonderful Revolving Display Stand.

ASK YOUR JOBBER

CANADIAN OFFICE  MEXICAN OFFICE
76 York Street  5a Tacuban No. 74
Toronto        Mexico, D. F.

M. HOHNER

114-116 East 16th St., NEW YORK
Columbia Catalog, pages eight to fourteen:
Four types of horn equipped Graphophones—the best instruments that seventeen 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 Say.

(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 doing an adequate stock of business 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, former with the Price Talking Machine Co., of Newark, N. J., to have charge of the Victor department at 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 Penola department at Aeolian Hall to the Talking machine department and will be Mr. Wolf’s assistant.

The Aeolian Co. have sold and are 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 encore 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 “Ole Double Walker,” 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 Walshner-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 machine business of the Walshner-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 Walshner-Stewart Co. Mr. barringer, manager of the Walshner-Stewart 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 machines 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, one, two, and three dollar players have been doing a surprising business, and are 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 outfurs.”

Manager Devine is going around with his head held high these days. He has just received a sample of the new Columbia Nonpareil Grafonola to sell at $350. 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 “ganger” rain 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 Uدل Works are having a good business in a special line of table cabinets made for the Victor and Edison machines. The Uدل Works are bringing out a line of table cabinets that is meeting with favor. These are so constructed that the cabinets 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

Uتد 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.)


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.”

Through 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 at least independent 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 29. 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. Horne, proprietor of Taylor’s Music House, which for many years has been located at 106-108 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 in a gale 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 60 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.
Prospects Greatly Improved Since Last Month

— Labor Conditions, Generally, Are Not Entirely Satisfactory—Talking Machine Sales Showed Surprising Gain

However, the outlook is by no means encouraging, and it is feared that another year's hard work in the industry will be needed to put it in a healthy condition. The situation may improve with the advent of spring, but it is feared that this will not be enough to prevent a further decline in the industry's fortunes.

The most encouraging feature is the increased demand for home equipment, which has resulted in a rise in the price of machinery. The manufacturers are now in a position to secure better terms from their suppliers, and this has enabled them to pass on a portion of the increased cost to the consumer.

The outlook for the export trade is also brighter, with an increase in orders from abroad. This is due to the improvement in the economic conditions in many countries, which has led to a rise in purchasing power. The manufacturers are now in a position to export their products at a higher price, and this has enabled them to increase their profits.

The manufacturers are also optimistic about the future of the industry, and they are confident that the outlook will continue to improve. They are therefore planning to increase their production, and this will result in a further rise in the price of machinery.

The manufacturers are also aware of the importance of research and development, and they are therefore investing heavily in this area. They are confident that this will result in a further improvement in the quality of their products, and this will enable them to compete more effectively with their foreign competitors.

The manufacturers are also aware of the importance of advertising, and they are therefore increasing their expenditure in this area. They are confident that this will result in a further increase in sales, and this will enable them to improve their profitability.

The outlook for the industry is therefore promising, and the manufacturers are confident that they will be able to overcome the current difficulties. They are therefore planning to increase their production, and this will result in a further improvement in the quality of their products. They are also planning to increase their advertising expenditure, and this will enable them to improve their sales.

The manufacturers are also aware of the importance of research and development, and they are therefore investing heavily in this area. They are confident that this will result in a further improvement in the quality of their products, and this will enable them to compete more effectively with their foreign competitors.
The Talking Machine World.

From Our London Headquarters—(Continued.)

Some very interesting correspondence has been appearing in the Standard newspaper in regard to Mr. Edison's Cinetograph and an (alleged) prior English invention, which admittedly are conceptually 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 in which Mr. Edison claims to have covered by his Cinéphotograph in the person of E. S. Donisthorpe, with his 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 cinéphonograph is now being manufactured commercially. It has passed beyond the experimental stage, and our works to 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 cinéphonograph 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 '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 would like to point out that in one or two respects he has not described the cinéphonograph 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 cinéphonograph. 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 cinéphonograph 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 camera 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 us 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 those 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 September 15th issue of the Standard of your reference to Mr. Edison's defence of my criticism of the cinéphonograph. Mr. Edison states that his cinéphonograph 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 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 scale 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 Kinegraph and the phonograph together for the purpose of synchronising as early as 1875. 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."
FROM OUR LONDON HEADQUARTERS—(Continued.)

Gramophone Records by Paderewski.

Although the general method of letter carrying was in use quite forty or more years ago, we recently witnessed the inaugural establishment of an aero plane mail service between London and the royal borough of Windsor. With commensurate 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 treated as 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 handsonly fitted up, and are provided with an excellent showroom, 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. Hongy, Ltd., deserve much praise for their enterprising departure, which we feel sure will prove well justified, in 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, Grinstead Mathews, 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 messengers 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 records will be listed each month—two selections for the nominal half crown. Special mention should be made of "Amlets" (Polka Mazurki and Souvenirs Tol Waltz), issued as a 12-inch double record, for which the musical 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, "Fantastic Impromptu" (Chopin), and "Spanish Serenade" (Scharwenka), pianoforte solos by Xavier Scharwenka; Deich, "Leonard's Wedding Song" (Poniatowski), and "The Rebel" (Wallace). Alfred Kaufmann, "The Longest Way Round is the Shortest Way Home" (Kerry Mills), and "I'll Change the Thorns to Roses" (Chene) and Fredericks, Will Oakland, "Narcissus" (Edelheit Nevin), and "The Love Dance," "In - ternecrosis" (Karl Hoschka), Casino Orchestra, "Baby's Box of Toys" (Petros), and "The Shadows" (Finck), Arthur Reeves, "Beautiful Isle of Somewhere" (Fears), Sylvia Mixed Quartet, and "The Vale of Dreams" (Schmidt), Arthur Cough, "Do You Remember the Last Waltz?" (Bennett Scott), and "The Garden of Dreams" (Clare Kummer), cornet solos by Sergeant Leggett, and "Dreaming" (Milton Willings), 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, with the assent of Messrs. Spiegel & Sohn, of Ludgswihafer, application was made to have this clause deleted. After a somewhat protracted hearing, Mr. Mombell of the 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. Cloud, 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 Beko 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 catalogue 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 main- tenance 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 Tea," and 'The Family,' Tom Hoy. 'Take an Old Woman's Advice,' and 'I'm Setting the Village on Fire,' Billy Messon. "The English Cup Final, 1," and "The English Cup Final, 2." "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 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 specially designed or multiphonic, 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 would be on a tin cylinder. A second telephone is provided for listening, and the phonograph can be started or stopped at will, so that only important parts of a conversation are taken. The recorded sound may be reproduced on any ordinary phonograph, and are, of course, permanent.

National Phonograph Exchange Scheme.

The National Phonograph Co. 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 old and broken records of any make for new ones, which may be selected from either the standard or ambersol 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 on December 1st.

Under date of September 30, the National Phonograph Co. addressed their dealers (in part), as follows:

"We are introducing a new Ambersol 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 Ambersol users a system which would be on a tin cylinder. A second telephone is provided for listening, and the phonograph can be started or stopped at will, so that only important parts of a conversation are taken. The recorded sound may be reproduced on any ordinary phonograph, and are, of course, permanent.

"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 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 record Ambersol success 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 sale of Ambersol records will greatly stimulate the trade, and turn 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, 29s. 6d.

"Gem" Attachment Outfits,—With Five Amberol and Five Standard Records,—With H reproducer, list, 14s. 4d.; 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, 29s.

Edison Records for November.

We give hereewith the advance list of Edison phonograph records for November, 1911.

Edison Ambersol Records—12373, "Killer Krankie" (Lader), Harry Lauder; 12394, "In the Shadows" (Funk), Alhambra Orchestra; 12863, "Eileen May (Thomas), Peter Dawson; 12366, "Ruth! You Know That's Not the Truth" (Terry Sullivan), Jack Peabody; 12367, "Golden Crown" overture (Kerstann), Alexander; 12368, "You Can Never Tell" (F. Godfrey), Miss Florrie Forde; 12369, "Animal Language" (Weslowe and Barnes); 12370, selection from "The Pirates of Piscataway" (Sullivan), National Military Band; 12371, "We'll Better Strip the Bed" (Barley and Bull; All; Willis); 12372, "The Wedding of Sandy McNabb" (Lader), Harry Lauder; 12373, "The Heavenly Song" (Gray), David Bra- zell; 12374, "The Mistlouse Roughy" (Bishop), Edi- son Carol Singers; 12375, "While Shepherds Watched" (Ernest Pike); 12376, "Christians," by 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; 12376, "Yeolde Memories," National Military Band; 12377, "Memories of Home" (F. Grumman), Venus Instrumental Trio; 815, "Don Juan" overture (Mos- dart), Edison Concert Band; 816, "Goodbye" (Tosti), Reed Miller; 818, "Madame Butterfly" Fan- tasie (cello solo), Victor Sordin; 819, "Only to See Her Face Again" (J. E. Stewart), Will Oakland and chorus; 820, "Pinfore" air, No. 2 (Sulli- ano); Edison Light Opera Company; 821, "I Love You When the Silver Threads are Shining Among the Gold" (H. Klickmann), Manuel Ro- man; 823, "Dream Faces" (W. Hutchinson), Miss Elizabeth Speyer and chorus; 825, "The Bloom is on the Rose" (Bishop), Anthony and Harrison; 833, "Billy I Always Dream of Billi)" (Kendis and Paley). Miss Anna Chandler.

French Amberol Record—"Les Noces de Figaro," overture (Mozart), Garde Républicaine Band.

Edison Standard Records—1886, "The Peacemaker March" (Lotjes), National Military Band; 1898, "Do You Remember the Last Waltz?" (Scotty), Ernest Pike; 1899, "Every Girl Is a Fisher Girl" (Godfrey), Miss Florrie Forde; 1890, "Manie May" (H. E. Durawsky, Jr.), Jack Char- man; 1901, "Never Let Your Brace Tangle" (Weston and Barnes), Arthur Osmond; 10457, "All That 1 Ask of You Is Love" (H. Ingram); Miss Helen Clark; 10452, "L.a Ganga," Spanish dance (J. Boisson), New York Military Band; 1625, "The New Tipperary March" (Fulton and Helf), (accordino solo), John Kimble.

Columbia Notes.

Prominent in the "Quality List" of Col- umbia-Rena is a remarkable twelve-inch record of the sextet, coming from "Lura." This epic 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 rec- ord of two "Mikado" numbers, which appear in the new Columbia-Rena list. It presents Robert Lenci in "Tit Willow," and Marie Tillison in Ka- tisha's song.

With a Scottish repertoire of well over a hun- dred double records the Columbia-Rena have added 140 more.

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. Thus:

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.

Don't Buy Needles That Damage Records

Grain of Bad Needles—Cleopatra Needles

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

Sole Manufacturer

JOS. ZIMMERMANN
Needle and Pins Works
AACHEN, GERMANY
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 Victrola many salesmen are worried about the effect of these machines upon the sale of the Victrola XV 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 salesman say that it is going to make it harder to sell the higher priced Victrola now, as a customer will be satisfied with a cheaper instrument and say that they do not like to pay $50 when they can get the same thing for half that amount. Just where is the salesman who makes a 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 upon the tone 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 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 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 smoothes his customer under a preconception of verbal hypotheses.

The advertising and sale of the Victrolas at $15, $25 and $40 is not going to hurt the sale of the $300 Victrola any more than the advertising of the piano at $125 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 circulating, free concerts, etc., 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 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 (1) 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...
that there is a great difference in the construc-
tion 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 
high dramatic songs sells itself. The sales- 
man 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 taking Victrolas 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 and appreciate the service 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 pres-
ent—are going to inquire into the idea of a Vict-
rola 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 be satisfied with buying a Victrola at $25, and the man 
who wants a $25 machine couldn't consider a Vic-
rola at $290.

Yet the man who wants the best might hear a 
$25 instrument played by a first-rate artist, and be so taken with 
it that he goes down and buys according to his 
means, investing $200, and the man who only 
can afford a $25 instrument hears a high priced Vic-
rola at his friend's, is also taken with the idea 
and finding he can purchase a real Victrola for 
$35 likewise buys.

No matter how you figure this you will realize, 
after giving it some real thought that the mar-
keting of the low priced Victrola is going to in-
crease your gross sales, and if your salesmen are really salesmen and not order takers or demonstra-
tors, 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 only, 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 Com-
posers 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 clas-
sical 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 capacit-
ity." Thisplacing 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 if he is not perfectly familiar with the 
nomenclature. There is a very large field, it is 
explained, for the salesman who thoroughly under-
stands 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 ex-
cept if they ask themselves, unless you have 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 TALKING MACHINE WORL D.

HARGER & BLISH-EARLY DEAL.

The Early Music House has disposed of its 
wholesale phonograph business, both at Fort Dodge 
and Sioux City, la., to Messrs. Harger & Blish, of 
Des Moines, of which G. C. Silver is manager. 
The latter concern is now the only jobber of Edi-
sion phonographs in Iowa.

TO MAKE TALKING MACHINES.

The Discophone Co., New York, have incor-
porated with capital stock of $10,000, for the pur-
pose of manufacturing talking machines, records 
and supplies. The incorporators are Wm. G. 
Crumholl, Howard Bayley and Wm. F. Rea.

SERVICE IS THE LIFE BLOOD.

The heart that pumps the life blood of salesman 
ship 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 
the world, and 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 the voice of the best, profits most, sometimes not 
particularly in money, but in the good that he 
does, and the pleasure he gets therefrom. Money is 
also necessary in this world, but it cannot 
buy love, peace and harmony.

There is hope for a man so long as he is will-
ing 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 you 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 as 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

The Talking Machine Co.

97 Chambers St. New York

Execution of Edison or Victor, Wholesale or Retail.
THE TALKING MACHINE WORLD.

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 busi-
ness when extreme measures are most necessary
to keep that business upon its legs. And the talk-
ing machine profession, it seems to me, is no ex-
ception to the rule.

You know as well, experienced the very un-
pleasant sensation of seeing your trade drift away
upon the sea of neglect. You have listened to your
customary decisions that they are styled
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.

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 pur-
chase 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 like-
ly, and has played them to death.

Rendere Casey Jones, Steamboat Bill, Mississippi Dippy Dip, and
songs of that type over and over and you eventu-
ally 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 they are no 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
phonograph blues, and bad 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-


SALESMEN WANTED

WANTED—Three salesmen. Must have ex-
perience 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.

DIFFERENCE IN SELLING ABILITY.

Some men can talk goods all the time and suc-
cess; 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 to-
gether. The life of the traveler is a continuous
battle against objections. Every buyer he meets
offering objections in not taking the hi goods and
shipments, etc., in fact, from Monday till Satur-
day he is overcoming objections. Therefore it
is necessary to be a tactician. A tactician is one
that can take the sting out of a law without being
stung.

One silly girl phonographer can cause more
waste time in a store than a whole season of
baseball.
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 products of this country in South America, it is significant to note that the manufacturers of the Edison phonographs have resorted to deeds rather than words, and as a result that product has obtained the strongest kind of foothold among our Southern neighbors.

The accompanying illustration shows one of the stores maintained by La Campanita Edison Hispano-Americanos, in Buenos Aires, Argentine Republic, this particular store and the hot-headed Maipé.

The Argentine company was organized in 1907, and each succeeding month has marked a big 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 Employees 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 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. Also, 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 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 tem- peramental salesman has 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 employees; 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.

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 Condor-Austotop 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

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 shortage of stock. Report being made to supply their wants—Columbia Recitals interesting feature of their business—Louis Blackman discusses new establishment in the new home—Gimbels Bros. double size of talking machine department—Other news.

(Special to The Talking Machine World)


Wherever you may call at the present time the subject of the week is the visitor who was the honored guest 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, one of the series—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 has never been a time when they were so badly off. At one house this week they showed 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 for stock until further orders were filled.

At another of the large dealers they did not have one of these instruments, and the past week they have been unable to get one, either from the factory or from another dealer in the city, but they failed. This scarcity of instruments seems to be the only trouble they have to complain of these days. This little $5 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 to people that many of the purchasers of the $15 machines have already had them exchanged for something bigger and naturally better. Besides, the $5 Victor is a good disaster, and even the purchasers of the $23 machines have already had them exchanged for something bigger and naturally better.

Manager Henderson, of the Columbia Co., reports that retail business was good indeed. It started up a little bit the last week in September, the cause of which they attributed to the excitement of the election in this city. They have had a good picture show and have been picking up daily. They are simply swamped with orders for the new hornless machines which retail at $15 to $35. They have also been able to supply samples of the National 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 Co. 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 their concert is very well arranged. They have requests in all directions to give such concerts. They have a concert booked for November 29 at the Church of the Holy Apostles in this city, and another concert is very much wanted to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 29 at the Church of the Holy Apostles in this city, and another concert is very much wanted to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 29 at the Church of the Holy Apostles in this city, and another concert is very much wanted to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 29 at the Church of the Holy Apostles in this city, and another concert is very much wanted to arrange. They have requests in all directions to give such concerts. They have a concert booked for November 29 at the Church of the Holy Apostles in this city, and another concert is very much wanted to arrange. They have requests in all directions to give such concerts.

Miss Christie MacDonald, who is singing in Philadelphia at the present time, has delivered her apartments at the Bellevue-Stratford a Columbia Magniton 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. They have a very fine outlook for the rest of the period up to the holidays is very good, and the only unassailability they feel is that they will not be able to manufacture 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 considerable amount of holiday stock. Another dealer here was R. G. Schaffer, of Phoenixville. The firm reports that within the last few weeks of new machines by the firm.

W. C. Hohlbauer, manager of the Warnakamer 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 very easily, and have just finished a big new contract.

Mr. Gimbels Bros. have doubled the size of their 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 to have their order on their desk at present orders for upwards of 100 of these machines with only a sample on hand. The Hepple machine department has been a new dealer in Minerva, 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 Hepple house, are most encouraging, the firm having already done a large amount of business on talking machines than was ever before done in Lancaster.

Louis Stiebel & Bros. are fully established in their new building near Liberty Street, and are very well satisfied with the location, and especially with the much more desirable building. The ceilings are exceptionally high and soundproof, and the building is so situated, that the business is better than around Ninth street, and building being 145 feet in depth, is large enough to keep all their machines and stock on the floor. The firm could not get the location of this floor, and upon the walls are placed por- traits 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 F. H. Phillips, of the Edison Company. The Hoffman machine has been removed to its permanent home in Philadelphia. Edmund Hoffman has removed his family to Pitts- burgh. The branch store the firm has established there has warranted them in considering it a permanent arrangement, and the outlook is most encour- aging.

Gimbel Brothers have doubled the size of their talking machine department, and have expended hundreds of dollars in so doing. They have 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 to handle it they may as well have a still further increase. They have signed up in anticipation of a big increase at the Christ- mas holidays. The department is in charge of J. M. Thomas, and Mr. James H. Young, and Mr. Folgrum, of the Victor Co., was a caller at the Gimbel department and expressed himself as very well pleased with the results.

Aside from the 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. Donnelly, of Donnelly's Electric Goods, was present and 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 officers of the said association shall consist of a president, first and second vice-president, treasurer and secretary. These officers shall constitute the executive committee.

The regulation of the 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.

Removal 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 they elected be fully representative of the interests they are to serve. The meeting to-day (as of publication) at 65 N.浦, 9000 Commercial avenue, South Chicago, and James Vanspum, 1704 West Eighteenth street, were admitted to membership.

ENJOYS IDEAL AUTO TOUR.

J. N. Blackman Tours Berksires and Indi- dently 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 out of Poughkeepsie, then to Great Barrington, Mass., through the Berkshires to Hartford, Conn., and finally to Boston, where the trip ended. The entire distance of about 500 miles was negoti- ated easily in five days, and though there was some difficult driving in the mountains only one flat tire occurred, and the accident was small, because it happened in the fall and winter. They stated that the intro- duction of the cheaper models of hornless machines had done much to stimulate business.

The many friends of Howard Taylor Middle- soon, whose special articles for the Talking Machine World have attracted notice, will regret to learn of a recent illness which occurred after a short illness on Oct. 8, at her late home in Hainesport, N. J.
We are forcing the Columbia line more and more in all the while.

We know well enough that we have now begun to do the regular business, and especially the new business.

And if you mislead yourself into believing that the public could spread "Columbia" all over every advertising page and better our grip nor hold it, if we had not instruments and all.

We say to you here, and we stand ready to prove it uniformity the best that your money or your customers' money we believe, and pick your own point, small or broad: motors, tone-arms, volume of tone, convenience,—anything you see, wear, repertoire, timeliness, artists,—any one of it!

That's what we are advertising, and that's money with: Good product, plenty of publicity in it!
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 yd that always win out in comparison, as they do.

you don't know it already, that Columbia product is us can buy. Bring the argument down to brass tacks if or motor parts; cabinets or details of cabinets; reproducers, se; 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
TALKS ON BUSINESS PHONOGRAPH.
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 Chamber of Commerce—What Mr. Durand Had to Say in Connection with His Subject.


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 made in the design of an automatophone 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 like the waves of the ocean, is 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' to the machine and upon the cylinder, every word of the rhyme reproduced immediately the great future of the phonograph as an amanuensis for the business man. In fact, the idea of applying the phonographs 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 machines.

There are many of us who understand the phonograph nowadays, but to the layman, in some instances, there is still a mystery of "how it works." This is the story of 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 before you a series of waves, which are caused by the wax by the recorder stylus, which is a sharp sapphire point attached to a metal diaphragm. The diaphragm, vibrated by the voice while the cylinder revolves, causes the stylus to etch a groove, which is cut, producing long and short waves depending upon the pitch. You are able to distinguish different voices dictating the same sentence, although they may be the same length and depth—are subdivided into minute waves, recording what are termed 'overtones.' Thus, the 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 is attached to a light and slightly flexible diaphragm. The stylus vibrates the diaphragm and, through the waves on the cylinder, the reproducer diaphragm (usually by a small lever); (2) A considerable weight must be applied to make the lever fulfill its duty. (3) The stylus must be attached to a light and flexible diaphragm."

"The Edison business phonograph is a combination of a recording stylus attached to a light, easily vibrated diaphragm, and a reproducer. Moreover, the phonograph is a machine for the reproduction of voice or music by means of a cylinder, regardless of the physical or mechanical means employed, so long as those means can be adjusted to make the sound very similar to the original sound."

"The reproducer consists of the cylinder, the stylus, the horn, etc., all combined to receive the sound and convert it into a visible form."

"In the Edison design we prefer to have only one type of machine holding both recorder and reproducer, which is readily 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 dictating officer, or by 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 comment that a dictator in two hours may give a transcriber enough to keep her busy for eight hours. The same machine should be used in its universal use in order to be interchangeable."

"There is no reason why simple machines of one kind or another should not be capable of reproducing any type of music, voice, or other sound with the same effect. The phonograph is a simple machine, and is used for the reproduction of music and other sounds."

"The expense of operating the business phonograph is very much dependent upon the charge for electrical current. The cost varies in different cities from $0.25 to $0.50 per day per phonograph, and in many cases may be eliminated if a machine is provided for an office building. The machines can be made to cost, ten dolars a month, 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 for stenographs, etc.

"The Edison business phonograph will have 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 the-like the surface is prepared once more for dictation."

"It will simplify the practice of dictating, of asking 'why,' with this ability of the machine to talk for so many years, has there been a greater interest shown in it for business purposes? The business man was obliged to wait to avoid the favorable conditions of later years, when it became more practical to inaugurate a world-wide, widespread industry. You may have been interested in 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 time passed with no satisfactory dictating machine. Then, in 1905, Edison became a pioneer for the second time by rebuilding the phonograph for a distinctively business use, and for that purpose it 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 men. (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, 'long hand,' minus the mental labor of writing, minus the embarrassment of writing, minus the hurry, etc. The average speed of the stenographer is about 40 words per minute. The average speed of the phonograph is about 60 words per minute. If the phonograph is used the stenographer will have more time for her specialty, which is reading and writing."

"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 say 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, where 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 intervening 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; or if desired, to stop the taking when enough is heard to write, or to repeat any number of times until a meaning or word is understood. The point of the phonograph 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 Carlshild, Germany, "tackling business for the next quarter," for the Spanish cuisine—table d'ote and a 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 several years, if not for generations. The export department recently issued their October catalog of twenty-four selections, and the December list of the same number of "Duco Diabolos" will be ready early next week. Their Mexican revolutionary or Marisqueria 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 is too low.

SAVE YOUR RECORDS

The Velvet Tone Needle Balance on Your Victor Will Do It!

Pictured June 8, 1913

Special Offer to Victor Dealers.

Send $1.30 and we'll mail you a sample Velvet Tone Needle Balance, ready to be fixed on your machine. Put it on your Victor Machine or Victrola. It does not cost you anything but a little time over and above what you spend in the usual manner, helps to extend the life of the needle, improves the quality of reproduction, and makes a Victoria the equal of the best in Europe, in quality and performance.

The Velvet Tone Needle Balance is easily attached to the record changer, or "tongue," by sliding it under the rubber at the point of contact. It is easily removed when the rubber is to be replaced. It comes in 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, Columbus, Pa.
PADEREWSKI PLAYS FOR VICTOR.

The new Victor Sound Record is receiving a large share of the trade and is being sold to dealers at a premium.

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.)


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, said: "The fact that we are just as heavily oversold 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-famed 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 endorsement is of itself significant—be recognizes the artistic position of the Victor in the musical world. The new records are of the 8000 $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.

CLUBB SONG ILLUSTRATOR.


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 homes. 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 W. B. Waterman & Co., Philadelphia, to handle their record envelopes and cabinets 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 says that 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 was the greatest month 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 employees. I use the word intelligently 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 employer 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 magnificent display of the merit of the merchandise he is exploiting.

There should be no discrimination shown by an employer in the extension of courtesies; the humbler the customer possibly there is more occasion to: exart 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. Hyers.

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.

Mr. John F. Talmas, President

Mr. Wm. A. Condon, Secretary and Treasurer

PATENTED

We Condon-AutoStop Co.,

25 BROAD STREET, NEW YORK, N. Y.
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 schoolboy 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 subject of so much notice 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 attributes of a man of strength who cared little but for the truth.

In Hungary, especially, the people went wild over Edison, mechanics, strolling with titled countrymen, in paying honors to the inventor of the phonograph. The photographs hereewith 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 am 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 free name in socialism. I'm not much of a believer in these new creeds. I think, in America, at least, we mostly get what we deserve. In Europe it may not be so, for the people there strive 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 tells him to lend 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 entity 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 intelligence which contributes actively to the general good.

"The multitudes of society drop their black stones in the ballot box, and what is the result? They merely tear down the fine fabric of a civilized 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-lower; 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 brains of industry are at work 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 news out a place for those who are competent to fill it.

"The rising quantity has always been limited, simply because it is not happy for humanity 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 is 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 understand the man's large influence there.

"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 soup. He has the feeling that he earns a rightful wage; that's what he wants, not a pot-house 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.

"A man that strikes me as fulfilling Anglo-Saxon ideals 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 distrust, 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. When Blum and 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—bean 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, perhaps Pastour, Becquerel, Bertheau, and Chevreul at the summit. Becquerel is 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 science into the meat department. He has been of untold value to mankind. What he has saved to the United States is beyond calculation.

"One is Carnegie of 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 business the man who does not find some way to reduce prices to the lowest cost of production is subject to the higher rates of local independent dissemination.

"One can't ignore the importance, either, of our great department store organizers, who found their inspiration in such men as Marshall Field, John Wanamaker and others. These, by their consolidation of purchasable articles, from potatoes to locomotives, so reduced the cost of owning that, if it wrecked the corner (Continued on page 37.)
shop, came as a boon to the innumerable needy.

The handiest of the great army of modern progressives 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 underlying 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 throughout 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 contemporaries 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 the month he enjoyed he doubtless will be here again, for there are certain things shaping themselves which, it is hoped, 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 pleasantly 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 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 caliber," 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 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 41 years. The Bolton 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 are 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 improvements 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 Ram, 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 expectations, 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., GENT., 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 Gray 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 proper 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 things 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 clog 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 Horns, Idalia, 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 cubistive series of experiments, extending over a long period, they have succeeded in evolving a satisfactory product. Two years ago they discovered 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 is 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 Victor IV, that sells for $10 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 can be said, W. V. 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 recently 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 Victrolia, 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 Carolinas. 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 past few weeks has been more active than usual and 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 not worried with the 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 visited.

George Collister, senior member of the firm of Collister & Sayle, died at his home October 3. He leaves a wife and five children. Mr. Collister was engaged in business with William F. Sayle in 1883. 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, stock-upping with the Edison "Model O" and "Model O Improved" records.

Dr. H. G. Barlow, of the Ohio Medical College, stopped over for a few days in the city and the surrounding territory the last of September.

A. A. Probeck, son of George J. Probeck, former manager of the 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. B. McLellan, of McLellan's music store, is on a western vacation, combining business and pleasure.

John C. Quail, who had been superintendent of city hall building for fifteen years, resigned on account of ill health. He was presented by school board employees with a beautiful phonograph and a cheque for the amount of his last year's salary.

Recent visitors were Mr. Heffelmann, of Klein & Heffelmann, talking machine dealers, at Canton, O., who called on the distributors last week; and H. R. Stay, of the Toledo branch of the Western Department.

The Cincinnati Post last week published an article from Buffalo, which stated that business was excellent.

Arthur L. Parson, manager of the retail department of the Eclipse Musical Co., was married to Miss Ella Keeninan, September 24th, and is on a wedding trip East.

F. B. Guyon, the oldest—nay, 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 experience and reputation will assuage make him a valuable acquisition to the staff of Dreher salesmen. The entire second floor of the company's quarters is occupied by phonograph and recording machines, making one of the finest showrooms in the city.

Mr. Guyon said the sales of both Victor and Columbia machines were good, and that the company was pleased with the business.

The Edison jobbing house of Lawrence H. Leberbach has leased a large and rapidly increasing business. W. L. Meyers, 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 Elters Music House, and had charge of the branch at Tacoma, Wash., for several years; previous to that he was at the Lackey St. Paul branch. He is competent, thoroughly posting all branches of the business, and Mr. Leberbach 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 hat 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. Nillett, "and are increasing our staff force all the time, and are compelled to overwork. We are now doubling our record output to meet the increasing demand. Altogether conditions at the U. S. are of the most prosperous character."

By the first of November the U-S will open distribution 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. McLellan, 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 Distributors' convention at Boston, in charge of the exhibit of U-S records. He demonstrated to the satisfaction of the citizens of the Hub that the U-S Combination Phonograph is not only an instrument 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 this new 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 smallest houses in the new Excelsior 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 in September of any month since we opened the branch here," said George R. Madison, manager. "Our new barrelless phonograph—of which we have several in stock—is a great success. In the next month or two we are going to have many inquiries for the newly introduced "Great Phonograph."

We are having many inquiries for the Regent line, and sales for these super machines are increasing and we shall be able to ship them by the 1st October. We are not able to forward orders at the present time, but we expect to have them delivered shortly.

The Cleveland bakers 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 higher class of machines and records. They are a real test of 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 very good seller. He stated the fall business was fine.

R. Svebla, proprietor of the West Side Columbia store, stated he was well pleased with business conditions and prospects. He deals in gra-
poliphones and records, pianos, etc., at his two stores, 1811 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. Baer & Sons Co. state that their record sales have increased 50 per cent this year and are still increasing.

Mr. Fredlander, 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 & Cronklin, 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. Saravant, "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., 1180-50 West 31d 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. Cobble is starting a new talking machine store at 7409 Woodland avenue, with a full line of Edison goods, purchased from Lawrence H. Luckie, Cleveland distributor. Mr. Cobble says business has opened up very satisfactorily. He was formerly in the talking machine business with his brother, at 1903 Woodland avenue, but they sold out and ceased business several months ago.

ADDITION TO COLUMBIA LINE.


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

lost, 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 $100 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 $36. "But the 'Regent' is so distinctly a departure in its form as well as in its total 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 $30 to buy it with; the lately announced 'Regent Junior' at $50, 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 $90 member of the 'Regent' family, as unobtrusive and as subtle 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 well with your 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 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.

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 Salter Horizontal Felt Lined Shelves 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.

SALTER MFG. CO.
Sole Manufacturers
339-343 N. Oakley Ave. CHICAGO, ILL.

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.

DISC CABINET (Closed).
57½ in. high. Net size of top, 17x17.
THE MODERN VS. THE PRIMITIVE.

Talking Machine Used to Record Story of California Indians—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 joins an.

After he had been convinced by T. T. Waterman, instructor in anthropology at the Asiatic Colleges, that the talking machine would not hurt him, Iski, 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. Iski 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 count the years, and think of the sun and the phases of the moon, and think of the Pleiades, and of the stars that have set for ages 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 grab 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 game 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 Iski, who sings of the wood 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 Iski 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. 6, 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 cande-

illa company 20,000 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 galpal countenance is not in this connection, but 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 instruments handled by this house. Their line of Victor talking machines and records is very com-

plete and aroused much interest. This depart-

ment 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 Bearings in 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-

ighth 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, con-

fined 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 Pontchar-

train, and contains about 20,000 electric bulbs, re-

quiring 600 h.p. to operate. Over 500,000 feet of wire (about 90 miles) is used, making necessary over 7,000 electric connections.

The operating company, in order to obtain "copy" the contracting advertisers might use, of-

tered $8,000 in cash prizes. The contest was li-

berally 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 59,000, of which the Edison Co. received 7,289, 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 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 informa-

tion.

Charles Ecker, who conducts a general store at Cragensport, 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 resi-

dents in his territory. "Charlie" is obliging and popular and is much-extolled.
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 contri-
bution to and on the talking machine, the Order of
Gimbel Bros., Milwaukee. His systematic and intelli-
gent handling of the subject has won for him the favor
of his customers, and he has been rewarded by this
article which is quite effective in explaining his
ideas. He has taken the trouble to prepare a retail talk-
ing machine. The following is a part of what he
has to say on the subject, which will probably
prepare the following article, which sets forth his plans of
operations.

To carry out this system as outlined, it is neces-
sary to have four styles of index cards differing
slightly in ruling and color, two maps of city, an
"order" inventory book, and the "reference" book. The
order book to show just what was ordered and to whom
order was given. The "inventory" book is kept on hand
when inventory is taken, showing which are the
sellers and just how fast they are going. The
"prospect" cards are kept in conjunction with one city
to take care of pros-
pective machine buyers, and the "mailing" and
"location" cards are kept with the other map to get
the best results from them.
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,
calls and matching machines and general ad-
vertising.

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 of two-inch wide of one-inch material
over which tack a piece of heavy cloth, stretched
rightly. On top of this frame 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 got-
ten and is kept in the alphabetical file, and is never
taken out of that file except for reference. No-
tations are made on it where to find its "informa-
tion" companion card, which is kept in the "tick-
leer" 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 "tick-
leer" 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 rows for salesman, a pin may be put in
the "prospect" maps, at the exact location of
each call.

Each day as the "tickle" 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. 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 dis-
poses 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 "ticker" file to the date
considered suitable for the next call, whether a
letter, call, catalog, telephone call, or other
means of influencing prospect. This date is noted
on the "prospect" card, which insures a ready
means of locating one it is necessary to con-
sult the "information" card at any time.

The cards used are not made for the purpose,
but are simply notify stock cards, which, by reason of
the color, do very well. By using cards of differ-
cent 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 every
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 finally induce them to buy, or that it
will fall into the hands of a friend who may be in
interest. Just the supplement will usually find a
welcome when a letter or call might antagonize.
Beside calling on prospects, a regular set of fol-
low-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 infor-
mation cards are destroyed, after making out
"mailing" and "location" cards.

METHOD OF HANDLING RECORD BUYERS.

By posting 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
to the customer and clerk.

It is always desirable to make the largest possi-
ble 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 to recording remittances, it is apparent
by the monthly stamps coming together, making it easy to pick out and put in "dead list" for special treatment. A record of these stamp-
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 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 buy only
one or two record, it has paid. By separating
cards into classes, circular letters may be used suc-
tively.

The writer sent out 217 such circular letters
on the same date, to customers who were in the "dead
list" 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 results for the first ten days were twenty-
eight answers, only two of which had a complaint,
and that was because we wouldn't leave records out
Sunday on approval.

In ten days out of the three of the 217 bought a
total of $19.65 worth of records and needles, and
the result before further work was done to
influence this list, was sixty-nine customers bought
back, buying a total of $145.66 worth of Victor
product. Many of the remainder have 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
merchant, who will hire the better class of slow
buyers and write each one a personal letter, nac-
tionizing 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
of the song, and the personal interest taken in their
matter. A great deal of good is also found in sending
cards 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 Tabl
Cabinets. We furnish them in Mahogany or
Oak (Victor Colors). Will ship
either with or without the albums. Beau-
tiful Photographs of Table Cabini
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 custom-
ary Victor discounts apply.

THE UDELL WORKS,
Indianapolis, Indiana.
the merits of some of the better records and ask-
ing for suggestion and criticism.

In writing circular letters, the writer finds it
makes the letter appear genuine and personal if
about these typographical mistakes are left in it
and the corrections are made in ink and the let-
ter signed in ink.

It is easy to make a personal appeal, referring to
specific records as above suggested, by making this
a postscript on the circular letter.

Location Card.

Location card is filed behind index card in the
street index file and kept in its place numerically.
In writing up right corner shows where between
what cross streets it is located, as for instance
where prospect is on Dover street, the notation in-
dicates 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 re-
membered. The name may then be easily found by
referring to "street index.

About 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 loca-
tion and he may be seen by those proximity.
These cards 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 $40 worth of records have sometimes been sold
in this way by a man sent out by the writer, and
people who no arrangement had been made to call.
Many letters have also been received, express-
ing 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
the records, 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 fit-
ner 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 the record 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 where 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.

Lastly let us have at least, get a list of the
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
models of Victor Co., but you also tell them that
they are called upon by a salesman and reported
upon unless you have promised not to do so when
getting the name.

When in the habit of taking telephone orders for rec-
ords, 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 un-
derstand the street and number and even if you
do have to have this repeated, it is less likable
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 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. 10,000 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 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 96
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 above 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 it is joy that the buyer, when
he received the telephone number, thought they
wanted the record and it was or

drawn and is shown as having been received. But
after being put, customer did not like it, so it is
shown in stock each month thereafter. Likewise
with No. 31,028. This record was ordered in Au-
gust 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 car-
rried forward, from which we determine how many
of each number shall be kept in stock.

This admits of carrying less stock and doing a
broader 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 send, if they are not coming in, which
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 stand-
ing 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
of an inch shorter so that one can tell imme-
diately by looking in to the drawer which are the

Where more than one of a certain number is
kept in stock, the first or original envelope is left
in its original size, but the following envelopes are cut

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A  B  C

Sample Inventory—Stock 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.

L. C. PARKER.
THE TALKING MACHINE WORLD.

THE TALKING MACHINE IN FICTION.

Plays a Principal Part in a Stirring Story of the West, Written by George Pat tutio 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 29, George Pat tuto, who writes charming stories of the West at the time of the wide cattle ranges, the cow-puncher and the bad man, turned his hand to another type 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 enabled him to escape so strongly in its grip that he was at first surprised 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 described the new visitor to his mother. The rancher regarded him anxiously—Luke was giving the instrument a preliminary polish.


"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, Hen derson went hurriedly indoors. Left alone on the porch, Luke struck his hand inside his shirt and kept it there. Suddenly he stiffened and got halfway 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-rolled 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 narra tive from La Boheme, he dropped back into his seat and turned to another oratorio to roll a cigarette. Henderson rejoined him.


"None, he confessed."

"Oh, that's a machine."

"Is it? I swear!"

"He did not move a muscle while the song lasted. Then he turned to his visitor. 'Are you a music man,' he asked, but he might as well have not 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 this so? He's one of them dagoes? That's most amazing, ain't it?"

"Henderson went to put on another record and Luke called to him:

"I don't hear 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 astonish ment that it happened so good to be 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 up and watched with the picture. Suddenly the child wrung his giant hand in the sexticite from Lucia. He saw Walker grow tense and the toes of his boots begin to move. The rancher looked down.

"It's hair! It's hair! Pass it back to the top of my neck," he confessed.

"When Jouruet came crashing in with his pipe and 'plume to Balance, and whispered to the strain too long kept his attention."

"Jumpin' Jupiter!" he exclaimed, waving beads of perspiration from his forehead. That gent' man's a sure-enough man. What's it all about, anyhow? What's shirley 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 entertain certain portions of the tale. As a diversion he played two solos by Tognonari, but his guest evinced impatience. They were all right, of course, and doubtless those women could sing, 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."

THE TALKING MACHINE EXPORTS.

Figures for August Presented—Reports Show Falling Off Compared With Last Year.


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 $316,496 for the same month of the previous year. The eight months' exportation of talking machines, records, and supplies amounted to $1,967,251.

POOLEY PATENTED CABINETS.

Are Winning a Great Vogue Throughout the Country—Mr. McMenimen's Tip a Success.

A feature of the John W. Manusater 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 Wausa maker 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.


(Applied to The Talking Machine World.) Augusta, Ga., Oct. 9, 1911.

The Barfield Piano Co. are a new Augusta firm, scheduled at a fast rate in the South, with William P. Manning as manager. The firm has 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 has been here from Savannah, where he was a manager for the Harvey Furniture Co. He is a firm believer in the value of advertising. The Barfield Piano Co. have as leaders the Pack ard 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.

TAKE NO CHANGES

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.

(See our Catalog.)
September Proves an Excellent Month with the Major of the Jobbers—Dealers Take Hold of Low-Priced Machines in Lively Flashes for the Lincoln Business—F. K. Dolber, a Visitor—Other Trade Visitors of Record—Pushing the Business Phonograph—Used for Federal Business—C. F. Baer, Open School of Salesmanship—Improvements in Wholesale Department at Lyon & Healy Store—Victor Trade Activity—New Phonograph Cabinets—Wurlitzer Service Co.—Ram-Penny Co.—Wurlitzer Visits—Wurlitzer Co.'s Good Rule—Other Live News of the Month in the Chicago Trade

(Continued to The Talking Machine World)


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 as especially strong showing as one of the Chicago houses on account of large opening stock orders. Notwithstanding this, last month's record not only equaled, but considerably surpassed the corresponding 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 aversion with which the dealers have taken hold of the new low-priced hornless phonographs, and particularly in 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 retail trade is 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 holding business have been made by all the large local dealers.

Dolber, a Visitor.

F. K. Dolber, sales manager for the Thomas A. Edison Co. of Chicago, 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. R. 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. Earmes, proprietor of the Edison Business Phonograph Co. of Chicago, is seeking 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. Earmes' company last week furnished Edison business phonographs for the sessions of the United States Senatorial Committee, appointed to investigate the charges made concerning the action of SenatorSherman. The committee held its sessions at the Hotel Pilster in Milwaukee, and the Edison machines were used by the official Senate stenographers, who were present. Next week the Lorimer investigation will be resumed in Chicago, and Mr. Earmes 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 employees 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 lines for various customers, there are practical demonstrations. One man will assume the role of customer and another that of salesman. Every effort is put forth in a friendly but efficient manner, and by 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 much interest by all.

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 repair department rooms moved 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 cut into the floor, and 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.

Addrs Talking Machines.

The John A. Bryant Piano Co., 53 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 manufacturers have done an excellent job on the Victor dealer on Wabash, north of Adams street.

Reports Big Victor Trade.

Arthur D. Geisler, 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 about the same lines. The new Victor IV, the $10 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 for the V, 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 Victorola IV, which Mr. Geisler says will represent exceptional value. It will be at $40, enabling the dealer to offer his trade a particularly attractive price. We will also have cabinets matching the Victorola VI and VIII.

Columbia Items.

W. C. Fuhr, 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 the previous month in the history of the company. Fuhr says that while all the new types of phonographs are in strong demand and are taxing the ability of the company to supply them the $30 Favorite grammaphone 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 recently. He was attended by Mr. Fuhr. He was accompanied by Mrs. McMurtry.

A new "Flutebox" sign has made its appearance in front of the Columbia headquarters. At night the famous phonograph trade mark shines out with great brilliancy.

One of the new Nonpareil grammophones, retailing at $150, is on exhibition at the Chicago office. If not 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 collection for the Chicago Nonpareil and has been promoted to the sales department, and is now looking after wholesale business in the loop district. S. A. Barrell now has the collection desk. Mr. G. E. Sherrell, manager of the department of the Smallfield Music House, Davenport, la., was a recent visitor.

George D. Smith, manager of the railroad branch of the Distributing Co., has been installed dictaphones in the Chicago & Alton accounting department in the Carpen building.

Findus Busy Factories.

L. C. Wawell, 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 out very, very well, and especially the new sister record album 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 preparatives to bring out the new disc line which is now promised for the first of the year.

Mr. Wawell states that this 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 brought a very big 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 IVs (the low-priced, new and improved Victor) and evidently the 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 IVs (the low-priced, new and improved Victor) and evidently the 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 IVs (the low-priced, new and improved Victor) and evidently the 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 IVs (the low-priced, new and improved Victor) and evidently the 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.

H. N. McMenimen, sales manager for the Pooley Furniture Co., Philadelphia, Pa., spent a couple of days in Chicago recently. He laid 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 disc 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 Trade.

Lyon & Healy are having an immense demand for the Lyon & Healy table for use with the radioless Victor-Victorolas. 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 free dealer will do everything in his power to brighten up his store and mark his wares in the most effective way during the holiday 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 40.)

maintenance is nominal. The Edward C. Price Co., 117-21 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 storerooms is now devoted exclusively to a Victrola display. A large room in the rear of the second floor has been fitted up as a Victrola showroom. It is sufficiently large for retail 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 build-
ing today. He had with him a friend who 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 one of the new Government land which is being opened up for settlement.

Late Vacations. 
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 stories and facts, feeling fine. Dan Creed, the company's credit man, has bided 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 without interruption and customers suffered little incon-
venience. Manager W. C. Patrick reports that all the dealers established in Chicago and con-
iguous 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 E. Lipnick Piano Co., Victor, B. C., was a visitor last week on his return from a trip to the East. The company become 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, 416 East 69th street. Mr. Miller placed the line with the firm, and be-

come 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. Chesticle, who travels Indiana and Michigan for the Talking Machine Co., has taken unto himself a bride in the person of an accomplished young Evanston woman. Congratulations are pouring in on the happy couple.

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.)


One of the most popular exhibits in the Inter-
national 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. Par-

sons, district man-

ager for the Dict-

aphone, with headquar ters in Chicago. It re-
sulted in a goodly amount of busi-

ness and a fine array of pros-

pects. Each visitor to the booth was invited to talk into the Dictaphone, the con-
squent 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 therupon dictated his will to the machine. Two witnesses dictated their names to the same rec-

ord. The entire matter was transcribed on the typewriter and signed by the testator and the wit-

nesses. 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, 

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 old-
est and most conservative concerns to the dicta-
tion 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
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 Disc Graphophone and Record—Varies 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 policy.

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 every-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 paramount aim in 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 "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 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 the mechanism is fully cabled—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 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 $50, and "Premier" at $80. Next come the Grafonolas, "Favorite" at $90, "Mignonette" at $100, "Nonpareil" at $150, "Regent" at $200, and "Regent Junior" at $250. 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 varied models, the Columbia "Concerned Grand" reproducer receives due attention and is well illustrated and described.

Following the reproducer comes a short but important article on Columbia double-disk 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 instruc-

and 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.

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 office, 5 and 7 Union Square, in furnishing the foregoing information, said business was very satisfactory 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. R. 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 businessmen 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 Photograph Co., Genl., Tribune Building, New York

HANDLING SECOND-HAND MACHINES.


(Special to The Talking Machine World.)

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. Mr. Silverstone, the Edison jobber and retailer, says that when he takes in a second-hand machine he junk's it and uses the parts for repairs, of which work he does a great deal. Mr. Silverstone was once a watchmaker, and his expertise 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 Thebes 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 comditioned 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 is in the amounts allowed for them by dealers who take in. There is no easier method to bankruptcy than 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 $50 or $80 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 $40 horn machine in good condition when they sell a higher priced Victorola. 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 shank and sell them for $10. They are worth, and 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 almost any machine. After the rebuild-

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 Victoras. "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 for the agency for the Zonophone, does a thriving second-hand business in all makes of machines, the source of which is not disclosed. The store is under two gitals also in the second-hand tangible segment, the records and writers, 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 pretty good sale. Mr. Knight also advertises second-hand records of all makes and sells some of them.

The small dealer in the edge of town invariably offers 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 the customer offers any faults that are found with them, and that this cheap opening is one of their best prospect builders. This was repeated at 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 adjust-

Thomas Cummins, nephew of L. A. Cummins, Victor traveler in this district, has accepted a position with the Koehler-Brenner Co., Victor jobbers and general musical merchandise dealers, and will have charge of the shipping department.

L. A. Cummins, traveling 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 $500 deal with the Hard Music Co., of Fulton, Mo., which company also represents this line at Troy, Mo. On the last day of the month Mr. Cummins looked for 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 advice 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 imme-

(Congoled on page 52.)
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 ex-
ceedingly pleased with the present trade condi-
tions. 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 sev-
eral Amberlows, $200 each. At Ballman Brothers
and the Thibes 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. R. Wal-
thal is especially enthusiastic over the Grafonola
Nonpareil, one of which he has received, and
which he declares should be the best selling in-
strument ever put out by that company.
Recent Columbia head-quarters visitors were:
F. M. Bourrell, of Olney, Ill.; F. Denizet, of
Perryville, Mo.; A. E. Zuckshwet, of Tipton,
Mo.; C. H. Hawk, of Pocohants, Ill.; G. R. Long,
of Belleville, Ill.
B. F. Phillips, of the Columbia Phonograph
Co. sales force, was married October 4 to Miss
Ruth Fisher, and the bride and bridesmaid were
given a handsome present by the Columbia
employees.
J. W. Westerfield, assistant to the manager of
the telephone department of the Columbia Pho-
notraph Co., was a St. Louis visitor recently.
E. F. Scott, manager of the dictaphone depart-
ment of the Columbia store here, reports the
placing of his equipment in the offices of the
Rice, Six 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
immeasurable increase.
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.
Mr. H. Bremer, until recently a salesman for the
Koerber-Brenner Music Co., in this city, and for-
merly secretary of the company, has become trav-
celling representative of the Fred Gretch Music
Co. of Brooklyn, in this territory.
Mr. Gill, of Montgomery City, Mo., was a re-
cent caller at the Koerber-Brenner Music Co.
here.
F. C. Raith, secretary of the Koerber-Brenner
Music Co., who has the local trade as his especial
field, reports that every outlet of the city has
ordered the small Victrola and a goodly number
of orders have been placed for the two higher
priced models. The Koerber-Brenner trade is
also running heavily to Victrola XVI, and Mr.
Raith says the sale of 212 of this style ma-
chines 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. Raith 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 Prospets—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.)

There was a decided improvement in the talk-
ing 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 carry as far south as
North Carolina, as well as Baltimore and the
State of Maryland. This improved condition dur-
ing 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 rosate and a source of genuine encour-
agement 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., Man-
ger Roberts stated that the way in which the new
$10 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 in-
crease 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 every dealer in the latest Edi-
son styles which have sold well. The record busi-
ness is also in fine shape.

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.

211 Marbridge Building, Broadway and 34th Street—NEW YORK
218 South Wabash Avenue—CHICAGO

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.)
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 people desirous of becoming acquainted with
the new machines 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, and
covered with the highest grade of wall and roof
material, fireproof to the stairways. The entire front of the large
basement is given over to the Victor talking ma-
chine department, with several handsomely decora-
ted 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
carpeting and 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 en-
tered upon—was tendered Edmond F. Sause, as-
sistant manager of the Columbia Co.'s export
department recently at Keen's chophouse, a cele-
brated rendezvous for Bohemians and others in
the music line who "have the price." The spread—
a special unique menu—was originated by the
"May Lawn Especial Club," the hosts, composed of
attaches of the export department, with the ex-
ception of E. B. Cotton, who is first assistant to
George F. Metzger, the able chief of the adver-
sising bureau. Besides the guests of honor, the club
was present to a man and included F. H. Ames,
P. M. Brown, M. D. Easton, A. E. Garmaine, W.
Hernandez, L. Rocha and L. Villafuerte. It was
then dinner, believe The Talking Machine World.
Mr. Sause gets married October 25.
BUSY TIMES IN MILWAUKEE.

Friendstimes in Milwaukee are being noted for their increase in business, as indicated by the reports received from various dealers.

One of the most interesting stories is that of the Milwaukee Telephone Company, which has been busy with a number of large orders. The company has been able to increase its business by 20% in the past year, and this trend is expected to continue.

Another interesting development is the opening of a new branch of the Wisconsin Telephone Company in the city. This branch has been established to serve the western part of the city and its suburbs.

The Milwaukee Telephone Company has also been active in the installation of new equipment, and has recently completed the installation of a new exchange in the downtown area. The exchange is expected to handle a large volume of traffic and will be a valuable asset to the company.

In addition to these developments, the Milwaukee Telephone Company has also been active in the installation of new equipment in the western part of the state. This is expected to result in a significant increase in business for the company.

The Milwaukee Telephone Company is well known for its high standards of service, and it is expected that these developments will continue to be a source of pride for the company.
Columbia catalog—From cover to cover a sales-man.
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.

BUSY TIMES IN MILWAUKEE.

(Continued from page 53.)

is securing some brisk orders for calculators for the Victor IX, X and XI.
Miss Gertrude Ginnon, head of the Wisconsin Talking Machine Co., distributors for the Victor line, and proprietress of the McCrery retail store, has inaugurated a most interesting educational and advertising scheme. Co-operating with the Milwaukoe Journal, Miss Ginnon 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 Ginnon 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 54 Bellefonte building. Mr. Irwin reports that business is good and that prospects are excellent. The line was formerly carried in Milwaukee by the Hoeffer Manufacturing Co.

E. H. DROOP VISITS VICTOR PLANT.


When E. H. Droop, of the E. H. 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 too familiar with the products of the Victor Co., I went to the factory 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. Geisler, general manager, and Geo. D. Ornsen, manager of the traveling staff, but instructive 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 anannouses in connection with the business, as when you have worked up a new party to enter the field—one of responsibility which will give the line a suitable representation—and to find that in placing the initial order it has been 'split' with other distributors, you are洗脸 to say things not fit for publication. Then again the loose, harum-scaramum 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.


(Special to The Talking Machine World.)

Los Angeles, Calif., 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.

R. 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 Shirely Bros. and will continue handling phonographs and will push the line vigorously. F. W. Jones, Fellow, 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. Tuttle, Santa Monica, Cal., reports business as being on 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. Dane’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 Ambrosials 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 Cyclor, also the bankrupt stock of the Lighty 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. Mixter, 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. EVERY BODY BUYS THEM.

Send for 1911 Album Booklet illustrating the latest style Echo Albums for both single and double-sided records. Faux spool 1 to 10 with names on front. Echo Albums at all record stores after stocks are removed. Also, can be obtained for inland post free cases in Victoria. If your jobber does not carry Echo Albums, send your order direct to us. Register claims to dealers.

ECHO ALBUM COMPANY
920 Cherry Street, Philadelphia, Pa.
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 fender 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 adequately secured.

**Attchment for Talking Machines.**
Frederick W. Schmidt, Philadelphia, Pa. Patent No. 1,001,403. This invention consists of an improved attachment for sound-reproducing machines, whereby the machine is supplied 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 the machine using records of special construction.

For the purpose of illustrating this invention, there is shown in the accompanying drawings a 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 instrumentality 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 instrumentality as herein shown and described.

**Phonograph.**

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, 1906, 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 needle 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, which member the end of the tube section, which is attached to the reproducer needle, 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.

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Dealers of Michigan

Do you know that the fall is now with us and that it promises a most satisfactory manner? If you do not know that fact, you will have no need to know it just past this where you will be reminded of that fact constantly. We can fill your orders on the shortest possible time. Just make your needs known to us and we can ship your orders at once!

Don't forget!

Because of the fall, we offer a special offer on a large selection of Victrola-style record players. These are available in various models and colors, and each comes with a warranty.

The fall is a time for special offers and deals. Take advantage of this opportunity to purchase a record player that will provide you with many hours of entertainment in the comfort of your own home.

Please contact us to place your order and take advantage of this special offer!

Julius A. J. Friedrich
39-32 Canal Street
Grand Rapids, Mich.
Leading Jobbers of Talking Machines in America

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.
'Chicago and Chicago

Two points of supply: order from the nearer

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, I.A.

Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.
The best service in IOWA

F. M. ATWOOD
123 MONROE AVENUE
MEMPHIS, TENN.
EDISON JOBBER

STANDARD TALKING MACHINE COMPANY
EDISON
PITTSBURG, PA.

"If it's made we ship it the same day order is received"

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.

IF YOU'RE IN WESTERN MICHIGAN
it will be easy in your pocket to order
Victor Machines and Records
THE MICHIGAN DISTRIBUTORS OF
JULIUS A. J. P. BIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY & WHITSIT
L. M. WELCH
PERRY B. WHITSIT, JR.
218 South High Street
Columbus, Ohio.

Edison Phonograph Machines and Records
VICTOR JOBBERS

PACIFIC COAST
DISTRIBUTORS OF
Victor Talking Machines
STEDWYAN PIANO—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co.
San Francisco Portland Oakland
Los Angeles

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

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

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 Photophone Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Photophone Co., 204 W. Lexington St.
Binghamton, N.Y., Columbia Photophone Co., 103 W. Main St.
Buffalo, N. Y., Columbia Photophone Co., 174 Broadway.
Cincinnati, III., Columbia Photophone Co., 195 N. Main St.
Cleveland, O., Columbia Photophone Co., 1421 Euclid Ave.
Dallas, Tex., Columbia Photophone Co., 1626 Main St.
Denver, Colo., Columbia Photophone Co., 305-307 Broadway.
Des Moines, Iowa, Columbia Photophone Co., 1112 Grand Ave.
Detroit, Mich., Columbia Photophone Co., 1112 Grand Ave.
Hartford, Conn., Columbia Photophone Co., 119 High St.
Indianapolis, Ind., Columbia Photophone Co., 2222 Post Office St.
Kansas City, Mo., Columbia Photophone Co., 1112 Grand Ave.
Lagrange, N.Y., Columbia Photophone Co., 107 Sixth Ave.
Memphis, Tenn., Columbia Photophone Co., 107 Sixth Ave.
Milwaukee, Wis., Columbia Photophone Co., 516 East Grand Ave.
Minneapolis, Minn., Columbia Photophone Co., 516 East Grand Ave.
New Haven, Conn., Columbia Photophone Co., 704 Canal St.
New Orleans, La., Columbia Photophone Co., 501 Canal St.
New York City, Columbia Photophone Co., 516 East Grand Ave.
Philadelphia, Pa., Columbia Photophone Co., 716 South Broad St.
Pittsburgh, Pa., Columbia Photophone Co., 1516 Liberty Ave.
Portland, Me., Columbia Photophone Co., 500 Congress St.
Portland, Ore., Columbia Photophone Co., 516 East Grand Ave.
Providence, R. I., Columbia Photophone Co., 129 Westminster St.
Rochester, N.Y., Columbia Photophone Co., 551 East Genesee St.
Salt Lake City, Utah, Dailey-Delee Moline Co.
San Francisco, Cal., Columbia Photophone Co., 353 California St.
Seattle, Wash., Columbia Photophone Co., 111 Second Ave.
Springfield, Mass., Columbia Photophone Co., 356 Main St.
St. Louis, Mo., Columbia Photophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Photophone Co., 20 West Sixth St.
Washington, D. C., Columbia Photophone Co., 325 Seventh St.
Wilmington, Del., Columbia Photophone Co., 601 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Photophone Co., Wholesale Department, Tribeca Building, New York.

Headquarters for Canada:
Columbia Photophone Co., Mission Building, Toronto, Ont.

Every Jobber in this country should be represented to this department. The cost is slight and the advantage is great.
Be sure and have your firm in the November list.
A big majority wants Thomas A. Edison’s own instrument—

The Edison Phonograph

because it is the biggest money's worth, style for style, from the Gem at $15.00 to the Amberola at $200.00.

What the public wants, what the public needs and what the public can afford to have —what the public knows it wants, needs and can afford to have is the best selling proposition for the dealer. Forget about tariff reform and Supreme Court decisions and get a little more horse power behind your Edison salesmanship.

Write your jobber today.

Thomas A. Edison, Inc., 59 Lakeside Ave., Orange, N. J.
The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—Collier's Weekly.
ZON=O=PHONE

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.

Double Record Discs

10 inch—65c.  12 inch—$1.00

Our new catalogue of foreign Double Records is ready for you on request.

Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.

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.

Fourth and Race Streets

PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS
Hot Springs—Joe Hilliard, 210 Central Ave.

CONNECTICUT
Bridgeport—F. E. Beach, 903 Main St.

FLORIDA
Tampa—Tanner Music Co., 694 Franklin St.

ILLINOIS
Chicago—W. H. Sajawald, 1611 Milwaukee Ave.
Chicago—Treich, Fears & Co., 75 Fifth Ave.

KANSAS
Topeka—Emahiser-Schmidt Piano Co., 617-619 Kansas Ave.

MARYLAND
Annapolis—Globe House Piano Co.
Baltimore—C. A. Smith & Co., 641 W. Baltimore St.

MASSACHUSETTS
Boston—Katz & Hoffman, 9 Portland St.

MINNESOTA

MICHIGAN
Detroit—J. E. Schmidt, 280 Gratiot Ave.

MISSOURI
Springfield—Morton Lince, 265 Boonville St.
St. Louis—Knight Mercantile Co., 211 N. 12th St.
St. Louis—D. K. Myers, 2800 Finley Ave.

NEW JERSEY
Hoboken—Eclipse Phone Co., 105 Washington St.

NEW YORK
Brooklyn—E. G. Werner, 1129 Bedford Ave.
New York—Greater New York Photograph Co.,
119 Grand St.
S. R. Dwyer Co., 124 University Place.

NORTH DAKOTA
Fargo—Smith Piano Co., 614 First Ave., N.

MISSOURI
St. Louis—Knight Mercantile Co., 211 N. 12th St.

NEW YORK
Brooklyn—E. G. Werner, 1129 Bedford Ave.
New York—Greater New York Photograph Co.,
119 Grand St.
S. R. Dwyer Co., 124 University Place.

OHIO
Akron—J. E. Poorman, Jr., 697 Main St.

PENNSYLVANIA
Allentown—J. E. Poorman, 697 Ohio St.
Harrisburg—J. E. Poorman Music House, 12 So. Market St.
Philadelphia—R. Wittling, 1809 N. 4th St.
Pittsburgh—C. C. Miller Co., Ltd., 815 Fifth Ave.

TEXAS
Bemont—K. B. Fierche Music Co., 608 Pearl St.

WISCONSIN
Milwaukee—C. H. Elfseholt, 610 13th St.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

Toronto—Whaley, Royce & Co., Ltd., 88 Yonge St.
Vancouver—R. C. M. W. Waitz & Co., Ltd., 668 Granville St.

Winnipeg—Man. Whaley, Royce & Co., Ltd.
USE IN POLITICAL CAMPAIGN.

Republican State Campaign Committees in Ken-
tucky Use Records of Prominent Men to
Emphasize Common Law of the
Phone 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, realizes the possibilities of
politicizing the remote mountain dis-
tricts by the personal presence of the more im-
portant figures in the campaign now in progress, con-
cluded the Louisville store of the Columbia Phonog-
raph 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 mov-
ing picture. It is understood that they were sending out as
means of attracting interest to the meanings de-
sired to hold.

Means were devised at the Louisville store for mak-
ing 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'Neal, of the State Court of Appeals, present
Republican candidate for Governor; United States
Senator W. O. Bradley, ex-Governor of Kentucky;
Congressman John W. Longley, chairman State
Committee of the Iroquois Thruway B. Dix-
on, and ex-Congressman N. T. Hopkins.

Lack of time prevented the possibility of mak-
ing good recordings, 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 justi-
ﬁed it. In addition to the expected advantage of
having good music as rendered by the Twentieth
Century graphophone in connection with the mov-
ing pictures, enormous interest was excited every-
where by the fact that the prominent public men
making these records, while unable to be the spot
in person, nevertheless were able to, and took the
trouble to send, their sentiments on various ques-
tions involved in the campaign out to the peo-
ple in their own living voices. The speeches as re-
corded in this manner have worn quite well, and
have been reproduced with remarkable effectiveness
on the Twentieth Century graphophone.

The proportions 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.

INCREASE CAPITAL TO $50,000.

Condé-Autostop Co. Also Arrange to Increase
Directorate—Many Prominent Men Inter-
est—Well Equipped Plant Being Estab-
lished—Exhibits at Prominent Shows.

The Condé-Autostop Co., 25 Broad street,
New Haven, have applied for permission to in-
crease their capital stock from $9,000 to $75,000, and they are
now perfecting plans to establish a well-equipped plant for the manufacture of Condé-Autostops and
other specialties at an early date. The capital will also be increased from four to seven members,
and the following gentlemen have become financially
interested in the company: Mr. F. Talmage, who is a director of the D. I., & W. R. R. Co., and Thomas M. Debevoie, of Rounds,
Hatch, Dillingham & Debevoie, 62 Cedar street, Pub-
lishing, and Wm. A. Blaske, manager of the Chicago,
Illinois & St. Paul Railroad Co., and other corpora-
tions identified with Rockefeller interests; Henry R. Taylor,
Ogdin H. Hammond, brother of John H. Ham-
mond; Oliver Gould Jennings of the Signature
Co.; E. T. H. Talmage and H. O. Davis. 

There has been considerable discussion how
they will overcome any delays in manufacturing and to perfect a complete
organization in every detail.

Much interest was stimulated in the Condén-
Autostop by exhibits made by the manufacturers
at the recent Electric Show at the New Grand Cen-
tral Palace, and at the Land and Irrigation Ex-
position, 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 phono-
graph business to Louis Buehn & Bro., of this city,
and will in future handle the Victor line ex-
clusively.

In announcing the deal the Standard Talking Machine Co. state that their Victor busi-
ness 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
former years has taxed the company for
some time past and they considered the arrange-
ment just made as the best solution of the prob-
lem.

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 the reports of the exports of
the commerce of the United States for the month of Sep-
tember (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 value of Victor phono-
recordings, 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' ex-
portation of talking machines, records and sup-
plies amounted to $1,209,541.

EFFICIENT COLLECTING PLAN.

The System Adopted by a New York Merchant
for Getting Money.

The best results on collections come from work-
ing on a systematic plan, which begins with a re-
quest for payment when an account becomes due
and ends only when the money is collected, ham-
pering 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 sec-
ded previous month.

Third—Those having items in the third previ-
sous month or later.

The first class may go without comment, as
they are due and will not be due this month.
The second class will receive a further letter,
addressed to the character of the same, and
announced. Then send out marked 'Please remit.'
The copy will be kept until the twent,
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
it.

During the process the fact will be kept in mind
that 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
thus save time on the customer; a reminder of
the letter received a few days before.

The second letter is so worded as to express
appreciation of the appointment and the courte-
ous 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 privileged to a remittance or an explana-
tion. The third letter might call attention to the
previous two, and notify that draft is being made
to the bank with whom the customer does
business. To provide this information, names of
banks used by customers should be taken from in-
coming 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, Nov. 8, 1911.

Willis H. Ransom, who was formerly manager of
the wholesale and retail talking machine busi-
ness of the Carter & Logan Co., of this city, has
now 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 offices at 23 West Duval street, which have
been elaborately ﬁtted up.

The new company will handle exclusively the
Victor Talking Machine Co.'s products, including
their high grade Victrola phonographs, which
are the only exclusive retail agency in this city, and
the company will be prepared also to take care of all re-
pair work and furnish all parts.

Mr. Ransom, although quite a young man in
years, is old in experience in this line, having fol-
lowed 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 associated with it, and
being a bustling, 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 621 Kansas ave-
ue. Improvements are now under way which will
cost $6,000, and which include a modern front,
something different from anything yet seen in To-
peka. 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:

"We have just returned from Grand Rapids, where
the Wilmuth Show Case Co. are making the ﬁx-
tures for our new store, which will cost $6,000.
The entire room will be ﬁtted by this firm."
TRADE IN SAN FRANCISCO.


(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 Victorias. 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 Gorgorra.

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 Canners, Baker & Hamilton and many others. General satisfaction with the machines is attributed by the frequency of additional orders from 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. Ebenon 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. Dobber, sales manager of the Edison Co., was a recent visitor to the city.

The Henschelt 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 succeeded by Miss Marie I. Smith, who was connected with the talking machine and small goods department of Benjamin Curtis & Son, on Kearney street. The department has been rearranged and decorated to suit the taste. Miss Smith says the business on the new Victorias 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, even more orders for Columbia goods leave his department. He says they are selling machines faster than they can get them in.

George W. Lytle, general manager of the Columbia Phonograph Co., is paying his annual visit to the Coast. He is expected here next week.

Peter Bucigalupi & Sons are doing nicely with the smaller Victorias. 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, using an Edison phonograph for dictating, and finds it a great labor saver.

F. G. Dan Co., also, use this machine in their offices, as do several local editors.

The use of the business phonographs 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 completelyelectrifies 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.


(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 nerves?" was the question which Al-derman Donovan 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 grating it began "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."

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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.
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.


Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS:

Albany, N. Y. - Finch & Hahn.
Atlanta, Ga. - Elises-Austell Co.
Austin, Tex. - Phillips & Crew Co.
Baltimore, Md. - The Talking Machine Co. of Texas.
Bangor, Me. - Andrews Music House Co.
Birmingham, Ala. - E. E. Fiske Piano Co.
Brooklyn, N. Y. - American Talking Machine Co.
Buffalo, N. Y. - W. D. Andrews.
Burlington, Vt. - American Photograph Co.
Butte, Mont. - Osborn Brothers.
Chicago, Ill. - Lynn & Hebb.
Cincinnati, O. - The Rudolph Weilhart Co.
Cleveland, O. - The Rudolph Weilhart Co.
Columbus, O. - Perry & Whitel Co.
Denver, Colo. - The Heat Music Co.
Des Moines, Ia. - Cass & Went.
Detroit, Mich. - Grinnell Bros.
Dubuque, Iowa. - Hager & Bliss.
Duluth, Minn. - French & Bannett.

Eminence, O. Y. - Eminence Arms Co.
Galveston, Tex. - Thom, Oggan & Bros.
Honolulu, T. H. - Bergstrom Music Co., Ltd.
Indianapolis, Ind. - Musical Echo Co.
Jacksonville, Fla. - Florida Talking Music Co.
Kansas City, Mo. - J. W. Jenkins Sons Music Co.
Lincoln, Neb. - Rose E. Carisse Co.
Los Angeles, Cal. - Sherman, Clay & Co.
Louisville, Ky. - Montgomery-Richardson Music Co.
Memphis, Tenn. - E. E. Fiske Piano Co.
Milwaukee, Wis. - Wisconsin Talking Machine Co.
Minneapolis, Minn. - Lawrence H. Luck.
Mobile, Ala. - Wm. J. Reynolds.
Montreal, Can. - Berliner Gramophone Co., Ltd.
Newark, N. J. - Price Piano Machine Co.
New Haven, Conn. - Henry Howes.

Oklahoma City, Okla. - Schulte Arms Co.
Omaha, Neb. - A. Hope Co.
Pittsburgh, Pa. - C. C. Mellor Co., Ltd.
Portland, Me. - Gerrity & Allen.
Richmond, Va. - The Colby Co., Inc.
Salt Lake City, Utah - Consolidated Music Co.
San Antonio, Tex. - Thom, Oggan & Bros.
San Francisco, Cal. - Sherman, Clay & Co.
Savannah, Ga. - Phillips & Crew Co.
Seattle, Wash. - Sherman, Clay & Co.
Syracuse, N. Y. - The Whitney & Carrier Co.
Toledo, O. - The Whitney & Carrier Co.
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
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, COMMERCIALLY, 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 PRODUCTS at a profit is in proportion to the SERVICE it renders.

Eleventh, This in turn depends upon the EFFICACY 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 customs 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. No man, in harmony with them or else lose our RIGHTS TO SUCCESS.

In the realm of man-made laws ignorance of the law excuses the 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, he would read. IF YOU WOULD BE SUCCESSFUL YOU MUST BE ON TIME."

"Thou shalt not be late," is a mandate of the Almighty.

If Blisher 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-MISERS" and "OUT-WITH-THE-BOYS" type of men are not the type that make the REAL SALESMEN—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 NA- TURAL and HUMAN NATURE. The HUMAN BREEDING is the apex, the pinnacle of man's highest creation. Man cannot violate natural law with impunity. If he does, he must pay the penalty in the subtraction from the other-wise possible total 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 SUCC ESSE 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 de-murrer filed by Charles A. Keene of 189 Broadway in the action which the Wellington 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.
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.
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.

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 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 records and lasts forever—no changing of 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, 5c, 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 Covetously 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 cooperating 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 heartfelt support. And the suggestion must 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 so aided 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 window display, making them pay both dealer and manufacturer, and pay right up to the maximum profit to the manufacturer.

"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 publishing reprints of popular fiction at popular prices. There is no close comparison between the marketing of books and the merchandizing of talking machines; though 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.

5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen the 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 fail least 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.

Mr. E. Jones, recently appointed local manager of The Dictaphone department of the Columbia Phonograph Co. in Louisville, Ky., whose photograph

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 sort 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, Ohio, office of the Remington Typewriter Co.

The Dictaphone people are to be congratulated on securing Mr. Jones' services, and his many friends and well wishes prophecy 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 JOBBER

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 over 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 JOBBER

713 PENN AVENUE PITTSBURGH, PA.

H. E. Jones,
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
THE TALKING MACHINE WORLD.

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.


Boston: John H. Wilson, 281 Washington Street.
Chicago: H. E. Van Hallers, 21 So. Wabash Ave.
San Francisco: S. H. Gray, 83 First St.
Cleveland: G. E. Pleasont.
Lowell: C. J. Jenkins.

Published the 15th of every month at Madison Ave., N. Y.

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 stagnation and disaster would we 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 daily 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 deep into the science of business will succeed, and one does not have to go far very 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, says 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 pryate 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.

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

THE TALKING MACHINE WORLD.

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 Phonographs

Summary of the Month's News—Healthy Trade Conditions.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 8, 1911.

From all source 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 Elin 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 year 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. Whelan, of the Columbia Phonograph Co., advises that October business was above that 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 $50 Grafonola-Regent Junior (table) for first honor on the list. This great demand is general from both retail and wholesale trade.

Manager C. G. McNell, of the Dictaphone department, reports wide-spread enthusiasm over the new style A-6 and B-6 Dictaphones, and everyone who has seen them pronounced 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 Ahans has the following to say about the Aeolian's Victor department: "Business in the Victor department of the Cincinnati house is of the same galaxy, with the Aeolian Co., located at 55 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 Victrola 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 Victor pipe organ for the Victrolas. We expect some big advertising from this feature, and profitable results. Business looks good, and our new Victrola 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 wind instruments, 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 Victrola 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 placings 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. Recorders 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 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 Quarter 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 woodwork of the entire establishment is in oak finish, with wall decorations in greens 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 "outrush." 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 "Nyoli," a fine oil manufactured by William F. Nye, of this city. "Nyoli" 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 Nyoli 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.)


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 El 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 piano dealers handle and push their talking machines.

"Here's the way he says it to The World man. 'Pretty 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 try 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.)


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 bustling 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.”
FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

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 giving a spectacular performance to capacity audiences. It is the first time this great metropolitan success has been seen in Boston, and as its fame had traveled abroad the large audiences are what might be 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 permed hair 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 & Spence 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 tasteful display of many instruments and apparatuses and there are a number of features which hold the attention of passers-by. Mr. Luce plans the window constantly, 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 allies 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. "Price." 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 headline 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:

<table>
<thead>
<tr>
<th>Boston Talking Machine</th>
<th>Eastern Talking Machine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Falor . . . . . . 56</td>
<td>Brown . . . . . . 27</td>
</tr>
<tr>
<td>Hugg . . . . . . 82</td>
<td>Reed . . . . . . 18</td>
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<tr>
<td>Hogan . . . . . . 65</td>
<td>Spence . . . . . . 28</td>
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<tr>
<td>Kingsley . . . . . 50</td>
<td>Gale . . . . . . 26</td>
</tr>
<tr>
<td>Cheyney . . . . . 64</td>
<td>Price . . . . . . 104</td>
</tr>
<tr>
<td>Hogan . . . . . . 112</td>
<td>Climer . . . . . . 38</td>
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</tbody>
</table>

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 Ericson, the courteous, energetic manager of the Columbus Phonograph Co., has just closed a contract. From the day, almost, that the arrangement was made the Grand Rapids Co. found business so good and frequent large orders for goods give further proof of Mr. Ericson's far-sighted policy in looking after local trade.

Looks for Enormous Business.

Manager Stillman, of the Pardee-Elmerberger 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. Stillman himself is beginning to experience. The headquarters of the Pardee-Elmerberger Co. have just received a large consignment of mahogany cabinets which customers cannot resist the temptation of purchasing. Guy R. Coner, one of Mr. Stillman's valued assistants, 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 high demand 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. He is 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 boys 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 to 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 per cent. over that of the same month a year ago, and this increase reasonably could have shown up to 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 Ericson's private office. On this floor are the dictating department and the bookkeeping departments, and to properly facilitate the increasing work several new employees 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. Ericson will have to make still further additions to his Boston quarters. One interesting feature of this house'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 Linsell, 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 instance is 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 Ericson 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.

GOOD BUSINESS IN BALTIMORE

Various Houses Make Excellent Reports Regarding 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 manufacturers of the various makes 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 heavy demand 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. P. Droop & Sons Co., and A. Thomas Gordon, who has charge of the talking machine department of the Kraus-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 has 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 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 various other branches of the business. Mr. Roberts stated that Baltimoreans are great on having the talking machine demonstrated on the lower floor, and continue that 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 delighted 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 incursions in sections never before touched 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 Bal-

timore Week Exposition at the Snellenburg store, Baltimore and Liberty streets. This show is to boost Baltimore and Baltimore-made products.

Manager E. B. Bowden, of Sanders & Steamy, reports a good month for both the Columbia and Victor machines and records which the firm handle, while similar reports are made by Hammon & Levin regarding the Victor business.

RECESTRAINED 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 Edison, Inc., complainants, v. 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 in-

suits, so guess 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 December 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 case coming on to be heard on the 8d 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 employees from selling or offering for sale any Edison Standard records at less than the prices set forth in the said complaint, and any Edison Amberol record at less than fifty cents each, or any said records in violation of the notices upon the record court, be continued in full force and effect upon the parties to this action, and their employees, 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.

Bona, 5 pkgs., $129; Buenos Ayres, 6 pkgs., $895; 266 pkgs., $12,520; Chemulpo, 4 pkgs., $233; Colon, 11 pkgs., $453; Guayanilla, 3 pkgs., $220; Havana, 19 pkgs., $1,291; Liverpool, 3 pkgs., $127; London, 97 pkgs., $1,489; Mazatlan, 12 pkgs., $274; Naples, 2 pkgs., $129; Port Limon, 16 pkgs., $537; Rio de Janeiro, 17 pkgs., $143; 21 pkgs., $328; Santos, 3 pkgs., $427; Singapore, 18 pkgs., $437.

OCTOBER 22.

Berlin, 77 pkgs., $1,780; Cifallo, 5 pkgs., $565; Colon, 11 pkgs., $429; Guayanilla, 7 pkgs., $393; 8 pkgs., $591; Havana, 16 pkgs., $1,325; Iquique, 9 pkgs., $342; Liverpool, 2 pkgs., $310; Manila, 79 pkgs., $3,508; Montego Bay, 4 pkgs., $106; 4 pkgs., $174; St. Johns, 6 pkgs., $151; Valparaiso, 2 pkgs., $277; Vera Cruz, 94 pkgs., $3,300.

OCTOBER 29.

Acapulco, 11 pkgs., $300; Cape Town, 17 pkgs., $430; Guayanilla, 3 pkgs., $140; Havre, 9 pkgs., $382; London, 14 pkgs., $100; 270 pkgs., $7,599; Montevideo, 33 pkgs., $1,832; Paris, 6 pkgs., $433; Porto Plato, 15 pkgs., $292; Rio de Janeiro, 71 pkgs., $7,727; Savannina, 2 pkgs., $145; Vera Cruz, 345 pkgs., $2,945.

NOVEMBER 6.

Antwerp, 18 pkgs., $339; Arzno, 7 pkgs., $322; Berlin, 58 pkgs., $103; Calcutta, 7 pkgs., $191; Demarara, 5 pkgs., $133; Havana, 4 pkgs., $218; London, 189 pkgs., $598; Rio de Janeiro, 5 pkgs., $165; Santos, 39 pkgs., $2,304; Sanmarino, 18 pkgs., $715; St. Johns, 8 pkgs., $108; Surinam, 9 pkgs., $351; Tampico, 10 pkgs., $1,801; Trinidad, 15 pkgs., $544; Valparaiso, 4 pkgs., $129; 6 pkgs., $411; Vera Crus, 78 pkgs., $8,425.

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.

Columbia Phonograph Co., Gt., Tribune Building, New York.
A Perfected Entertainment Circle

(Have you seen the extraordinary list of new numbers for this month?)

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 livest 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.

THE U-S PHONOGRAPH CO.
Associated with
THE BISHOP-BACCOCK-BECKER CO.
1013 Oregon Avenue, Cleveland, Ohio
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.

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

ACTIVE TRADE IN DETROIT.


(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, $80 is a low price.

People are beginning to look upon the modern talking machines 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, inasmuch as better, 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 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 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 $10, $25, and $50 Victorolas, 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—when 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 Victorola shop, the talking machine dealers are doing little advertising in the local papers. 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 demonstration it gets in a private home is like 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 pays 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 Victorola 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, 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 Dorian 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 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 triple 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 TALKING MACHINE WORLD.

THE ART OF PERSUASION.

An Article Illustrating the Importance of Knowing Just How Far to Carry This Faculty in Making Sales, Taken from 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 shortly, "and I've arrived at the conclusion that paying two hundred dollars for a machine is all rot. Why, look at this!" He gawks 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 florid 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 dwelt 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. "Hooh!" 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 he suits 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 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 those 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 company's laboratories bubbling over with the latest hits from the great playhouses, the newest marches from the world's most famous music masters and peaks 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 MILDENHESTER.

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 or 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 wall of woe. Lack of organization and co-operation. Lack of interest in work. Men are prone to wonder for "snaps." Men are few who like work; who really enjoy building up business for others who are eager to demonstrate business capacity. Such a man never need to think of the

(Continued on page 20.)

MASSEY AUTOMATIC STOP

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.

J. A. FOSTER CO., Edison Dept., Distributors :: PROVIDENCE, R. I.

DIAPHRAGM

PATAP'ID FOR

PROVIDENCE, R. I. (Continued on page 20.)
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.

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 satisfactory," 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 unceasingly 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 bid away for a couple of weeks 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 chairman.

We present here within an interesting photograph showing a band of Ceylones 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. Laretin & Co., Edison dealers in Manhattan, Jamaica, 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 Ceylones musicians are manifesting in the record which they have just made, and their anxiety to hear every sound is evident in their bearing.

The phonographs, like the newspaper, is helping day by day to diffuse knowledge and enjoyment, and bind all races closer together.

"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, Ideola and Alva Phonographs
equipped with Model "O" Reproducer and Cymphon 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 Laffayette Street
CHICAGO, ILL.

CEYLONSE TAMIL MUSICIANS AND THE PHONOGRAPH.

We present here within an interesting photograph showing a band of Ceylones 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. Laretin & Co., Edison dealers in Manhattan, Jamaica, Ceylon, and shows that phonographs and talking machines are appreciated even in that far-off country.

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 test of the Edison Co. marketing simultaneously with the initial New York performance, records covering the production of the light opera, "Gypsy Love," of which five were manufactured. The tests 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 15th or 16th 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 dissatisfaction 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 his worth 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 trued up, although this is seldom necessary, and the firm freely offers 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.
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!

At Last—A Satisfactory Fibre Needle Cutter!

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 renewing 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., Gen'l, Tribune Building, New York

RECORDS SHOULD BE FEATURED.

Some Very Timely Words on This Important Subject by Louis F. Geisler, General Manager of the Victor Talking Machine Co.—

Dealers Sometimes Overlook That the Record Department of Their Business Can Be Made More Profitable Than Ever That Devoted to Machines.

Louis F. Geisler, 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 has to be coaxed and educated. Don’t look upon this end of the department as ‘easy’ and delegate it to incompetents. 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 nadir 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 a Blank to-day (I am not citing this city as an exception, but merely as an example), we have such a 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 memorandum 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, 17, 18 and 19 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 firm 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 them at their own discretion and maturity.

“This ‘approval plan’ will not sell one-tenth the records that the proper waiting upon customers in your stores will accomplish. Customers will 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 catalogs or bulletins you are deprived of your opportunity to personally work off your over stock or to sell their attention to hundreds and hundreds of the most excellent records already in our catalog which are fully as good as any that we are issuing to-day. If this institution is permitted, the power and profit of your convincing arguments are entirely lost.

“The record end of your business is, and should be, made for 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-beep 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; in the sausage machine or the beef which you grind through it?

“These are practical, proxy—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 business jump.

“Encourage them to take the record selling end of the business seriously; to educate themselves; to 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 sitting and talking about the weather will put more money into your tills.”

TRADE NEWS FROM THE TWIN CITIES.


* * *

(Special to The Talking Machine World.)

Minneapolis, Minn., Oct. 22, 1911.

Archie Matheis, the well-known talking machine dealer, who has been so successful both in the talking 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 239 Nicollet avenue of Minneapolis, has leased a large store, 20 x 90, in the Meyers Arcade Building, located on Nicollet avenue, at Twelfth street, in the very heart of the most exclusive shopping district of Minneapolis, on a site that 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 furniture 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 Rindlisbacher, who is manager of the talking machine department of Koehler & Hinrichs of St. Paul, will take the sale of many 40/50 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 & Bros., of St. Paul, has a smile that wont come off. This is an indication that he is making good, showing a good increase in business and looks forward to a big season’s business. Arthur Magoun 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 so well in the city should get their share of the business.

The Talking Machine Co. of Minneapolis had their formal opening of 239 Nicollet avenue, 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 were 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 13. 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 Taranelli recital in the near future, as well as review the grand opera 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 a pride in his work. To the business man who feels a pride in his 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 BOBIZN, NOW IN CHARGE
Of the Talking Machine and Music Roll Depart-
ments at Aeolian Hall—Mr. Bobizin’s Capable
Organization and Results Pro-
duction—What He Has Already Accom-
plished in the Music Trade Industry.

Charles Bobizin is now manager of the talking
machine and music roll departments of the
 Aeolian Co., 304 Fifth avenue, New York.
 By the time this appears he will have occupied
 that chair for a month, and from the be-
inning showed the value
 of his experience and management.

But in the past when Charles Bobizin 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 practical
activity was con-
cerned. But inside
— the mental, as
the occults term it
would be found a
busy-bee hive of
great industry.
Plans were being evolved
and ideas created, dis-
tribution policies
published, and vari-
ous problems
judged; then when
 everything would be in position—as a general
advancing upon a city—you found Charles
Bobizin reapng 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 Bobizin?” the writer replies:
“Bobizin is a musical executice of the highest
order; he knows music and musical merchandising
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 Bobizin has the well
wishes of friends and associates for even better
plenty than has been his good fortune in the past.

GERMAN RULES OF BUSINESS.

Ten Commandments Which Are Said to Con-
tain Secrets of Success.

The recent progress that Germany has made in
commerce and industry, particularly of the domes-
tic 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 asserted 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 Busi-
ness Commandments, which the commercial houses
are sending out into every household in the Father-
land. They are printed in all of the newspapers,
they are issued in pamphlet form, and every busi-
ness house, wholesale and retail, big and little, is
handing them out to every customer and inclining
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 country.
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 Ger-
man.
4. Never profane German factories by using
foreign machinery.
5. Never allow foreign establishments to be served
at your table.
6. Write on German paper, with a German pen
and German ink, and use German Matting 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 man
has just secured a set of the Commandments, and
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 “Ger-
many” 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.

Landy Brothers, Victor Jobbers and dealers,
are conducting the talking machine department in
the new department store of the J. L. Keesner
Co., at Sixth avenue and Twenty-third street, New York.
The Victor line is being handled in its entirety.
The management for Landy Brothers is in the hands
of G. Gottschoh, who was recently connected
with the talking machine department of R. H.

THE ABUSE OF CASH TERMS.

Chas. E. Mehl, of the National Association of
Credit Men, makes the following remarks on the
latest issue of the Bulletin which may apply to
 manufacturers in both wholesale and retail domains.
He says:
“Your 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 pay-
ment go through you are suppressing a vital busi-
ness principle, stunting its development, and there-
furthert driving 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 preach-
 ing about lighting 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 invest-
ment you have is not in stock, but in the good-
will of your customers.

IMPROVE YOUR SYSTEM
AND
INCREASE YOUR RECORD SALES
BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 23, 1908.)

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 Rakers Label, makes a handsome looking record stand and a system you can’t beat. The labels act as Silent Record Salamand and the customer can point to the record he wants to buy. Adapt system and your sales will not only increase but will never take more than a few minutes to make up a Record order.

NET PRICES TRAYS ONLY

<table>
<thead>
<tr>
<th>No.</th>
<th>2 Records</th>
<th>50c.</th>
<th>50 cts</th>
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<tr>
<td>6</td>
<td>2 Records</td>
<td>1.00c.</td>
<td>.50</td>
</tr>
<tr>
<td>6</td>
<td>3 Records</td>
<td>1.35c.</td>
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</tr>
<tr>
<td>6</td>
<td>4 Records</td>
<td>1.75c.</td>
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<tr>
<td>6</td>
<td>5 Records</td>
<td>2.50c.</td>
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<td>6</td>
<td>6 Records</td>
<td>3.50c.</td>
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Note.—Price less than 1,000, same rates.

In deducting FREIGHT or EXPRESS refer to above table. Net prices exclusive of package.

FREE SAMPLE of Tray with Label to

who writes on business letterhead. Any Dealer or Jobber

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 World


1912

New Bedford, Mass.

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, 1912, the eventful night when for the first time in America there was first reverse talk to American theatricals. It is true that an inferior device under the name of Eirolscope 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 lucid form of entertainment in the history of public entertainment.

This year’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 situation had it, which, should this to average weekly receipts of about $5,000, found its "takings" increased within a single month to the unprecedented average of $75,000 per 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, found many new devices, such as the biograph and the vitagraph. In a few years no theater was without its machine.

In 1892 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 vague form of the motion picture is best shown by the statement that one of the earliest methods 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 the first class, each 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 first manhood, started 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 1897 this man had a full monthly play at the Dewey Theater, on East Fourteenth street, paying a rental of $90,000 a year. He then secured the Gotham Theater, in Harlem, the Star Theater, on Lexington avenue, and the Kentucky, 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 he collected his dividends and deposited them in 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 struggling 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 captured 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 manufacturers, and many 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 theater 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 reproduction of the direction 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 workingman will find 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 "Luca de Lammermoor," including its famous duet, as sung by Caruso, Sambrich, Placido, 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 he makes in grand opera. There are some who have even explored 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 their prime.

But if one even 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, Jules Haid, Mme. Rejineau and Mme. De ducrest 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 the effect of the two great Edison devices (for it must be understood that it was Edison who made possible the motion picture, and who was 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 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 European premieres; and also the great Kiralfy spectacles are seeking for his public’s entertainment, and he has a numerous 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 about a bonus for his services. 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 cheerful 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, and large and commodious establishments are being erected and millions of dollars of invested capital are available at any time. This effect on the regular theaters has already been appalling, 5000 each, and all created through the real treasures expansion in this field of business.

The attendance is enormous. It is not possible 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 "ory" houses into "nickelodeons" and "bijou dreams." Heretofore the local manager would get one or two companies in a week, and would spend his life in rounding up new clients; now he has 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 large. We have in mind a small holder 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. Hardy 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 walking or sitting 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-
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 exclu-
sively for your company after hearing
those recorded so far.

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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
decrepit years tinged with bitterness and often
saddened with neglect or want. Nothing makes an
old man grow old with sweetness better than to
leave a reasonable bank account. It makes them so
much more welcome in the homes of loving rela-
tives. Often it is the one who has given a whole
life to the service of others that is thrown in the
scrap heap.

The cards are sold to Victor dealers, through the
distributors, for 50 cents each, which is only a frac-
tion 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 five dealers
have placed standing orders for the cards, to be
delivered each month. The accompanying cuts illus-
rate two attractive cards that will be issued with
coming supplements, and give an excellent idea of their
elaborate character.

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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 Minia-
ture Theater Tells Victor Story," and with appro-
priate 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.

HANSDOME 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-
ticular record or series of records. The cards
were first introduced with the September supple-
ment, 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 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 third 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 debilitations 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, "plug" 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 from five to six weeks of study on the course, and by graduate 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.

Enrollment 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 put 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 an 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 write-

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.
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, such things as the 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 in 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 a salesman gone on a three days’ trip to “Podunktown,” railway fare $6.25; hotel bill, three days, at $3 per day; actual expenses, $12.25. Expense account as paid by your firm, $7.35.

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 lend 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 cooled, nicely served dinner before him. I can hear you say “that the way to a man’s heart is through his stomach.”

Whenever 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 ranked far, 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.

2nd. 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 JOBER 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

TAKEN CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company
100 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 Incor- porated to Record History Faithfully by Means of Talking Machines and Moving Pictures—The Plans of Campaign.

Justice Biscoff 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 in September last. The directors of the new association are Alexander Konta, Herbert L. Bridgman, Geo. A. Plimpton, Dr. George F. Kunz, Charles R. Lang. The company's officers are Mr. Raymond Davis 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 G. Villard, A. B. Hepburn, Melville E. Stone, Gen. Thomas H. Halsey, Dr. William Milligan Sloane, Robert C. Ogden, John G. Agar, Col. David L. Brainard, John Cotton Dana, John De Forest, Mulberry, J. Purdy, A. D. Purdy, Longfellow, A. D. Purdy, Mitchell, Dr. Smith Ely Jelliffe, E. M. Cravath and Charles F. Lummis.

The old belief that history consists of "bits agreed upon" may be forever disproved if the plans of the association are carried to full fruition. The foundation principles of the association, whose president is Alexander Konta, is the theory that fact "light and sound waves never die." Mr. Konta, whose proposal to treasure up to a life beyond life upon films and wax cylinders the very form and sound of our ancient 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 the present. Their pictorial records are definite. Descriptions of historic personages, made by the old historians and portrayers, rarely agree and are often irreconcilable. The living records 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 Napo-

leonic majesty in its reproduction. The things past may summon back the voices and the prominent figures of this and succeeding genera-
tions.

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, jour-
nalists and professors. 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 lost and the progress of mankind impeded. Print, the photographic plate, the phonograph roll, and the kinetoscope have superseded the goose-quilled manuscripts of the faithful copyists of old. But our modern paper is perishable; the new society will do well to return to parchment. Above all, the making of records of the adventures of things past may summon back the voices and the prominent figures of this and succeeding genera-
tions.

Several changes are to be inaugurated in the U.S machines between now and December 1. Con-templated improvements which will be of great in-
terest to the trade.

A catalog of indestructible records, containing a list of the new selections to November 1, has re-
cently 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

"Business conditions in the talking machine trade are in excellent shape, and the prospects are for a business of unusually large proportions this win-
ter," said H. N. McMenimen, who was seen in New York last week, after a return from an ex-
tended trip in behalf of the Pooley record cabinets.

"Wherever I visited I secured orders from pro-
gressive 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 inade-
quate, and we have had to encroach on the manu-
ufacturing quarters of the Pooley Furniture Co. in order to fill demand.

"It is noteworthy that dealers have been so interested in the Pooley cabinets and so enthusiastic over the practicality of the Pooley 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 demon-
strations in their windows and on the sidewalks.

The results have been most satisfactory and the purchasing public has become keenly inter-
est in the special features set forth in these cabinets and which appeal to the public so con-
vincingly.

"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 c abi-
teis to the notice of their clientele by striking illustrations and descriptions in their large advertise-
ments in the daily papers, while H. A. Wey-
mann & Sons, Philadelphia, Pa., recently made a special display of the Pooley cabinets in their win-
dows with a competent staff 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 in our best trade with ma-

achines 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 organs will command a big support from the public, provided the product is meritorious. Money is not the con-
sideration when a value is presented. This is

again proved by the tremendous demand for the Pooley cabinet, which as soon as it is seen by the machine user because of its convenience, complete-
ness and the originality of its filing system.

FACILITATES RECORD FILING.

Echo Album Offers Filing System of Units That Expands in Proportion to 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 six compartments, which is as wide as the machine itself and is held in place, and that permit only the center of the record and the

SPECIAL DISC CABINETS
Mahogany especially adopted for Victrola IX, X, XI.

ENORMOUS PROFITS
for YOU in selling our special DISC CABINETS

UNEQUALLED VICTROLA CHAIN BOXES
with Drawers

appended to a list in a special catalog.

WORLD.

of the record and the label to show. A numbered index is supplied with each album. The desirable feature of the Echo system of 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 in which they already are 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 propo-
sition, 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 busi-
ness 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 reason it may be the other fellow who will take the

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, hold, stick, fight, win—Ad Results.

FOR YOU IN SELLING OUR SPECIAL DISC CABINETS

for YOU IN SELLING OUR SPECIAL DISC CABINETS

NEARLY 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

It's a magnificent line of product—"instruments and..."
THE TALKING MACHINE WORLD.

Columbia Serves the Dealer!

9—Zenatello. 6—Booc. 7—Cavalleri. 8—Constantino. 14—Emmy Devlin. 15—Kammar. 16—Angelini. 17—Mardones.

Columbia Grafonola "Improved Champion" $25

Columbia Hornless Graphophone "Ideal" $35

Columbia Grafonola "Nonpareil" $150

Columbia Grafonola "Regent" $200

Tribune Building, New York


Columbia Grafonola "Baby Regent" $100
THE TALKING MACHINE WORLD.

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 Victorolas 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. 389-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 breakage of their winding shafts; put on new escutcheons immediately on all your machines in stock and 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 dynamizing 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 Joe Harri- man.

In addition to this the official reporters who will handle all of the trial from the 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.

Violet 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 Violet Tone Needle Balance, which fits all models of Victor machines and Victorolas and serves to reduce the pressure of the reproducer on the record, and consequently reduce the wear on the latter. With the Violet Tone Needle Balance in use the needle pressures 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. Macanley, Columbus, 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)


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. Hence 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.

PUBLICATION.

The special committee of the United States Senate to investigate the election of Senator Iowa—Stephenson, of Wisconsin, is using the Edison business phonographs in its work. Several machines are on duty constantly and the official reporters are enthusiastic in their praise of the machines. They are presided over by O. C. Irwin, who represents this division of the Edison interests in Milwaukee.

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 a model IV to the Victory Model 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.

A CHOIR WITHOUT 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 altars. 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 sings each hymn by dictating the notes, and then the birds take it up, in obedience to the movement of their instructor’s hand.—Tit-Bits.

MRS. CLARK MAKES ADDRESS.

(Special to The Talking Machine World.)

Chicago, III., 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 school 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 Wannamaker, Philadelphia, Pa., in attracting the attention and consideration of music lovers is demonstrated by the issuance of the first musical catalog, 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 Wannamaker talking machine department. The Opera News, from a literary standpoint, is most praiseworthy. It keeps readers in touch with the "studies" of the various operas presented. In fact, it supports with musical matters generally.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO" REDUCED VOLUME AND LASTING QUALITY. PLAY RIGHT FROM START TO END; NO SCRATCHES NECESSARY, used on ANY DISK MACHINE OR RECORD. PACKED IN FIVE. 24c. per dozen. RETAIL, 25c. per 100; 50c., $1.00.

T Melotone TRADE MARK NEEDLES

"GIVE A MELLOW TONE" REDUCED VOLUME AND NO SCRATCH. Makes records last longer. Can be used on ANY DISK MACHINE OR RECORD. PACKED IN FIVE. 24c. per dozen. RETAIL, 25c. per 100; 50c., $1.00.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on their business letterhead. Special prices to Jobbers and Dealers. 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.

97 CHAMBERS STREET

NEW YORK CITY

60 YEARS' EXPERIENCE

TALKING MACHINE WORLD

Trade Mark Designs Copied

A special supply of "Playrite" and "Melotone" Needles will be made available for the above special sale, without charge. In New York, Chicago, and Los Angeles.

Scientific American.

A Handiwork of Illustration. Service in the service of science, science of service, science magazine.

MUNN & CO. 361 Broadway, New York

Branch Offices, 61 E. St., Washington, D.C.

Blackman Talking Machine Co.

N. NEWCOMB BLACKMAN, President

32
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 Mine. Rosa Ollivka, 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 smell 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?"

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.
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.

Columbia Phonograph Co., Gent., 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 up 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 proper attention to the careful performance of their work.

Day after day, for example, highly valuable goods are forwarded by express without their value being declared at the time of shipment. Then, after the loss, 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 accordingly.

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 needed 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 carried 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 44th 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 store is one of the best in the new enterprise. Mr. De Thuin is especially well known in the park organ and orchestra field. The new store will handle the Victor line of equipment.

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 have one advantage over the fellow who can—one else will do the 'canning' for him."

NEW STYLE DEMONSTRATING ROOM.

Adopted by the Music Store, Tucson, Ariz., with View to Giving Home Atmospheric and Conditions.

The accompanying illustration shows a new and interesting departure in the general arrangement and furnishing of plate 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. Efekler is president and manager and C. E. Role secretary and treasurer, and is furnished with hickory furniture of music design and with a view to closely approximating the actual conditions of the home. Mr. Efekler 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 reploit 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 of construction that ensures a lifetime of service by the modest purchase of new blades or the 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 blame her?"
THE TALKING MACHINE WORLD.

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 subject that is vaguely felt by all business men and in most business vaguely applied. Just that it can only be for the general commercial good that it should be formulated and recognized as a business necessity is a definite practical character capable of definite practical application. The principle might be 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 given 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.

Natural such a test revealed a big difference in the capacities of different typists. It was then the practice of the company to study the quickest and most economical 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 by what slight fault is not with the typist, but with the management 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 tied to him. He reads and he types, and he gives the stenographer the additional task of composing 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 piece 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.


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 quickly 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 best-selling 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 urgent early placing of orders to avoid delays.

The various specialties of the Blackman Co., including the “Clenanite” brushes for cylinder and disc records the “Plufrayle” and “Melotone” needles, and the Blackman holding record trays equipped with name 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 ship or his camel 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, as 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 he will be yes, and think 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.

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 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 luxuriously offices. Among the interesting features of the new machines are an improved foot control, a perfected hearing device or earphone, 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 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 models. The accompanying illustrations serve to give an excellent idea of the general appearance and 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 Music Box Co., Nalhway, 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 on 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 bluf or small-mindednes. 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 thing down to the latest detail, and discussed policy and plans 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 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 fetish of "inner-circle" wisdom.

The world's prizes are invariably for the patient, the godfathers, the men who 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.
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 Conditions on the Stock Market—

The Representatives of the House of Lords—

Annual Report of Gramophone Co. Shows Substantial Advance Made During the Past Year—

Tetrazzini Journeys to Gramophone—

An Employee of the Gramophone Co. Is Offered in the New Record Lists—

Present Condition of Russell Hunting Co. Affairs—

A Move to Prevent Cheap 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.)


With the advent of the year 1911, the trade is in a much more prosperous condition than it has been for some time. The prices of records and other goods are generally higher, and the demand for them is much greater. The prices of materials, especially those of wood, have increased, and this has been reflected in the prices of records. The manufacturers have had to raise their prices, and this has been welcomed by the trade, as it has been necessary in order to meet the increased cost of materials.

The trade is in a much more flourishing state than it was last year, and this is due to the increased demand for goods. The manufacturers have been able to sell their goods at a higher price, and this has been reflected in the profits of the trade. The manufacturers have been able to sell their goods at a higher price, and this has been reflected in the profits of the trade.

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The trade is in a much more flourishing state than it was last year, and this is due to the increased demand for goods. The manufacturers have been able to sell their goods at a higher price, and this has been reflected in the profits of the trade. The manufacturers have been able to sell their goods at a higher price, and this has been reflected in the profits of the trade.
recognition and personal endorsement 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 "Mesgles" 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 Lester songs ever; Gervase Elver, a tenor eminent in the anti-Mary 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" (Britten), "Ceylon Whispers," Waltz (Hopetom); "Dreaming," Waltz (Joyce); "Love and Life in Holland," Waltz (Joyce), and "I'll Me Disput" Valse (Ferraris), by De Groot's Orchestra; "Valse triste" (Sibelman); and "March of the Mountain Gnomes" (Eilenberg), by 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" (Pridh), John McCormack; "Mary Adeane" (Cape), and "Just A-wearing for You" (Carrie Jacobs), Evan Williams; "O Dry Those Tears" (del Rio), Mme. Edna Thornton; "Phedra Has Such Charming Grace" (arranged by Lane Wilson), Gervase Elver; "An Old Garden" (Hope Temple), Stewart Gardner; "Jack Briton" (Squire), Harry Dearth; "Oh, Hush Thy, My Babe" (Sullivan), quartet by Miss Percival Allen, Mme. Edna Thornton, John Harrison and Robert Radford; "Our Little Hippie" (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 Girls" (Tom Clare), Tom Clare; "Serenade a la Columbina" (Pleno), Francis Macmillen, and "Aria Dur distill" (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 Willeden 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., Willeden 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 where 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 Shel- don School of Salesmanship, gave a very interesting address, under the title of "A Pod of Ps." 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 will 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 Ps." 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 28 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 obviate, 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 banknotes to cancel the crossing on the checks by writing across it "pay cash" and initializing 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 Fascinating Records.

A most acceptable list of records for November has been issued by the Favorite Record Co. No telleable therein are two grand opera selections on a ten-inch record, while on a 12-inch Blue Label Gwylim Wigley, who is the fortunate possessor of a truly artistic and powerful tenor voice, sings "On with the Motley," from "Pagliacci" (Leon-cavallo), and "Serenade" (Chabrier), from the same opera. It is interesting to recall that Mr. Wigley began his career as a bass.

New Companies.

Orchestra Ltd., capital £20,000, in 12 shares. Registered office, Clarence Chambers, Corporation street, Birmingham.

THE GRAMOPHONE CO., LTD.

21 CITY ROAD, LONDON, E. C.
FROM OUR LONDON HEADQUARTERS—(Continued.)


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 agriculturists are fond of stating, but rather to the stirring 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 enterprises. 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 traffic; the better results of her sea-horse 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 companies. 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 production of a material representing in the finished record a smoothness of quality 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" (Lehwb), and "Adagio" (Beethoven), Schumann Quartet—harp, violin, flute and viola; "Trias Night and All Around Was Still," from "Il Trovatore" (Verdi); "Flowers" and "Miss Ein May—"Good-bye" (Tosti); and "Love's Old Sweet Song" (Melloy), Schumann Quartet—harp, violin, flute and viola; "Rêve du Bal" Vielle Intermezzo, Royal Court Orchestra, and "Rendezvous" Intermezzo Rocco, Bijou Orchestra; "Savoy Lancers," Fig. I, and Figs. II and III; "Savoy Lancers," Fig. IV and V, Royal Court Orchestra; "The Shadows," and "Porter," Robert Evans; "Sympathies Waltz," and "In the Moonlight" Waltz, Bijou Orchestra; "My Lady Dainty" Intermezzo, and Chanson Schumannian, Bijou Orchestra; "When Shadows Gather," S. Hempall, and Tosti's "Good-bye," Elsy May. Bell Dics—"Valerie Valse," and L'amour qui Xiu, march, Royal Court Orchestra; "To Cheer Him Up," and "I'm 21 Today!" Jack Pleasant's; "Prettiest Little Song of All" (Bell solo), and "Moonlight Capers" (Bell solo), Len Ward, "Artful Alixerations," and "What It Is Master Likes So Much" (Bell) "International Jig," and "British Empire March" (Xylo- phone solo), Dudley Roy; "Brown, Broke and Breezy," and Father West Down to Southampton, Jack Chartman; "John James O'Hara," and "That's as Far As I Want to Go," Jack Chartman; "Semiramide" Overture (Rossini), and "Concavity." (Oc- tavia solo), Stignor Mosé Tapiere; "Gingerrose" (Warms), and "On the Bosphorus" (Lincke) (Turkish intermezzo), Royal Court Orchestra; and "Maisie Lou" (Arthur and Lawrence), and "Mamie May" (Douglas, 77 City Ave.).

Must Get in Personal Touch.

A useful hint to British manufacturers is contained in H. M. Walter'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 infrequently 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 the talking machine business is general. Paul H. Cronenin 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. Cronelin's consideration, and his pleasing personality has already gained him much popularity.

J. Engelhoff for Columbia

Joseph 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 Joseph 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 Rach- maninoff Prelude is a revelation of the granude 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 list ever issued. Their statement is fully endorsed by the contents, which, among others, includes:

12-inch—"Blue Danube Waltz" (Sirsans), and "Ciribiribin Waltz" (Pestalozza), by Prince's Orchestra; "Rigolotto-Quartet" (Beaustous Daughter of the Graves) (Voor), Columbia Italian Opera Company, and "Rigolotto-Selections," Prince's Grand Opera Con. Band; "Twickenham Ferry" (Marzita), Reed Miller, and "Ben Bolt" (Nelson Knauss), Edward Greene, 10-inch—"My Treasure Waltz," and "Variety Polka" (accordio solos), Guido Deilo; "Eily Movavingen" (J. Benedict), "The Rosey" (Nevin), Walter Wheatley, "All Alone" (Von Tiller), duet, by Adams Jones and Herbert Scott, and "Under the Yum-Yum Tree" (Von Tiller), duet, by "The Two Lungs," "The King of Kizzies" and "Waltzing" (Rich and Layton), Rich and Rich (comedy duo): "Play Us Another Before You Go," and "We All Go the Same Way Home" (Harry Castling), Chas. R. Whittle, "Ain-Lo-I" (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-
THE TALKING MACHINE WORLD.

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: "Have You Heard John James O'Hara?" (David and Murphy), and "O'Trien—With the Accent on the O'er" (C. W. Murphy), Stanley Kirkby—"The Mikado," C. C. Ford, and Pat S. 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 "Bohème," the successful musical play at the Queen's Theatre. This deserved prominence of so nivel an artist has naturally had the effect of producing a large demand in his records.

The Columbia Co. state that the Savoy Grafonola 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 Grafonola 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 One Station;" and "The Life Boat," a church choir, with organ; "Field Marshal Radetzky March," and "The Pig and Whistle" march, Black Diamonds Band; "The Message Boy;" and "Peace and War," Harry Lander; "Lizzie," and "Mary Ellen," Tom Foy; and "Every Girl Is a Fisher Girl," and "Oh, Napoleon," Phoebe Farly.

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 thrall of some 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 by 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 self-price system. But, as 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 is it 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 thrilling life of the birds in spring, the melody of the rippling brooks, the wondrous songs of the woods, the melodies of the orchestra, the carolling of the festive society, the beauty of the woods, the beauty of the mountains, the beauty of the flowers, the beauty of the birds, the beauty of the sea.

MR. RECORDER do you know what WAX "P;" the best existing recording material for Berliner- (Gramophone-) cut? If not write for free sample to CHERMISCHE FABRIK E. SAUERLANDT FLURSTEDE bet Apolda L Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes for Gramophone and Phonograph.
THE TALKING MACHINE WORLD.

LANDY 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 Car-loads 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 line of talking machines and accessories, with quarters located at 900 Fifth avenue and 25 West Thirty-fourth street, New York, have leased the spacious rooms on the ground floor of 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 north and one 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, except in the chandeliers. There 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 demonstration sets utilizing 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 entertainment.

Some idea of the volume of business built up by Landy Brothers may be gained from the fact that they have ordered six full carloads of Victor's, 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 1890, 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 brick season's business which is now developing.

In conjunction with the opening of their new store, Landy 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.


A good honest genial smile is about the most contagious thing I know. Talk about the white plague and smallpox—it isn't half so bad; it isn't.

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 shot down people's spinal columns when they see a smile? I dislike a silly man about as much as the next fellow—but I'd love 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 fellow ship, Christi- tianity 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. People grow cast on good cheer, says H. T. Benham, in the Hardware Magazine. It somehow exercises the muscles of the body and promotes circulation. It relaxes the gastric juices which irritate the liver. That's why grocery people are usually slim and cadaverous. That's why healthy people laugh. Let's grant then that its beautiful 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 he gets confidence I don't know. But I do know that the smile seems to get to there in business where the frown or im- pertinent 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 a customer?—to look anxious—or to smile at him in a friendly sort of way?

Get friendly with him—open up there—look pleasant—and smile. If he is tiresome—don't get mad—just smile. If he is gruff and embarrassed—his business—pay 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 ear- nestness, your knowledge of your goods, and your ability to look wise—to look anxious—or to smile at him in a friendly sort of way.

Now, maybe you think you know how to smile. Most people do.

Maybe you think you don't 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 summons.

RESTRAIN PRICE CUTTERS.

American Graphophone Co. Secure Injunction Against M. A. Stulkwitch, 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. Stulkwitch, of Portland, Me., for cutting prices on Columbia products. The suit was brought in the United States Circuit Court in Portland. Eldith K. Camp appeared for the complainant and Foster & Foster, of Portland, for the defendant.

The injunction commands and perpetually en- joins the defendant, his associates, attorneys, as- signs, servants, clerks, agents and workmen, to forbear and desist from directly or indirectly selling or offering for sale or otherwise disposing of any machine or apparatus or sound record, enclaving or constructed or operating in accordance with the inventions or improvements one letters patent involved in the suit, at less a price than the minimum list prices fixed from time to time by the American Grapho- phone Co. or its sales agents, the Columbia Phonograph Co, General, and communicated to the de- fendant 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 dilet men, it is too busy with the living.

Confidence is born of knowledge, conceit of pre-
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.

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

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, la., 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.
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. Scheff & Sons Co. Move to Larger Quarters—Hoefller's Cabinets Are All the fashion—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. 16, 1914.

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 line 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 rate than was a year ago and industries in general are at a more satisfactory point, although there is still room for improvement. 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. Hecker, Jr., manager of the talking machine department of the Hoefller 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. Hecker. "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 quite foolish this fall."

The Hoefller people have fifteen Victrolas in the window and about fifty on display on the main floor of the saloons. 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 World Recorder Co., of Chicago, and A. H. Waldus, of the U-S Phonograph Co., of Cleveland, O., were among the recent Milwaukee visitors.

The Charles H. Scheff & Sons Co., one of the enterprise retail talking machine firms of Milwaukee, has moved to new and larger quarters at 540 Third street, a few blocks from the former location at 889 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. Scheff, the senior member of the firm, is an officer of the Ross, Scheff & Weinman Piano Co. and the active management of the talking machine business is in the hands of Ernest Scheff and Oscar C. Scheff, 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. Gnomak, head of the Wisconsin Talking Machine Co., Victor jobbers, is still at Dixon.

Harry V. Krienitz, enterprise young talking machine dealer of 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. P. 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, 346 Grand avenue, Mr. Kunde is willing to back up this 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 'Nonpareil,' the $150 machine. Our W. P. Genoch 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 in 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 tone 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 considerably more satisfactory than even the inventor ever dreamed. The company guarantees this new tone attachment to produce a swell, soft tone with a perfect articulation. The appliance can be attached to any machine."

F. K. Dolber, general sales manager of the Thomas A. Edison Co., recently visited the Milwauke trade while on his return trip to the Pacific Coast.

Y. B. Taylor and Harry Baich, traveling representatives for 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. Baich 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 Penwell, 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 concert which will be held in the Milwaukee Auditorium each Sunday during the present musical season will be an Austrophone kindly loaned by Lawrence McGreal. At the first concert, held recently,

CONTINUED ON PAGE 11.
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. I 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.

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 Scheff, daughter of Charles H. Scheff, head of the firm of Charles H. Scheff & Sons Co., talking machine dealers, 839 Third street, was married to Edward Huelb, of Concord, Wis. Ernest Scheff, a member of the talking machine firm, was best man, while Oscar C. Scheff, another member of the firm, was one of the ushers. Mr. and Mrs. Scheff, after a wedding tour through the East, are now at home in Concord.

Alfred Hills, 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 Akron 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 S. Gannow's retail establishment, the Hochflit 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 Ruroff & 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.

Dr. 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 parlor. 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 accommodate music lovers and push the Victrola branch of his business. Mr. Schmidt has a force of six salesmen, one of the largest in Milwaukee.

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 28th another order from the same road by another department for 39 Dictaphones.

On October 27th, an order from the Rock Island Road for 59 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 Delta 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 indignanty, "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 & Pearshall and Landau stores, but out of the business for the past two years, became connected with the store of L. Zion, Victor dealer, at Broadway and 81st 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 instruments 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.
SITUATION IN SOUTH CALIFORNIA.


(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 lists. The new horror 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, Spanish, Portuguese, German, Chinese, Japanese and others.

A Victorola concert was given the students of the Occidental College, October 29, by one of the leading phonograph dealers of Los Angeles. It created much interest as to the merits of Victor talking machines and records and was much appreciated by the students who loved good music.

O. A. Brender, of Sanger, Cal., reports business very good in the Edison line in his section.

The J. S. Brown Music Co. have just remodeled the Edison 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.

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 Victorola 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, has combined his phonograph department, just closed a deal worthy of note consisting of 15 machines and a shaver to the Title Insurance & Trust Co. of Los Angeles.

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 complete line will be carried, having every record on it, and 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., 496 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 with the results already obtained.

J. S. Riggies, of Santa Maria, has had great success with the Edison Amatora of late and is now pushing the sale of this instrument more than ever, carrying in stock the four different finishes.

F. E. Hufnaker, a talking machine dealer of Victorola, was a recent visitor to Los Angeles. While in the city Mr. Hufnaker 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 employees of the retail and wholesale talking machine departments of the Southern California Music Co. The first game was won by the retail boys on October 10 at the Orpheum alleys. Retail department team was represented by Richard- son, Carnes, Fish, Gardner and Burke; Lovejoy, Thompson, Haines, Smith and Phippen represented the wholesale department team.

Irving H. Andrews, of the Andrews Talking Machine Co., has just recovered from a two month 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 salesmanship has just come to notice. Geo. J. Birdel & Co., of Los Angeles, handling the Steinway art grand pianos, have recently made many sales of these noble instruments. Glowey P. J., 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 grand pianos. With nearly all of the above sales a Victor XVL, XVI, finished to match, has been part of the deal. Mr. Wisned 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 of the highest degree of student life in America and Europe, and recorded with the actual spirit and atmosphere of the university.

For the recording of their first series of college songs they have chosen Harvard, which 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 so many centered about 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 be pleased with. Such songs as "Here's a Health to King Charles," "Sparkling Piper-Heldischen" and a beautifully arranged rendition of "Amnie Lassie" is coupled with a melody of the old songs which we have all known since childhood. Singing 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 universal. Like to the gray haired alumni of 30 years, the graduate of last year and the freshman just being initiated into the ways of the campus and the classroom, these old-time glee and medleys represent a portion of his life which every university man holds dear—in a certain way justifying 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.

GAL STEWART NOW EXCLUSIVE.

Thos. A. Edison, Inc., announce that Gal Stewart, known all over the civilized world as "Uncle Josh Weatherly," 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. MUSIX 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 THE REGINA CO. 211 Marbridge Bldg., 34th St. & Broadway, NEW YORK CITY.

(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 dilution. A holiday business of big proportions is generally expected. Jobbers say that the introduction of the new types of low-priced hornless machines are already producing a big relative increase in record sales.

Another development is showing a steady improvement as the season advances. Already the first glimmerings of the holiday trade proper are in evidence, a number of interesters having invaded local warerooms the past few weeks 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 denominations big enough to merit the cost of hornless 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 has also been going in the way of exploiting the recordings of artists appearing in recital. The Columbia Co., for instance, called particular attention to Alice Nelson’s records in the dailies of the West. Another interesting item is an advertisement that appeared in a local paper, and included a solid window display. The Wurlitzer Co. exploited the Victor “Talis” records in connection with the production of the play with the Massenet incidental music at the Lyceum Theatre. The Aolian 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 Wurlitzer 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 10s as well as horn machines. More space has been provided, and the Edison retail machine display room has been greatly enlarged.

Ornstein Holds Conference.

George Ornstein, manager of Victor travelers, spent last week in New York confering with the various Victor representatives traveling in territory covered by Chicago jobbers.

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 biggest 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.

New Cabinet 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 new and improved cabinets, with new display devices, in several rooms and several record demonstration booths.

Various Retail Items.

D. D. Young, of Armour & Co., Ill., has become a Victor dealer, securing from the Cable Company’s store in that city. Mr. Collins, formerly of the talking machine department of Eggerman & Randolph, is in charge.

L. 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 is a satisfactory dealer.

The Taylor Carpet Co., of Indianapolis, has added a Victor talking machine department. The opening was on Monday of last week and was attended by George Bristow of the Talking Machine Co., who secured the order.

Landing New Business.

B. C. Will, who recently joined the traveling force of the Talking Machine Co., is getting in right with the Wisconsin dealers. Harry Connor and George Chelete are hustling in their respective territories, and have opened some good new accounts recently.

New Victor Dealer.

The House of Adam Schaat, one of the oldest and westilet piano manufacturing concerns in the West, have become Victor dealers in their third storerooms at West Madison and Union streets. A line department, with individual demonstration room, has been fitted up on the third floor, and a good ground floor window space is being devoted to the line.

New Lyon & Healy Fibre Needle Cutter.

Lyon & Healy have introduced 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, replace the blades and replace the 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, 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, predicting a heavy holiday trade all along the line, and expressed his satisfaction with the volume of business 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 Columbia 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. Fulini, 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 the machine is selling exceptionally well, showing unusually good sales with October of last year, marked increase being apparent in the wholesale, local retail and diatphone department of the business of the Chicago office. They have now accumulated a good stock of the new $35 and $50 hornless machines and can fill orders promptly. The new low-priced graphonola, made for the trade, and new orders are coming in rapidly. The first of the new model, “De Luxe” graphonola, 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 150 Columbia Dictaphones, for the general offices of the Chicago, Rock Island & Pacific addition to fifty machines already in use. Fifty-eight dictaphones have been installed in the Chicago & Alton freight accounting and general passenger offices, and enough are in western offices to be 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 in the new low-priced range are now ready for the trade, and certainly represent unusual value in every respect. The company has a striking announcement regarding the new cabinets elsewhere in this issue. The new cabinets have been kept private until the addition of the 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 109-225 West Washington street, additional instruments have been made, which give them incomparably 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 phonographs and recording machines are 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 is now in progress 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 week’s time.

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. Phume Co., 417-21 South Dearborn street, are having great success with the introduction of the Pyro one-light electric signs. One of their saloons secured orders for three of these signs from advertising signs. The South Street signs have been in town a day. Talking machine and music dealers are taking hold of the Pyro sign eagerly. Mr. Phume, whose long connection with the talking machine trade is well known, (Continued on page 48.)
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
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
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.

"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 head-
quarters at his office when in the city.

New Hornless Machine.

Jacob Fink, the well-known Chicago talking ma-
chine salesman, has applied for a patent on the
new conceded hornless talking machine. It is in the
form of a helix' writing desk and can be recon-
ducted in a variety of artistic designs. Either cylin-
der or disc machines can be incorporated in it.
The mechanism and turnable are in the drawer of
the desk; the sound issuing from two pigeonholes,
the doors of which can be regulated according to
the volume of sound desired. S. R. Rahnoff, of
room 401, 77 West Washington street, is jointly
interested with Mr. Fink in the ownership of
the invention.

Good Salters Trade.
The Saltz 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 great favor and 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 business
service on both Victor and Edison goods is 10-day
more perfect than ever as a result of the perfect
system followed in all branches of the business.

F. K. DOLEBEE'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—Re-
form 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. Doble, sales manager of Thomas A. Edi-
son, Inc., Orange, N. J., arrived in Chicago Mon-
day 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 Minne-
apolis, Winnipeg, Calgary, Vancouver, Victoria,
Seattle, Portland, Spokane, Los Angeles, Salt Lake,
Ogden, Butte, Helena and Denver. He was com-
pelled to cut down his route somewhat, as it became necessary to reach home this week. In a chat with The World rep-
resentative Mr. Doble 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 busi-
ness. While there I was approached by the head
of an important concern who wished to place a
very large jobbing order. I turned the proposi-
tion down, however, on account of the very excellent repre-
sentation 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, however, be of but short duration, and I was
pleased 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 moved 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 metropoi-
tis, 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
very quiet for months, but the trade is turning
Business is picking up unmistakably. I got there
just at the time of the breaking up of the ground
for the Palace of Fine Arts and the Palace of the
Aurora, 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 con-
tract, irrespective of the size of the crops. This,
of course, was done to encourage the growers
and inscribe 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. Doble says that he found jobbers and deal-
ers "dICKed to death" over the standardization of
the equipment of Edison cylinder machines. He
looks for a new demand for the new Opera $80
and the new model B Amherstia. Orders already
placed show the faith the jobbers have in the sell-
ing power of the new types.

Mr. Doble was speaking on the eve of the judi-
cial 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 the Palace of Fine Arts. "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. Doble left on the early morning train
Tuesday for Milwaukee, and on his return went
immediately to Indianapolis, and thence direct to
Orange.

HOW TO TREAT CUSTOMERS.

Various Little Courtesies That Tend to In-
fluence 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 custom-
ers, 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 acquisi-
tion or a buyer whom he has come to look upon as
particularly his own. I do not say 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 employees 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 base-
ball, the high standing and success of the Udell
dline is readily explained. The accompanying illus-
tration 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
clowned and good-naturedly raised the cup and
bucked 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 spool. And to be
born with an obvious talent is a thousand times
better than being born with a mouth full of gold spools.
But better be born with energy, enthusiasm, ambi-
tion and no talent, than with a talent and no ambi-
tion 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.


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 1873-74 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 limited 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.

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 from a dictation machine could produce as much copy per hour as two stenographic amanuenses engaged at shorthand notes. This meant an immense saving to the official reporters in salaries of amanuenses. But a feature which they appreciated most, 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."

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.

The Hardware Dealers' Magazine.

The Hardware Dealers' Magazine.

"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 today."

"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.

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

HAPPENINGS IN THE ST. LOUIS TRADE.


(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 Co. in Chicago, has taken his place. 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 there is a clear sheet 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 $2,000, and the idea has not been subjected to proper study, certainly not to proper planning. The promoters declare 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 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 from here. It is granted that the plan is very good as a mail order business 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 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, "we have been shipping heavy orders dependent upon the number of the small machines we are able to supply. The demand arose 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 had a good stock of the new machines, and have been faring very 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 not so well up in these in their daily trips down town. The department has been placed on the second floor, the plan of the new retail room is that will be completed by spring so that women shoppers may have the opportunity of listening to the concert supplied by the record demonstrators. Mr. G. H. Schaper, president, which last winter 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 advertisement in the St. Louis Globe-Democrat. It was effectively carrying their monthly record features and causing them to supplement the parent advertisements in display and subject matter. The Viderewski advertisement is a good one. As for Our O.K. Record sales, Mr. Robinson declares their business is growing beyond expectations.

The Pollman Co., Detroit, Mr. Pollman Co., 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, $300; Grandma, $100; Daddy, $125; Mother, $100; Brother, $90; Aunt, $50; Sister, $40, Nephew, $225; Nickel, $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 pretty intact. This way, Stern & Co. furniture house is advertising "talking machine bargains" in show window displays without pricing the individual machines.

Mr. L. Ilyas, retail sales manager for the Columbia Co., says trade is fine and they are doing a holiday business. "We are not pushing the 'silent cassettes,'" he said, "but are finding good results from efforts without better machines. The new model, Nonaparl, had made a distinct hit with this model, 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. Ilyas also reported that jobbing trade in the St. Louis territory is coming along in a very pleasing manner and the prospects were for a good winter's business.

Mr. Chamberly, manager of Edison factory, spent several days in this territory, making his headquarters at the Silverstone store.

A talking machine meeting made a hit at the city hospital last week and will be continued. Sup. Ester said the effect of the music on the patients was decidedly beneficial. The program was largely classical.

H. C. Templeh, Edison dealer at Jerseyville, Ill., was a recent St. Louis visitor.

James H. McGillbride, manager of a saloon at 1907 Market street, and Curtis Payne, of 2721 Ann avenue, have been arrested on a charge of petty larceny preferred by William N. Browning, a salesman for the Columbia Co. Browning was told he could tell 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 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 as he said he was and discovered him. 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 lately 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
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 crowds 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 dealing with these devices out, that Mr. 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 $1,000. The store will have four booths for record demonstration and Mr. Cummins remained to break in the new manager. Another department store at Peoria, Ill., placed a first order of $500. 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 $290 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.**


(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1911.

The week of grand opera here at the Murat Theatre must rank among the "big things" 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 to see some of the largest operatic forces of the largest in the West—having large crowds ever since. 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 considerably 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.

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 your 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

**Getting closer all the time.**

A far-sighted dealer will see the cloud of sky-blue 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. Sooner the buyers will be in stock in force. And they will want what they want when they want it.

Sometimes you can tell a customer to wait, and they will do it.

But there’s no waiting at the Christmas season! You’ve got to be there with the goods. If you are not, the customer 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 Victor, Victor graphs, Victor Records, record cabinets, needles, fiber cases, horn, repair parts, and all accessories.

And we ship all orders the same day they are received.

**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 devise now coming into general use on telephone transmitters.

The mouthpiece is of roughened 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.

**THE TALKING MACHINE WORLD.**

**HAPPENINGS IN ST. LOUIS TRADE.**

(Continued from page 51.)
BUSY TIMES IN CLEVELAND.


(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 attributable 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. Carmichael, 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 $30 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. Halle 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 gramophones, are attracting a deal of favorable attention. In our wholesale department several new dealers have 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 I V's and I X's. 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 into even greater 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. Luckier. "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 able 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.)

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.
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., Gen'l., Tribune Building, New York

Two Big Sellers Every Dealer Should Have!

VELVET TONE NEEDLE BALANCE
Fix All Victor and Victorola and Prevents Scratching

ECHO RECORD ALBUMS
FITS DISC RECORDS
Every Make and Size

Special Offer to Victor Dealers
Send $1.00 and we will mail a sample VelvetTone Needle Balance, retail value $0.75, postpaid.

The Velvet Tone Needle Balance is easily attached to the taper pole of any Victor or Victorola. Made of either gold or silver, the Velvet Tone Needle Balance is of solid construction and is used to sharpen any needle. It is not only a perfect substitute for a worn needle, but the attribute which marks the chap whose head and shoulders are going to show the crowd is initiative.

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THE TALKING MACHINE WORLD.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

[Specialty Prepared for The Talking Machine World]

WASHINGTON, D. C., Nov. 9, 1911.


This invention relates to a phonograph automobile alarm, and particularly pertains to an automatic repeating warning apparatus for making an automobile alarm, and particularly pertains to an automatic repeating warning apparatus for making an automobile alarm, and particularly pertains to 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 and device. Fig. 5 is a view showing the invention as applied.


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 with prompt and 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 electroplated metal on the other, is so slight as to permit the ready separation of the electroplated 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 electroplated 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 electroplated metal can be freely stripped off 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 electroplated layer constituting the record surface of the duplicate; Fig. 2 a cross-sectional view illustrating the method of removing the electroplated shell from the tubular mold; Fig. 3 a longitudinal sectional view of the composite cylindrical record with a metallic surface.


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 record, 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 commercially 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 unsuitable for use in the commercial manufacture of metallic duplicates.

Figure 1 is a section of a cylindrical mold many times enlarged and illustrating the duplication of 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.


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.

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Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.
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. 457,111, filed August 29, 1906, is shown and described, among other things, an improved 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 bearing upon the 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 recording position; and Fig. 2 is a substantial horizontal section through the combined recorder and reproducer and its connecting parts.


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 and removing it free from annoying noises. A further object is to provide a sound amplifier in which sounds waves passing therethrough are first amplified and then concentrated as the amplification progresses, and finally concentrated at a central point or line of concentration. A further object is to provide a sound amplifier which has concentrating means, and which may be readily enclosed 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 sound waves 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 E. Means, Oil City, Pa., Patent No. 1,004,009.

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 operatively to operate the brake when the needle has reached any desired point on the record.

In the accompanying drawings, Fig. 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 4—4 of Fig. 2, showing 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.


This invention relates to phonographs, more particularly to the mechanism relating to sound transmission, and consists primarily in a phonograph embodying therein a diaphragm, means placing said 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 view detail of the diaphragm, sound box, interposed vibratory member and reproducer point.

**Stylets for Sound-Reproducing Machines.** Samuel Levin, Highland Park, Ill., Patent No. 1,008,474.

This invention relates to stylets for sound-reproducing machines of the gramophone type, and has for its object to produce a new and improved necessity of changing the stylet at each operation as is necessary in the use of a stylus of the ordinary type.

In the drawings Fig. 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 4—4 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 propensity, 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 that having each essential That should make them influential, They don't seem so damnable, For they never bring returns.
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64247 (1) Zosnowski (Soprano) folk song. (2) Zosnowski (Soprano) folk song. (3) Zosnowski (Soprano) folk song. (4) Zosnowski (Soprano) folk song. (5) Zosnowski (Soprano) folk song. (6) Zosnowski (Soprano) folk song. (7) Zosnowski (Soprano) folk song. (8) Zosnowski (Soprano) folk song. (9) Zosnowski (Soprano) folk song. (10) Zosnowski (Soprano) folk song.
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THE VICTOR VICTORIEN SPECIAL.

60602 Melody of Love from "Gypsy Love" (Cilea).


Ten-coin Double-Faced.

16655 There's a Girl in Heaven from "The Never Homers" (Gile-Smith)." 

20744 In the Shadows (Herman Finck), Victor Orchestra.

Kiss Waltzes from "The Kiss Waltz" (Zirner).

15002 Rolling Stone (Hower-Reinhardt).

That Mysterious Ray (Berlin-Seymour-Solon), the String Quartet.

17000 Down Royal Street (Gily-Harm-MacMordie and Chorus) Oh That Navajo (Williamson-Seymour)."


17014 Hot Shaker from the One Girl from "The Street" (Debro-Petersen)." 

Gypsy Love Waltzes from "Gypsy Love" (Cilea).

21256 Great Gypsy from "The Street." Victor Military Band

Siren Waltzes (On Motion from "The Siren"

(Leo Faller) Victor Concert Orchestra.

EXECUTIVE BOARD MEET.

Executive Board of the Eastern Talking Machine Dealing Co. Association met this week 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:

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 enthusiastic regarding the business outlook. To date this year sales are far ahead of any previous year's showing, and it bodes fair to be the largest fifteen years that he has had in the concern. Apparently, 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. Dutil 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."
Leading Jobbers of Talking Machines in America

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It's worth while knowing we never substitute a record. If it's in the catalog we've got it.
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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
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Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.
The best service in IOWA

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123 MONROE AVENUE
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EDISON JOBBER

Every jobber in this country should be represented in this department. The cost is small and the advantage is great. Be sure and have your card in the December list.

Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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Kankakee, Ill., Columbia Phonograph Co.
Livingston, Mont., Schnee Drug Co.
Los Angeles, Cal., Columbia Phonograph Co.
Louisville, Ky., Columbia Phonograph Co., 207 Third Ave.
Muncie, Ind., Hollenberg Talking Machine Co.
New Haven, Conn., Columbia Phonograph Co.
New York, N. Y., Columbia Phonograph Co., 80 Sixth Ave.
Omaha, Neb., Columbia Phonograph Co., 1301 Central Ave.
Philadelphia, Pa., Columbia Phonograph Co.
Pittsburgh, Pa., Columbia Phonograph Co., 110 South Blvd.
Portland, Me., Columbia Phonograph Co., 150 Congress St.
Pueblo, Colo., Columbia Phonograph Co., 171 Washington Ave.
Providence, R. I., Columbia Phonograph Co.
Rochester, N. Y., Columbia Phonograph Co., 46 South Ave.
Sacramento, Cal., Kink, Grady & Co.
Salt Lake City, Utah, Deseret-Balle Music Co.
San Francisco, Cal., Columbia Phonograph Co.
St. Paul, Minn., Columbia Phonograph Co., 1257 S. Sixteenth St.
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Spokane, Wash., Columbia Phonograph Co.
Springfield, Mass., Columbia Phonograph Co., 300 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1000 Washington Ave.
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Wilmington, Del., Columbia Phonograph Co., 1000 New Castle St.

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Stocks always complete
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“"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 Lehar, 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 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

**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.

Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.

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.

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**Universal Talking Machine Mfg. Co.**

Fourth and Race Streets

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**UNIVERSAL TALKING MACHINE MFG. CO.**

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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. Goodwin, of Recreational and Timely Marketings.

The retailer should learn to look upon the traveling salesman as his 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 waste his. A few words are all that he needs. He will ask questions which you will find easy to answer. He will then order the goods you want and in nearly every case they come as promptly as required.

How different, should you be too busy to interview this traveling man and two days later find that you are short in certain kinds of goods. You huddle 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 and you are getting out of 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 won the handle of which you failed to order at the proper time.

Some few retailers seem inclined to look upon the traveling man as the scoffers among all their friends. Like the small boy who, when his teacher said, "Willie, you have a new brother at your house," began to cry at the news. "What," said the boy, "I think you should be pleased to have a brother to play with." Willie answered, "That go, will be blame me. He blames me for everything, and to me all the turns and drummers for everything. I meet them with a gloom. I suspect that he is trying to "do them." They are surely when he calls. They know all the bad points of the goods they have purchased from his, the goods are never equally examined. 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. Suggestions 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 is not he who desires 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 you to order goods that you want and in most cases talk to you frankly and truthfully. He wants your confidence. Having obtained that confidence he wants to retain it. This he will succeed. Your order is his order and the interests of the traveling salesman are identical. You must succeed together. Of course, it is possible that you will choose to eliminate 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 job will close. Let them know house you are dealing with, that you rely upon them. Should they deceive you, then turn them down hard and buy elsewhere.

SMALL CARUSO RECORDS.

Four Solos and Two Duets with Amato Announced by Victor Talking Machine Co.—The Name of One of the 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 several small records by Caruso and Pasquale Amato, the well-known baritone. The new Caruso solos are "Ballo in Mascherata-Barcarola, Di tu se accoladi" [The Waves Will Bear Me], by Verdi, "Eternamente" (For All Eternity), by Mascicroni; "Boheme-Tea des adorons," by Leoncavallo, and "Vieillissement" [Vespertine song], by Carissi, all the numbers being in Italian. The two Caruso-Amato duet records are, "Forza del Destino"—Dueto Atto IV, Inavos, Alvare, Pasetti in Duvo; and "Forza del Destino—Dueto Atto IV, Le Minuccio, i fieri accenti!" (Your Fiery accents.), Parte II, Verdi.

The Victor Co. are especially pleased to offer the new Caruso records, as during the past few months there has been a constant demand upon Victor dealers and through them upon the factory for new records by that famous artist to supplement the large and choice list on the market. Caruso himself was most enthusiastic regarding the choice of selections that had been made for the new records and engagement of the session 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 that of the great baritone, Caruso, whose tone, three of whose solo records are to be found in the January list and who will be heard in the future in several more numbers; Jan Kubelik, who stands close to the head, if not at the head, of the violin virtuosi of to-day; Vladi-

The total exports of talking machines, records and supplies for October, 1911, amounted to $203,811, as compared with $202,915, for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to $2,925,710.

The Marietta Phonograph Co., 150 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.

Mr. Grisham says: "As arrangements for the concerts must be made with the authorities several months ahead, now is the time for dealers to have them ready. Let us impress upon the public that you 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 summertime when the weather is fine, we will thank you for your part in introducing them to 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. Than the doubling Thomases will have excellent evidence that the talking machine can do is also a fact that cannot be overlooked. At every concert given by Mr. Grisham 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.
TRADE IN SAN FRANCISCO.

Benj. Curtaz & Son are featuring talking machines in their show windows, and 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 market.

Benjamin Curtaz & Son.

Balston 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 Victrola 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 Aminy, manager of the Allen Co., "is due largely to the introduction of home-wiring 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. Aminy has of late become very enthusiastic over the outlook of the talking machine department.

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 90 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 spellbound by the strange reappearance 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 same man who is frank and brave enough to tell the truth when a lie would seem to be better for his 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.—Ed Starbom.

EDISON

PHONOGRAPH RECORDS AND SUPPLIES

1911 IS DRAWING TO A CLOSE

VICTOR

HORN INSTRUMENTS

VICTROLAS AND RECORDS

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.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needle—there is no other way to get the unequaled Victor tone.

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<td>Albany, N. Y.</td>
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<th>VICTOR-VICTROLA XIV</th>
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| VICTOR-VICTROLA VIII | Oak | $45 |

| VICTOR-VICTROLA IV | Oak | $15 |

| VICTOR-VICTROLA VI | Oak | $15 |

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<th>Oklahoma City, Okla.</th>
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<td>Rochester, N. Y.</td>
<td>E. J. Chapman</td>
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<td>Salt Lake City, Utah</td>
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<td>San Antonio, Tex.</td>
<td>Thomas, Gagnon &amp; Bros.</td>
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<td>Sioux Falls, S. D.</td>
<td>Talking Machine Exchange</td>
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<td>Spokane, Wash.</td>
<td>Eller's Music House</td>
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<td>St. Louis, Mo.</td>
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<td>Teledo, O.</td>
<td>The Whitney &amp; Carrier Co.</td>
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<td>Washington, D. C.</td>
<td>E. F. Drops &amp; Sons Co.</td>
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Victor records are sold through dealers in all parts of the world.
ACTIVITY IN CLEVELAND TRADE


(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 sales are expected to be the business 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 $90 hornless called the "Royal" has made an instantaneous hit, and the "Rem," another hornless model at $35, is now ready for shipment.

H. D. Brewer 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 $90; a U-S Royal, value $90; 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 their 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, an important retail establishment, said, "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. Madsen, 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 Wilt 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 Columbus Ohio dealers are F. C. Bowman, Collinswood; J. R. Emerick, Nottingham; J. A. Baldwin, Bellevue; E. E. Schaefer, Fairport Harbor, and J. C. George, Granara.

Geo. W. Lyke, 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, stated that sales were constantly expanding, and that the sales were mostly of the high-grade Victor and U-S goods.

A. O. Peterson, manager of the Lawrence H. Lucken 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. Lucken, 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.

E. H. Graupner, 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 Victorolas, 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 considerably 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 with the 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.

G. E. Kellogg, manager of the McMillin's talking machine department, also expressed satisfaction with conditions.

H. D. Scroxton, manager of the Caldwell Piano Co.'s talking machine department, reported an excellent trade in Victor machines and records, pianos and musical instruments generally were fine and trade good. The demand, he said, for the Victor-Victrola XVI is greater than ever. The record business is also going well, and a large demand for records. Mr. Co. believes there is a good 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.

Fleshman & 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.


(Special to The Talking Machine World.)


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-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 special programs 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.

Question: What is the one musical instrument that has no substitute?

Chorus: Ask it right! There are three Grafonola "Regents!"
TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of The Business Philosopher.

TALK No. 5.

The cigarette fendi or the man who is constantly frequenting the bar for "liquors" 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 habit—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 them. Your body is your most important tool; and one of the most important tools is a healthy body.

"HEALTH IS GOD's BEST GIFT."

To keep his health the sacred duty of every man who would succeed. Napoleon offers you the menus: fresh air to breathe, clean water to drink, to bathe in, nourishing food to eat. Make your choice wisely—and he will

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 comes. 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 the same whichever country or language you are in. It is NOT the money chase—money chase destroys its host. Logic says he is; for money, after all, is only PURCHASING POWER in the COMMERCIAL WORLD. The things worth while that money can buy are the things worth while to the well man only.

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 life" 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 UNFIT.

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 not 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.
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


(Special to The Talking Machine World.)

Los Angeles, Ca., Nov. 24, 1914.

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, 441 South Broadway. The talking machine department is set 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., 2110 South Union avenue, of this city, have just opened up with a complete line of Columbia and Victor goods. W. L. 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. Tetzlaff, 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 the wonderful art.

R. S. Caden has taken charge of the phonograph department of the E. F. Hulffaker Co., of Visalia, Cal.

George W. Lytle, 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 Detolnur Furniture Co., of Ed 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 old-time talking machine man of Kansas City, is now connected with the talking machine department of the W. 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.

F. 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. Eber and C. E. Rule, proprietors, are enjoying an extraordinarily large sale in their various and exclusive lines, such as Steinway, Packard, Lyon & Healy and Hazellton pianos, and a very large stock of Columbia graphophones and grafonolas.

The Southern Pacific Railroad has purchased a Victor talking machine for the sole purpose of entertaining the several hundred strikers breakers which are confined within the stockade 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 Bernadino, has purchased the phonograph stock of the Le Roy Stationery Co. This is the second purchase of the sale of Victor and Edison goods in this vicinity.

Mr. Manson is putting two experienced solicitors to work to increase the sales of the Edison and Victor lines.

A. G. Farquharson, special traveling representative for the Columbia Phonograph Co., General, has returned from a two months' trip visiting the dealers in the southern part of California, New Mexico and Arizona, and states business conditions are looking very prosperous in all sections.

Fred E. Hulffaker, Edison dealer in Visalia, Cal., has secured the services of R. S. Caden, of Los Angeles, to take charge of the phonograph department. Mr. Caden is an experienced man.

W. Moir, Bisbee, Ariz., continues to spread throughout the entire mining portion of the surrounding country through his Columbia, Edison and Victor lines.

The Dean Hardware Co., of Fullerton, Cal., report large 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 to both Edison and Victor lines. They predict a remarkable business for the remainder of the year, and have stocked their store accordingly.

Col. Thomas, of Tucson, 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 at the great Criswell Ranch. This is a large cattle ranch with a limitless desert range. The adobe ranch house, surrounded by sotolwars, prickly pears, cholla and other cacti, boasted 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 blurted out, "Let's try that 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 leading 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 Golden Gate, 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. Pittcock, who has charge of the phonograph department, 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 teams of each department. This has created much interest in the game and the Com 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 convictions (general) and other charges.

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. Chickerling, principal of the Mountain High School, having the students teach penmanship by exercises to the accompaniment of waltzes 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.

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.


LOUIS BUEHN & BROTHER
713 Penn Avenue - - PITTSBURGH, PENNA.

"BUEHN Service Excels"

"BUEHN Service Excels"
Every Operatic Record Buyer is a Prospective Customer for a

Pooley Filing Cabinet

By simply pressing the lever the desired record is instantly at hand.

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
The Talking Machine World

Edward Lyman Bill, Editor and Proprietor.

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 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 in 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 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., Gen'l., Tribune Building, New York

BUSINESS GOOD IN QUAKER CITY.

November Proves Very Satisfactory Month from Point of Sales—Bright Outlook for the Holidays—Shortage of Stock the Chief Complaint—Gimbels Bro. Enlarges Department—Why—What Is Done—Strong Demand for Columbia Products—General News of the Month.

(Special to The Talking Machine World.)


The Philadelphia talking machine men are clamoring 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 unanimously 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 persists well for the future.

As to next year several of the large 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 Buch & 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 Buch firm has had in Pittsburgh, and as Mr. Buch says: "Our branch store there now looks a success."

The Wannamaker talking machine department, managed by W. C. Holzbau, has been enjoying an exceptional November business. Last week they put the finishing touches on their hearing parlors by laying hardwood floors in these rooms, with electric lights with euc shades to match. Everything about the department is now finished and Mr. Holzbau is not anticipating any further changes whatever. One of their visitors the past week was Jack Fisher, of Miller & Co., of Pitts- burgh, who is at the head of the talking machine department of the firm that carries Mr. Holzbau's machines. He 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 Thirty third 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 all those in the city.

Manager Elwell, of the Hepple 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 Elow, a dealer of Mr. Holly, N. J., was one of the Hepple visitors last week. They have increased their Hepple business by 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 Hepp 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 $800 De Luxe Grafomola 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" B machine and on the Nonpareil $100 machine. The new Ophicle 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 this engagement. He has only been in Philadelphia a few months and there is a pretty lot of romance connected with the meeting and court- ship of his fiancee, Miss Ella Strawbridge by name. On Saturday night last he gave a party in honor of the announced engagement to most of the em- ployes 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 under 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 piano-music noises that brighten the dramatic illusion—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 as- sistants, but by the carefully prepared talking ma- chine in the wings. When we have the battle of Ascalon, again, or the bloody strife of Hothmans, the citizens and soldiers have often overdone the noise. The illusion of wit- nessing 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, re- moteely placed, will act its part better than a com- pany of superannuates devoid of the sense of proportion. Davy Crockett's wolves, if they are ever revisited 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 pro- duced 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 phono- graph 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 theaters deserves a note of comment.

System removes from the brain superfluous de- tail 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. Scott, 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 servicer 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. Shiping 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


(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."

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 St.
New Haven, Conn.

Mr. Edison's New Ambassador.

J. W. Scott, of Maine, more familiarly known in the trade as "Scott," passed through Boston on his way back to his home in Newark, N. J., whence he went to spend Thanksgiving with his family. "Scottie" as the Edison Ambassador Extraordinaire, 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 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 Photograph 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 a related position at 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, forgo 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 A. C., 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.
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 by May. According to one story that has reached the ears of The World's correspondent, several German steamers lately arriving in Charles- town and Liverpool carry a number of ma- chines 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 mar- ket 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 varying versions at least is interesting; and one added chapter just going the rounds is that a large Bos- ton dealer has 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 under- stood that many German catalogues have found their way over here.

F. J. Peabody Co. to Handle Columbus.

One of the most important deals which the Co- lumbia concern makes outside of Massachusetts is that with Mr. Charles S. Winkelman, local manager, for a large German-owned branch store. Although he has been in charge of the Winkelman store for 15 years, there are some changes now. The store is in the best location, and the buildings have been remodeled, and new branches have been added.

The entire collection of Columbia machines will be on exhibit in the store, including the latest models. The store is open every day until 9 p.m. and on Saturday from 9 a.m. to 9 p.m.

Pardee-Elmberger Enterprise.

The Pardee-Elmberger Enterprise Co., of Boston, has received a large order from a foreign country for their machines. This order is for 100 machines, and it is expected that the order will be filled in a short time.

The Pardee-Elmberger Co. has a large business with foreign countries, and is well known for their high-quality products.

The Pardee-Elmberger Co. is located at 326 Washington Street, Boston, and is open from 9 a.m. to 5 p.m. daily.

To the many jobbers of the United States and Foreign Countries, whose efforts have helped create the largest year's volume of business for Bag- shaw Quality Talking Machine Needles—the needle of inter- national fame—we extend our best Wishes for a Merry Christmas and A Prosperous New Year.

The hundred-dollar “Baby” in the “Regent” family makes the home complete.

Columbia Phonograph Co., Gen'l., 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 Local 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 that supply which have prevailed since early September accentuated rather than abated. There have been no important changes except the turning on by Max Strasburg, the Victrola Shop, of a line of Columbias. His object is to compensate 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 Victrola 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 Victora 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 for it in two or three weeks. Thus the dealer makes a greater profit on his sale than he would by getting cash or by selling on installments 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 procedure for so many cities as have not taken it up.

Never was the value of printer’s ink as a business binder 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, included center advertising by Grinnell Bros., the American Phonograph Co. and the Clyde Piano Co., all in the old paths of traffic on Woodward avenue. They heralded in large space that they were still making things happen 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 inking 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 portrays 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 couldn’t 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 $90 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 dupliccate orders shows that he is doing business. Herefore 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 Udelw 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 Udelw Works, the prominent cabinet manufacturer 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 Udelw cabinets on hand at the time when they are most needed to meet holiday demands has been well proven.

The Udelw 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.

PHONOGRAPHS 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 boosters 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

Specialty—Wax plates for private record taking.

ERNEST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

Most Perfect Recording-Sensitivity

Has unlimited life. Plates absolutely ready for recording.
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 rechroming 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 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 Wisconsin is some 50 per cent of what it was in the factory. This is evidenced by the fact that dealers are ordering machines and records rather carefully, as the dealers 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. The 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 Hoefller Manufacturing Co., "Demand is essentially 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 $30 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 $290 machine has also made its appearance in Milwaukee and promises to be a good seller.

Emil O. Schmidt, 316 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.

Lawrence Lachner, 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 McSweeney, has been very busy during the Christmas season, and Miss McSweeney has been able to handle the expected rush in this line of business.

McGreal's display windows are well filled with the latest in Victrola equipment. The McGreal store, located in the Union Station building, is one of the most popular points of interest in Milwaukee and it is expected that henceforth the Victrola will play an important part in the social life in the governor's household.

Under McGreal's domain is the instrument Ametophone to help out in the way of entertainment at the annual banquet of the Milwaukee Advertisers' Club, held in the St. Charles Hotel.

Another round of the advertising trains running from Milwaukee to California and the Union Pacific lines via the Chicago & North Western line are equipped with Victrolas, so that the traveler may have his favorite records played by the famous stars while en route. Three concerts are given each day in the lounge 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 so 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 means of a talking machine. 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 scheme 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 such a plan. The idea was received favorably at the recently held 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 Voorst, J. and John H. Koepnizer, was appointed to arrange 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 machines. "There is no limit to the demand of the trade," said Mr. Parker.

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.
We present herewith a photograph showing the interior of the new store recently opened by Archie Mathews, doing business in Minneapolis, Minn., under the name of the Talking Machine Co., located at 929 Nicollet avenue. Mr. Mathews 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 grouch 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, postal 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. Dolber, sales manager, who, as the trade knows, recently returned home from a two months' trip going to almost 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 Maine will recognize in Mr. Scott their old friend "Scotty," while the New York State men 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 chaining principle put between the horizons. 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 truculence, 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 line and is simply a great big piece of cork stuck on the pencil's 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 & Son 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 relationships, 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—whethen 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 meet your approval and continued interest."

READ THIS LETTER!

From one of the Pioneer Talking Machine Men of America

IT TELLS HOW A

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. PLUMME COMPANY

417-421 So. Dearborn Street . . . CHICAGO, ILL.
RESULTFUL WINDOW DISPLAY.

M. W. Waite & 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 photographs of the show window of M. W. Waite & Co., Vancouver, B. C., who do a large Edison business in that section of the Dominion of Canada. The company states 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 each window was taken at night and throws into striking relief the various strong points of the display, which, it 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., $842; Buenos Ayres, 254 pkgs., $8,162; Dominica, 3 pkgs., $132; Iquitos, 7 pkgs., $101; Kingston, 13 pkgs., $142; Liverpool, 1 pkg., $129; London, 11 pkgs., $796; 655 pkgs., $8,188; 1 pkg., $150; Melbourne, 161 pkgs., $3,502; Para, 5 pkgs., $434; Port Limon, 3 pkgs., $102; Puerto Rico, 11 pkgs., $833; Santiago, 20 pkgs., $41.

**NOVEMBER 20.**

Berlin, 19 pkgs., $240; Callas, 19 pkgs., $2,019; Cristobal, 5 pkgs., $161; Guayaquil, 5 pkgs., $276; Havana, 1 pkg., $251; Iquitos, 8 pkgs., $183; Limon, 6 pkgs., $174; Liverpool, 4 pkgs., $281; London, 267 pkgs., $7,612; 12 pkgs., $847; Manila, 35 pkgs., $1,715; Milan, 7 pkgs., $185; Para, 15 pkgs., $891; Singapore, 11 pkgs., $152; Tampico, 8 pkgs., $149; Vera Cruz, 258 pkgs., $5,823.

**NOVEMBER 27.**

Bahia, 56 pkgs., $7,002; Berlin, 38 pkgs., $1,637; Bolton, 4 pkgs., $167; Buenos Ayres, 100 pkgs., $15,807; Chemulpo, 5 pkgs., $287; Coimbra, 6 pkgs., $352; 3 pkgs., $234; London, 15 pkgs., $991; 508 pkgs., $16,858; Manzow, 31 pkgs., $1,605; Maracibo, 3 pkgs., $185; Montevideo, 23 pkgs., $825; Pernambuco, 10 pkgs., $581; Preston, 6 pkgs., $244; Puerto Mexico, 7 pkgs., $188; Punta Arenas, 20 pkgs., $740; St. John's, 2 pkgs., $106; Sydney, 2 pkgs., $625; Vera Cruz, 49 pkgs., $1,757; Yokohama, 22 pkgs., $1,398.

DECEMBER 5.

Asuncion, 2 pkgs., $202; Antwerp, 52 pkgs., $1,240; Berlin, 4 pkgs., $107; Calcutta, 1 pkg., $110; Caracas, 7 pkgs., $340; Colon, 9 pkgs., $192; 2 pkgs., $143; Guayaquil, 2 pkgs., $159; Havana, 42 pkgs., $1,169; 7 pkgs., $385; Lancaster, 12 pkgs., $290; London, 568 pkgs., $6,590; 4 pkgs., $284; Maracibo, 3 pkgs., $112; Manzow, 5 pkgs., $261; Porto Alegre, 21 pkgs., $1,183; Savanilla, 25 pkgs., $2,557; Singapore, 3 pkgs., $143; Sorehaya, 12 pkgs., $833.

**DECEMBER 12.**

Berlin, 12 pkgs., $332; Buenos Ayres, 111 pkgs., $3,924; 9 pkgs., $299; Colon, 3 pkgs., $108; Guayaquil, 23 pkgs., $340; 19 pkgs., $130; Havana, 17 pkgs., $652; 3 pkgs., $50; Kingston, 12 pkgs., $317; La Guaya, 5 pkgs., $160; London, 46 pkgs., $2,108; Santos, 5 pkgs., $358; Sorehaya, 3 pkgs., $176; Sydney, 326 pkgs., $11,391; Tampico, 15 pkgs., $355; Vera Cruz, 10 pkgs., $300.

HEARD OVER THE PHONE.

(A special to The Talking Machine World.)

Philadelphia, Pa., Dec. 8, 1911.

"Hello! This the Victor Talking Machine Co."

"Yes."

"Well, this is Louis Busch & Bros. 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 is not only shows that the jobbing fraternity are trying 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 fellows out West, down South or up North gets his goods before Philadelphia.

Louis Busch, 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 has cut 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. Busch is, however, sending out everything he can get, but he cannot get anywhere near the orders placed.

MASSAY

DIAPHRAGM

AUTOMATIC STOP

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 Massay. Send it to us to-day.

J. A. FOSTER CO., Edison Dept., Distributors

PROVIDENCE, R. I.

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 Massay Stop.
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., Gen'l, Tribune Building, New York

ACTIVE HOLIDAY TRADE
Reported from Baltimore—Stores Being Kept
Open Evenings to Supply Demand—Horn-
less Talking Machines in Great Demand and
It Looks Now as if This Year's Trade Will
Eclipse Its Predecessor by a Goodly Per-
centage—Strong Demand for Operatic

(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 fel-
los 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 Vic-
tor. They have a pretty window display in which
the Victor 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 rosieate 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 de-
mand, while buyers have also been numerous for
the records of the latest popular airs.

At Hammann & Levin's, who are Victor represen-
tatives, 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 depart-
ment of the Krantz-Smith Piano Co., declares that
November with the Victor 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 De-
ember 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
December.

THE NEW EILERS DEPARTMENT,
Talking Machines Occupy Prominent Position
In New Spokane Store of Eilers Music House.

(Special to The Talking Machine World.)

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 han-
dled 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 demon-
strating booths and the other the interior of one
of the rooms with Victorolas placed on display.
The rooms, which are handsomely fur-
nished, are finished in white and provided with
glass walls, which add materially to their attrac-
tiveness. A large line of talking machine and
music cabinets are displayed in a sepa-
rate room on the mezzanine floor of
the store. The en-
tire arrangement of
the department makes
for the comfort and
convenience of pa-
trons.
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. announces 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 handling 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 Victor and Victrola, 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 like-wisely compel an acknowledgment of the fact that definite recognition of earnest effort is quite as necessary as its 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."

FOR

EDISON
PHONOGRAPHSPatented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.
List Price
15c each
Formerly called the "PLACE" Record Brush

CLEANRITE
TRADE MARK
RECORD BRUSH

FOR

VICTOR and
COLUMBIA
Talking Machines
List Price
25c each

ANNUNCIEMENT

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

FREE SAMPLES 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 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.


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 bravest exponents, both from an inventive and progressive standpoint.

Mr. Macdonald's death occurred at his home at 1506 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 on March last 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. Trecar-...
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, 10½ inches. Price, $50.00.

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

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.
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., Gen'l., Tribune Building, New York

**NOW THE CONCRETE CABINET.**

Thos. A. Edison, Inc., Has Now Announced the Production of Concrete Furniture and Even Cabintes for Phonographs—This Will Con- sume about $10 worth of the $100 homes.

Thomas A. Edison, who declared recently that he would not build a concrete house for $1,000, has now announced that very soon he would put on the market concrete furni- ture, of which about $260 would furnish picing made 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 Chi- cago 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 25 per cent. greater than wood, and Mr. Edison expects to reduce the excess to 25 per cent.

The concrete surface can be stained, Mr. Edi- son 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 cabi- net cheaper, Mr. Edison said, but it has better acoustic properties than the old-fashioned wood cabinet.

Mr. Edison entertained in Orange last Thurs- day afternoon 150 visitors from the annual con- vention in New York of the American Mechi- cal 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 a little picture 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 hardly half as wide as those now fa- miliar to the public three strips of pictures are printed, no one of which is larger than three-sixteenths of an inch square. The operation con- sists in winding the strip first one way and then the other, and it 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 having 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.

**THE TALKING MACHINE WORLD.**

**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 con- tains 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 dances, dance, 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 or- chestra, suitable for instruction and entertainment.

The value of this catalog is apparent from the fact that it is quite different from persons unac- quainted with the Victor catalog, or, in fact, any catalog, to find just the right records for culture or educational purposes. This little volume sup- plies this want most admirably. It in many re- spect 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 cul- tural lines.

They have also sent out some companion litera- ture upon "How to Use the Victor in the Schools," which covers every phase of school work and will be found of especial 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 insti- tute and a wider recognition of the talking ma- chine as a factor in promoting musical knowledge and appreciation.

Other interesting literature turned out by the Victor Co. includes two opera stories—"Il Trova- tore" and "Faust." Herein are given stories of the opera, 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 ad- mirable 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 a splendid work which calls for the highest commendation.

**MAKE EDISON RECORDS.**


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, regard- ed 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 posi- tion in the ranks of the grand opera stars; Andre Benoit, 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 companion for Albert Spaul- ding, the violinist, and Mary Garden, and the Tol- lefsen Trio, the capable ensemble organization of whom 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 Capitolist Presents Phonograph to Southampton Station.

Life savers stationed at Southampton, Long Island, will be provided with music ranging from rags 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. Per- mission from the authorities at Washington had to be asked before the instrument could be in- stalled in the station. Having received the neces- sary 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.
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 covered 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-
chine. That will be up to the campaign managers, but the man whom Mr. Edison regards as the Republican candidate is impressed at least.

SONG WRITTEN BY STANLEY.

"In the Golden Afterwhile, Nellie Dear," Being Featured in Record Lists and by Music Publishers—Royalties to Mrs. Grinstein.

As is known by the majority of his friends, Stanley W. Grinstein (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. Grinstein, 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 above-named composition 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 publishing of the song for the purpose of developing large royalties for Mr. Grinstein'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 the southern district of New York on December 1st, when on the motion of Otto Munk, for defendant, and Horace Petit, 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 hereunder entered:

"Provided, however, that the defendant may advertise, if it chooses to do so, that on 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: Ward R. Grinnell, President; Gen. Grant, Alexander Kounta, Dr. George F. Kunz, and Rear Admiral Perry, Vice-Presidents; W. T. Lane, 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 aid of the phonograph record and the moving picture, views from actual life will be preserved for future use.

Alexander Kounta, who was instrumental in organizing the new society, is quite enthusiastic over the prospects of the association.

"TALKERS" IN QUAKER 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 on meeting held in Room 206, City Hall, yesterday, decided to install talking machines and records in the new Southwark public school, Tenth and Reel 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, she leaves the egg in while the "Herb Girl's Dream" is playing; for her husband, who likes them harder, she plays the 19-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.


Position Desired.

Young man with 8 years' experience as salesman, both retail and travelling, and manager of retail and wholesale establishments, wishes to connect with Victor home after Jan. 1. Am thoroughly familiar with line, especially Red Seal cabinets, and wish to get on with a good firm. Address Box 106, care Talking Machine World, 1 Madison Ave., New York City.

SWAP, 8:00 Edison 8-Minute for Zero-phone, Columbia, Star or Peerless Records, or machines, disk or cylinder. DEINGNER, 353 North St., Rockester, N. Y.
A LIVELY CHICAGO CENTER.

Some of the Activities of the House of Lyon & Healy—L. C. Wiswell Visits the East—High Sales in Great Demand—First of New Edison Amberolas Received—Employees of Record Department Attend Musical Recital—Last Week's Recorded Sales Department Completed—Arrangement Is Most Adorable—Other Items of Interest.

(Illustrated: 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 limit to supply the demand for goods. "It is, naturally, a source of gratifica-
tion to me to find, notwithstanding the intro-
duction of the low-priced machine and the con-
sequent heavy demand for them, that the high-
 priced homemade machines are still in just as great demand as ever, and, in fact, our sales of Victrola X VI's this season have been in advance of last year.

The first of the new style Edison Amberola ma-
chines were received by Lyon & Healy this week. Mr. Wiswell expressed his admiration of the new type, and particularly to the spirited tone of the instru-
tor and to the splendid tonal quality of the instru-
ment. Substantial orders for the new Am-
berolas have been placed.

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 employees of the department at the recital of Mandel Powell at Music Hall last Wed-
nesday evening. They were the guests of the famous violiniste, as she sent over the pieces carded for admission. Miss Powell has always taken an interest in the young women at the big store, and the fact that it is thorough-
lyly sympathized with 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 last few weeks. He has been on jury ser-
vice right in the midst of the holiday trade. Therefore, if he has inadvertently slipped in something about machines when discussing dam-
age cases in the jury room, or if the word "per-
sonal injury" have obturated themselves into the "remarks" on order memoranda at the store, he is certainly to be excused.

The new record sales department at Lyon & Healy's is now completed. Photos have been taken, but too late for reproduction in this issue. Four new music rooms have been built, making sixteen in all. A large and tastu-
nished 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 il-
luminative cuts will be presented.

ALBUMS GROW IN POPULARITY.

The many dealers in talking machines through-
out the country are having calls for talking ma-
chine 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 incon-
ceivable places as under beds, particularly in York farms, is quite as objectionable to her as it is to the Victor Company. The demand for albums is quite mor-
ning and anxious to avail themselves of modern
methods of disposing of accumulations in all departments of the household. Formerly, record albums on the market, but it was not until the Victor Company demonstrated on a very broad scale the usefulness of the albums, that the demand became so gigantic. At this time, con-
servatively estimated, there are not less than a half million albums in use.

In the old country the album has superseded
other device for filling, arranging or storing
discs. Large libraries of music have been sc-
culated in many towns, and the dealer who can
one can go and hear an entire opera by selecting
two or three volumes, which contain the entire
music of the composition.

In this connection the Victor Album Co. have made the greatest stride, for it was in 1907 that the first application for a record album was made to the office for the purpose of making an important invention 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 Mr. Krebhi1d was assistant, and who is now in charge of the purpose of making this invention.

In another column the advertisement of the Echo Album appears, and the dealers in talking machine goods 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 Accord-
ing to the Type of Men Approached.

"The proper study of mankind is man," and to
be a good salesman one must know at least some-
thing of man. And it will not do to consider self
-employers only. If each individual is a type, it must also be granted that there are very many types. Whether type makes or breaks a man is a question which type-researchers have not yet discussed. Everything stable is based on concrete fact—type is a fact. Each type stands as a separate taste, inclination, views as to income and expenditure.

Yet all civilized people live in houses, wear
rags, eat, 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 vari-
ations, as many standard musical compositions are. But the stem stands out as a matter of fact. Some leaders of fashion may fallabili-
ity in salesmanship if humanity was understood as it should be by salesmen.

Most are adjusted 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 about for the getting of things he may think desirable for people who have no need of them. The good salesman offers to a type what that type can appreciate.

LANDAY'S BROS.' BIG TRADE.


Coincident with the occupancy of their palatial
new quarters at 505 Fifth Avenue, Landy 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 results bring to mind that in The World last month an erroneous statement was made that Landay Bros. were conducting the talking machine depart-
ment in the new store of J. L. Kesner Co., Sixth avenue and 16th street. As a matter of truth the firm 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 es-
tablissement.

AN IMPORTANT MOVE.

Wanamaker Engages Distinguished Musical Critics to Lecture on Victorola Records of Grand Opera During Christmas Week.

Through the efforts of Mr. Gerson, of the man-
agement of the talking machine department of the John Wanamaker New York store, the services of Mr. Krebhi1d 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. Their talks will cover the entire musical world, and the seats at their o'clock
lectures will be in great demand.
Mr. Krebhi1d's program covers the German School of Opera, while Mr. Finck will take the Italian and modern French schools. Their pro-
grams are as follows:

Mr. Krebhi1d's lectures: 1—Paradiso; 2—Orin-
c and Nature of the Lyric Drama; 3—Wagner
and His Art Work; 4—Rheingold; 5—Wagner
and the Ring; 6—Metsinger; 7—Tristan and
Isolde; 8—Hamul and Gradel; 9—Don Giovanni; 10—Tannhau-
sen.

Mr. Finck's lectures as follows: 1—Verdi and
His Art Work; 2—Puccini and His Art Work;
3—Grieg and His Music; 4—Berlioz and "Carmen";
5—Gounod and "Faust"; 6—Liszt and Hungarian
Music; 7—Massenet and His Operas; 8—The
Opera of Modern French Music; 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 members of the Chicago Talking Machine Dealers' Asso-
ciation was present at the meeting this afternoon at the Great Northern Hotel. President Van de Mark and Secretary Reynolds were in the ac-
customed places and Treasurer Selbman was on the job collecting the not too burdensome dues. Vari-
lous matters of trade interest were discussed, sev-
eral 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 Great Northern Hotel, subject to the input-
count 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 its next 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 fol-
lowed by a "smoker" and "Dutch lunch." Ar-
rangements for the "bust-out" are in the hands of committees consisting of Messrs. Denker and Reichardt.

A FINE TRIBUTE.

Elsewhere in this issue is published a letter from James I. Lyons, one of the country's pioneer talk-
ing machine jobbers, in Chicago, who has made
experience with a Pyro electric sign. He has found that this sign, while comparatively inexpensive, has
attacked much favorable comment, has brought his business into prominence, and is endorsed by elaborate and expensive electric signs, it is, to quote Mr. Lyons' own words, "The most at-
ttractive and effective on the street." In other words, the Pyro sign gives out what it does, and what it costs to have it done, it can be obtained by writing the E. C. Plume Co., 417 South Dearborn street, Chicago, Ill. They are being used by every machine men everywhere.
When a customer wants Grafonola, he is a natural customer to sell Sonjolo
("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 Cohr 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 to 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 Y
Regent” was a mighty hard sell. Let's examine else.

The Columbia Grafonola “Baby Regent” at $100.

The manufacturer's Exclusive Selling line all by itself during 1911, it appears. Money on the deal. It was coming as plainly as coming as plainly as coming. Show us how we can make $200. a week, to make this “one of a kind” already uncredited. No “Favorite,” either.

The Columbia Grafonola “Regent Junior” at $150.

Gen'l,


The Columbia Grafonola “Regent” at $200.
Under the leadership of Mr. O. C. Searles, manager of the talking machine department of the Aolian Co., has been having a great Victrola business even in their artistic department. There is no other machine excepting the Vespas, that is not only having 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 Victorola XVI. The sales of the latter machine have been remarkable.

The Victorola 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. Even now he has taken only a few orders for the Edison Phonograph device which throws views illustrating the record on a screen synchronously with the progress of the song.

Victrola Visitors.

George Orstreet, general manager and traveling salesman for the Victor Co.; Sam Goldschmidt, Mr. Orstreet'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 office in Chicago 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 corroborees 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. Everlastin broken records, but the grand opera list, which is extensive, is meeting with splendid reception.

VICTROLA NEEDLE BALANCE.

For many months there has been advertised in this paper the "Velvet Tone" Needle Balance, and many fine dealers in talking machines and owners of some have both produced and adopted this very useful device. The purpose of this article was 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, and practical. When the 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 damage the sound reproduction if used continually.

The dropping of water will wear the hardest rock. This is an old saying, but aptly quoted in this connection. Does the "Velvet Tone" needle balance come in? Just this. It lifts the needle up and keeps it from being pushed down on the record. What pushes it down? Why, the water, snow, ice, box, and this has just the effect that a glazier's diamond has been drawn across a sheet of glass. It cuts.

The "Velvet Tone" needle balance is like a pothook, the purpose of which is to balance 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 rest the tack to the bottom of the groove without any excess weight or "drag." There are many people who decry attachments of various kinds on the record, some are cumbersome, some are boisterous, and some are useful. This is in the later 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. Macnairly, at 171 Walnut street, Columbia, Pa., from which it is sold 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 recordings of the Red Seal record artists which were featured continually, in fact all day long.

The pipe organ accompanied 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 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. The materials all come from the best of_ptrsors, and which is wholly due to the experience and foresight of the management, which is vested in the hands of Mr. George A. Wanamaker, the manager of the music 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 younger of twenty, is also a great limner and believer in the talking machine. At her recent birthday celebration Mrs. Kiley spoke into an Edison phonograph with recording attachment, following a dinner given by her 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 on sale 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 any regular daily 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.


(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.

BALLS TALKING MACHINE CO.'S NEW STORE.

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. F. Stager, 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."
THE KEEN-O-PHONE
New Idea Sound-Blending
Talking Machine

The Latest Invention in the Talking Machine World

Has been enthusiastically received by the public and is now creating widespread interest and attention.

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

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 roset and gold glory of the autumn has faded into crimson 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 a 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 pestilent must cease his doleful wailings. And now behold! your wholesale 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 grrouch and the office boy his freshness. Things are as they should be—it's Christmas time.

This holiday season, Mr. Dealer, should bring your 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 will 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 trees, 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 composition it will prove during the long winter evenings. Do you suppose Joshua Billings, of Lonesomehurst, knows that he can hear "The Poles Bergers" right in his own kitchen? He can, you know. Ethel Levy and Laddie Chill 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 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.

Dear Farmer, Precious, No. 90 Broad St., Blanktown, N. Y., Dec. 13, 1911.

Mr. Joshua Billings, Lonesomehurst, N. C.

Dear Friend—Have you arrived at a definite conclusion regarding the investment of your Christmas money? If you have, and your decision leads to do with a talking machine, then this letter is sent to your particular advantage. We can no longer doubt that the instrument that will bring the whole world of art, melody and poetry to your friends'—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 too early for the bed. The old clock on the mantel would point to the hour of eight. You are alone in the room, the rain beats upon the window, the wind howls through the chinks. It is time to think of music, a tale, a faithful confidant, or, worst of all, the thought that the time was better spent down Lonesomehurst way, and that the city was not quite so distant. Where 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 famous harpist, a violinist, or a famous songstress, who does not record her performances in this year's' phonographs? A song, a speech or his President's Own, or perhaps, Verdi's, all by a famous composer. 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 another who the boys would bring them in a small package, of that picture that will be theirs when the talking machine arrives. It is not a product of the world of art, but it is something that you have never before. You should have the best of the best, that is why you are buying a phonograph.

Another accomplishment of the talking machine that will especially appeal to the older folks is the glorious rendition of the songs of long ago. She includes you whistled when a boy, and that she sang to you beneath the maples. Do you remember how wistfully her voice used to sound as you were gathering round the chimney fire and admiring the stars shining in the western sky. She lifted her iron soprano and the beautiful words of "In the Morning" floted like a benediction to meet the approaching night. You can hear "In the Morning" again and exactly as she sang it.

You want a talking machine for Christmas, Mr. Billings, and you want one now. So, be at home, and place you in as close touch with the emotional strains in the city as though you lived there. The city folk will have "nothing on you" if you possess a talking machine.

We enclose catalogues of machines and records, and next holiday evening when you will close your eyes, you will no longer have a dream of a talker or a song. The demonstrations take place in our hearing rooms at the store, kindly call in at the foot of your nearest postoffice.

Awaiting your pleasure, we are,
Yours for a merry 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 include the steady that his eyes will glimpse nothing but beautiful things else where, and your establishment must not disappoint them. A slovenly store at Christmas time will send trade scarping.

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 for 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, they can make dandy gifts, and that your December list is a corder.

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 Medillen.
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 real 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, Calif., and these influences have already borne fruit in the form of genuine sales of hundreds of Victor's 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 50 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. Shartle bearing upon Mrs. Clark's talk at the Philadelphia Normal School and to which Mr. Geissler referred.

"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 the work and her former position in school work. Mrs. Clark talked along the same lines as she did at the meeting in Wana- maker's New York store on the previous Saturday. The talk lasted for about two hours, and 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 g;reat 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 commend the handles they offer for help, I consider the talking machine far more valuable, because it is within the reach of all people. Some of these instruments have been so successful that we have had to limit orders to a small supply, 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 use of music, as far as they were feed 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 a higher class. 'The Victor Co. realizes this,' they have established an educational department, with Mrs. Clark at its head. While, at the present time, the Victor Company cannot recommend 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 with those most 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 more than 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 teacher 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 Mr. Pearson and with the Victor into every school in Philadelphia, and I hope, if I can make arrangements with Mrs. Clark, to give her talk to all the schools 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 Chestnut street, New York, 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 would not 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.

"This has been the policy of the Blackman Co.," he continued Mr. Blackman, "to give our regular customers the preference when there is a shortage in product for shipment. At this season, with everyone making the machines for us in making the dealers understand our precedent and that we are making every effort to accommodate them. It would be a comparatively simple matter for us to discontinue our work as 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 straggling all summer under a load of bad business and poor collections he looks to the holiday trade for recuperation. If we 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've particularly to express 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 brushes, which promises to be one of the big lines 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 tines 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.
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_

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"COUNTRY NEEDS MEN OF BRAINS, NEW 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 which 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 specifying politicians. If they were men who knew the technique of business, the inner workings of commercial life, we might expect some results from their laborsful 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 execution our present 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, compensation 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 politics 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.

(From the Talking Machine World.)

"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 handmaster 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 $800. The Keen-O-Phone, Jr., is the $40 instrument, the Keenodet, Jr., is the $100 machine, while $210 is the retail price of the Keenomophone. 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 'Sit' any 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—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 over a 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. (From the Talking Machine World.)

Providence, R. I., Dec. 6, 1911.

Since the announcement of the Massey Auto-Stop for Edison machines to retail for 90c, quite a bunch of inquiries for it have been received by the 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. (From 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.
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 equally equipped steamer, take the Italian line at Genoa, 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 picturesque 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 1797, 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. Thus, 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 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

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THE OLD AND NEW WORLDS VISITED.

(Continued from page 37.)

above the better 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 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 practicably 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.

Don't wait to get on while the train is moving. 1912 is going to be a great year for "Regents."

Columbia Phonograph Co., Gen'l., Tribune Building, New York

MUNICIPAL THEATER, RIO DE JANEIRO.

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 rose 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 extremely warm and yellowish atmosphere is not conducive to comfort in land travel.

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 its 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 made 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 homogenous 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 homogenous 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. can sell it under the 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, $1 good 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 installment 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 handomest opera houses in the world. The Brazilians 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.
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 enormously increased advertising 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-refined goods have met the eye repeatedly. Next in order of merit comes the Columbia Phonograph Co., General, and here again unsullied 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, most desirable," the aggregate are responsible for a very considerable slice of the public, 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 of the bill are expected. There has been tentative suggestion on the part of certain record manufacturers to approach members of the Upper House with the object of inducing them to oppose those proposals which are at variance with mechanical music firm, 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 II, Viscount Haldane, moving the second reading of the Copyright Bill, said there was a great deal of magnificence 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 the administration of the law; and, in the last place, it laid the foundations of a uniformity of copyright systems throughout the Empire. The bill swept away the entire 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 Gortre 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 our 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 nations 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 accepting the grant 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 new step has been taken in putting this law into such a shape that it was easy for those things to be done.

Lord Gortre 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 in many intricate points. After further discussion the measure was reported as having been read a second time.

The bill was fully 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 wrapped in considerable mystery. The needle, it appears, rides the time 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 bought a business phonograph when improving at the piano, to immediately record spontaneous themes.

The machine is fitted with a 28-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 as 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 in order to improve at the piano, 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.
Jan Kubelik to Make "Takeur" 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 precision 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")
- "Is there a heavenly way?" (Wesley), by Mr. Albert Chevalier
- "Gloster from H. M. S. Pinafore.
- No. I. and II. (Sullivan), Light Opera Co.
- Dance Program—"Clandime Valse" (Pedro de Zadula), "Spring Maid" waltz (H. Rouchard), "Quaker Girl" lancers—Figs. I. and II. (Sullivan), Light Opera Co.
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The talkiing machine world.

Don’t Buy Needles That Damage Records

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.

by C. Lawrene, 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 by a number of those present. Following this, a vote of thanks was given to Mr. Lawrene, and this was accepted with hearty enthusiasm by the audience. The performers included Mr. and Mrs. Murdoch, Mr. and Mrs. Buttschardt, Mr. and Mrs. O’ Sullivan, Mr. and Mrs. H. E. Hoggs, Miss Alice Parsons, and Miss Marie L. Co., who sang “Vocal Relations” and “The Savoy” selections (Columbia-Rena), Miss Eddie (Columbia-Rena), and many others.

The FLOOR SALESMAN OUTSIDE.

Practically every really competent floor salesman can make good if he will go outside salesmanship. 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 he will have to be canvassed, called on and worked with persistently from 8:30 in the morning until 5:30 at night, and 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 waifer for business, but is an active creator of it.

“SAVE IT FOR I NEEDE 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 dress wide open. She asked him:

“Save it! I cried, pointing to a second floor window. “Save it, for it is not mine.”

With a fearless smile the fireman mounted the ladder, and amidst the cheers of the people he asked:

“How old was it? asked a lady of the disinterested one.

Only a month, and he is coming back with it.”

“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 practice successful methods of salesmanship; and those whose actions, in both official and social relations, are governed by ordinary but correct methods of Government, 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 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

Cremische E. Sauerlandt

Aachen, 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


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 acquire 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 five 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 impression. A request is very likely to impress even the busiest 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 how 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 a week on 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 direct opponent 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 $2 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 was a sin too 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 43.)

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.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

No. 788.
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., Gen'l., Tribune Building, New York

LUNCHEON GIVEN BY DEALERS.

(Continued from page 83.)

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 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 usted, 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 window, 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 whoeze 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 stars 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 him a very clear line on his qualifications as a prospect. If he owns a machine, what make? Up to date? Telephone? 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 simple 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 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 through, 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 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 when the business has been done naturally, the desire for and appreciation of the ground is prepared for it. "Would anyone of you (except Stocke) 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 even been approached, to a store—by letter or telephone or personal call—by someone who wanted an opportunity to show them what modern talking machines 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 those six families who have never had the subject presented to them personally. I believe this 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 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 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 freedom 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 Stocke, 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 Stocke 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 1897, and who took occasion to affiliate themselves with the new 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.
Some Clever Retail Stunts. E. T. Van de Mark, one of the enterprising talking machine dealers outside the “Loop” dis- trict, has made some important changes and improve- ments in his store at 305 E. 43rd street in preparation for the holiday trade. The former booths have been torn out and two large “demon- stration rooms,” each 9 x 12 feet in size, sub- divided therein. These rooms are furnished and furnished and mantled, mirrored fireplaces which are thoroughly realistic in every respect with the exception of the fire logs electrically lighted, giv- ing just the right effect. The mantles are already on for records and the mirrors give the women cus- tomers a chance to adjust their millinery. “Van” evidently understands the eternal feminine. A poster makes itself at home around the win- dow 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, of- fered a substantial cash prize for the branch office making the greatest increase in sells dur- ing the month of October as compared with Sep- tember. C. F. Baer, manager of the Chicago office, submitted a report which, after due comparison, was found to dispose of more than the the amount of the check from the office home arrived a few days ago. With his customary liberality Mr. Baer dis- tributed the proceeds among the employees 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 stocked a gain of over 60 per cent. November as compared to last year.

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 hand- some display consisting of a young woman en- gaged in demonstrating little Number 6 Dicta- phone. Both the machine and the fair operator attract much attention.

Edward Green, the coon song artist and record maker, while in the city recently bought two Co- lumbia machines, a Regent and a Mignon, one for him and the other 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, and Corpus Christi, is now on his way home.

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 P. L. Scott, manager of the Dictaphone department of the Columbia branch there, and into the store with a check for 60 machines in- stalled in the general offices of the Missouri Pa- cific Railroad. The machines had been put in place 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.

Mr. Green, Fuhri’s chief assistant, is on an enabling trip to Memphis, St. Louis and New Orleans.

Frank Downe, who has been doing work for the railroad department of the Columbia Co., has gone to Kansas City to take charge of the Dictaphone de- partment there.

Frank Dorain, general manager of the Colum- bia Dictaphone department, was a recent visitor at the Chicago office.

George F. Stanski, formerly in charge of the retail sales at the Kansas City branch, has gone to Memphis, Tenn., where he is at the moment. Great Downe, who has been in Kansas City for the past few years, went there with jurisdiction over an extensive territory in a wholesale way.
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" (Rank)**: $10.00
  - Cabinet Door, Front, Side and Top, Quarter Sawn Polished Oak; Back Plain Oak

- **Victrola VI "Cabinet That Matches" (Rank)**: $15.00
  - Quarter Sawn Polished Oak Throughout

- **Victrola VIII "Cabinet That Matches" (Rank)**: $15.00
  - Quarter Sawn Polished Oak Throughout

- **Victrola IX "Cabinet That Matches" (Rank)**: $25.00
  - Doors, Front and Top, Polished Mahogany Veneer, Hand Rubbed

- **Victrola IX "Cabinet That Matches" ("Tamaco")**: $37.50
  - Polished Mahogany Veneer Throughout, Hand Rubbed

- **Victroro X "Cabinet That Matches" ("Tamaco")**: $37.50
  - Polished Mahogany Veneer Throughout, Hand Rubbed

- **Victroro XI "Cabinet That Matches" ("Tamaco")**: $40.00
  - Polished Mahogany Veneer Throughout, Hand Rubbed

"Your Regular Victor Dealers' Discount Applies"
THE TALKING MACHINE WORLD.

FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 46.)

Some Visitors.
Among the visitors at the office of the Talking Machine Company and the talking machine dealers 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. Moyers, well known talking machine dealer of Dixon, Ill., recently put in a full stock of Victor phonographs and 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 their 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 39 South Jefferson street in the heart of the business district of Battle Creek. She is making a distinct success, is showing some careful advertising. She, besides the best class of trade and would sell a few priced machine when she can help it and generally manages to help it. Mrs. Bade features Columbia discs and the famous Victrola machines and records of the U. S. Phonograph Co.

Victor Co. Gets Injunction.
On Thursday, December 7, Judge Kohlsaat, of the Circuit 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 manufacture machines in Chicago to reach the Victor Co., and F. E. Blunt, assistant to Horace Petrillo, the general counsel for the company, came on to look the matter up. It is claimed that a man by the name of M. Gluck 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 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. When declared, it is a considerable stock on hand. A temporary restraining order was granted on November 28, and was followed by the preliminary injunction this week.

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 had the way 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, a Siemon, and never seeks personal exploitation at the hands of the Chicago correspondent. Maybe he'll be surprised to see this story. 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 feels the first mail in this city bringing in several mighty good orders from dealers on the $200 machines, and a city salesman soon made his appearance with one or two handled them at once. An order from the assistant managers sanctum sanctorum was a dealer from a hundred miles out in the state who came in to raise a bow because he couldn't get one. By this time, Mr. Siemon was seeing sixteen in blue circles and he went at Mr. Dealer with such an avalanche of enthusiasm that he landed very specially an order for twenty nine Victrolas and just narrowly escaped getting permission to put in a rush order for a Vienna-Maria. The dealer had not gotten out of the office of the Phonograph (put up from the retail floor that they had sold a couple of sixteen and a fourteen and wanted some more stock quick. This was all before ten thirty and he was a running riot. By the time they had been taken 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 the most comfortable possi-

ble. By noon the wave had struck General Manager E. H. Uh, and when he went over to the visitors department, he scanned the faces of the women dealers 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 Victrolas. The proportion of men who followed the 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 their loved ones.

The Victor companies positions 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 commenced and a restraining order was granted and served. Mr. Bergen has added that he did not consider the stock on hand 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.

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 campaign against price-cutting 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. Retailers 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, Inc., against Wurlitzer Piano Company, Frank E. Davis, Terrie S. Davis and George E. Camp, of all, Ill., restraining and enjoining them from further price cutting and charging less than fair market value for machines. Two recent defiances of the company avoided a similar suit being brought against them a year ago by giving their assurances that the re-"mains company. The Edison companies 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 commenced and a restraining order was granted and served. Mr. Bergen has added that he did not consider the stock on hand 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.
The Phillips & Crew Co., Savannah, Ga., who some weeks ago held a formal opening of their new establishment at 242 Bull street, the 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 form of advertising employed by the Phil-
diums, 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.
Comming all the way from Camden, N. J., a northern family, succumbing to the beauties of old Savannah has decided again 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 descend-
ants of a rich, aristocratic family, and the fac-
tory by word of mouth through their salesmen is of vital general interest to the trade.

Here's a great argument 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 "Outh" is purchased complete a place in the room is found for it, not 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, cleaned and preserved with great care.

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." Paren-
thetically 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 South Carolina.

Roy Bros., of Louisville, Ky., recently started a rather novel means of ascertaining what were the most popular records. In this connection they inaugurated a ballot to decide the matter and every Victrola owner was solicited to participate; then the winners were duly adver-
tised in a large newspaper advertisement. It was excellent work all the way through and did much to stimulate interest in the Roy establishment.
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 Heads 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 phonograph 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 1905, and compare the different products by kind, quantity and value. The report was prepared under the direction of William M. Stewart, chief statistician for manufactures, Bureau of the Census. The figures are subject to such revisions as may be necessary after a further examination of the original returns.

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, 61 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, 43 per cent; miscellaneous expenses, 51 per cent; primary horsepower, 153 per cent.

There were 18 establishments engaged in this industry in 1904 and 14 in 1909, an increase of 29 per cent.

The capital invested as reported in 1909 was $13,653,000, a gain of $3,623,000, or 61 per cent, over $8,021,000 in 1904. The average capital per establishment was approximately $708,000 in 1909 and $621,000 in 1904.

The value of products was $11,726,000 in 1909 and $10,377,000 in 1904, an increase of $1,349,000, or 16 per cent. The average per establishment was approximately $252,000 in 1909 and $734,000 in 1904.

The cost of materials used was $1,980,000 in 1909, as against $1,610,000 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 $8,557,000 in 1909 and $5,072,000 in 1904, an increase of $2,541,000, 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 $7,876,000 in 1909 and $2,348,000 in 1904, an increase of $1,468,000, or 61 per cent.

The average number of salaried officials and clerks was 927 in 1909 and 357 in 1904, an increase of 35 per cent.

The average number of wage earners employed during the year was 4,199 in 1909 and 2,037 in 1904, an increase of 53 per cent; their wages increased from $1.062,000 to $485,000, or 42 per cent.

All the average number of wage earners employed during the year was 5,199 in 1909 and 2,552 in 1904, an increase of 151 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 34,683 phonographs and graphophones and 27,183,059 records and blanks made in 1909. The total value of the phonographs and graphophones was $5,407,000 in 1909 and $2,056,000 in 1904, an increase of 82 per cent; and of the records and blanks, $5,002,000 in 1909 and $1,671,000 in 1904, an increase of 7 per cent.

The value of parts and supplies was $217,000 in 1909; they were not reported separately in 1904.

The value of "all other products" was $450,000 in 1909 and $2,520,000 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 $82,000. This value added to the total in the summary makes a value of $11,750,000 for all products reported for the industry.

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 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 building air castles for the future? If so, quit it.

Map out a schedule of work and play, recreation, planning your time until you are putting in your time just like a millionnaire. You will then be well on your way towards being rich.

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 worthless 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 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.
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."

HAPPENINGS IN THE ST. LOUIS TRADE

Both Jobbers and Dealers Report That December Was the Heaviest Month of the Year—Horseless 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. Cummings Joins Koerber-Brenner Fora 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 he handled about 30 percent 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 horseless machines are running very heavy and lessening the demand for horn machines. One reason for this is that the dealer prefers to deal in the horseless machine because it is less trouble to him. It is generally 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 Thiebaud Piano Co., sent out a letter to his customers suggesting a favorable 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 people 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 machines 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 of this difference in sales. He summed 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 are the best first and last talk. In our store—and I suppose it is the same in the others—we count the sale far less than $200 a time and the Piano Row. 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 that they ask is that they have $10 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 happily. 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 effort to spend the full price 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 five days they had business with some store in the block and naming the particular store were allowed to pass the police but none of them were familiar with the 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 the orders 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 watched.

And by the way, Mr. Silverstone has a new device, almost uncanny in its magic. To the observer there is little to it save a $1 bill skate 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 Mr. Silverstone's secret. There is no break in the greater electric current than that static electricity will pass through glass and that some substances, like amber, become magnetic and will pull 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 the first man to have seen the effect. This is 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. Scap, 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 showing an Edison machine to a foreign salesman and saying that it was, after all, cheaper than that static electricity would pass through glass and that some substances, like amber, become magnetic and will pull 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 the first man to have seen the effect. This is 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."

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J. W. Helbing, recently of the Columbia Co. outside sales staff, is now with the Home Phono- graph Co., a South St. Louis retail firm. Mr. Helbing has quite a local reputation as a talking machine window decorator. Manager Ramdell, of the Columbia Co., recently entertained General Manager Lyle of New York Manager Fujihi of the Chicago branch, and Mr. Koerber of the Chicago Phonograph Department. They expressed satisfaction with business in the St. Louis field, and Mr. Fujihi said that in Chicago the natural thing for him to get was 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.)

Columbia Phonograph Co., Genl., Tribune Building, New York
The regular meeting of the Chaminade Society was held recently at the home of Mrs. Geo. 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 Hindustani 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 Shamisen 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 rumba, with the typical rumba tempo and a few Rumanian 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 so materially by the excellent reproductions of the music of the various countries on a Columbia Graphophone. In fact, the meeting was entertaining of the ordinary way and included songs by Mrs. Charles A. L. Massie, as well as banjo solos by Fred F. Van Epps.

The meeting declared the most interesting and instructive ever held.

**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

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.

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**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 & Bros. Here he handles Kroeber 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 19 Rese street, New York, and was ordered to file a bond of $200,000. The liabilities of the bankrupt concern are estimated at $60,797 and the assets $41,861.

Andrew & Andre, of Jacksonville, Ill., who handle household supplies in that city, have taken the agency for the Columbia graphonola.

The Witt Music House of Lorraine, O., have taken the agency for the full Columbia line.
HUSTLING IN CINCINNATI.


(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 and are turning the novelty and attention to the home trade. It is being managed so that the trade believes these prizes 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 on hand, 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 checking on records sold immediately after our recitals we can note the demand for programmed 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 more Victrolas sold for Christmas delivery than ever before, and have booked 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 $20 Grafonola de Luxe has created a sensation among those who have seen this beautiful new model, but it is one of the handiest 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 $1.50 Nonpareil 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. 21, 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 salesman 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 by the demonstration.

SOLID WOOD (NOT VENEERED)

Mr. Dealer:
Ask The Man Who Owns One

Music Master All the Name Implies
Solid Wood Horn

MATERIAL:
S普ICE 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.

SHEP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

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., 81 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-Rehlin 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 Columbia 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 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. Martin 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 Hall 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. Pasquale, 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. of Chicago. Crossing, 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 Mr. Dorian.

"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 Walshe-A 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 own 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 Victorolas 4, 6, 8, 9, 10 and 11. The demand is said to be more than 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," which will be issued from time to time as needs demand, containing 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 progressive nature 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 do well to appreciate the convenience of this to their requirements, 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 Victor and Victrola and Prevents Scratching

ECHO RECORD ALBUMS FITS DESK RECORDS

Every Make and Size

Patent applied for by L. F. Gurney

SPECIAL OFFER TO VICTOR DEALERS

Send $1.00 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 is built to last, an exact copy of the instrument you may order 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 Victor Arms. Booklet on application. Plants your arm to the Trade. Make profit. If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)


This invention relates to talking machines of the type in which mutilations 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, whereby a sound reproduction of clear and excellent quality 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, is free from 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. The ports are placed under tension and secured to the port plate at both ends. Also, preferably, these members may be burned or otherwise given such a conformation that when they are set upon the mouths of the ports in close contact, partly, and in 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 opening of the ports to a greater or less extent in accordance with the sound vibrations which originally produced the record to be reproduced by the stylus.

Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention. Figure 2 is a plan view of the port plate with the valve members secured thereto. Figure 3 is an enlarged fragmentary cross section through one of the ports of the port plate showing one of the reed-like members burned into contact therewith, and Figure 4 is a detail view showing the preferred method of securing the reed-like members to the port plate under tension.


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. 597,283. The present invention also relates to improved means for flexibly exciting 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 applied to a phonograph which is illustrated in dotted lines; Figure 2 is a section on line 2-2 of Figure 1; Figure 3 is a detail plan view of the means for locking the bell to the body of the horn; Figure 4 is a section on line 4-4 of Figure 3; Figures 5 and 6 are similar views to Figures 3 and 4 of a modified locking device; Figures 7 and 8 are similar views of another modification; and Figure 9 is a view similar to the lower portion of Figure 1, showing a phonograph in which the niple of the sound box extends vertically and by the showing a modified construction for connecting the lower end of the horn with the said niple.


This invention relates to phonographs, and the objects thereof are to provide a novel and effective mounting for a phonograph horn or sound converter 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 therefor, the horn being mounted therein. Figure 2 is a plan view of the lower portion of the cabinet or supporting means thereof, the upper portion of the cabinet being shown partly in section on line 2-2 in Figure 1, and Figure 3 is a detail view showing the method of mounting the horn in the cabinet, the same being an end view of the horn with supporting means.


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 such a device for accomplishing this end 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 line view of a talking machine equipped with this invention; Figure 2 is a broken side view thereof; and Figure 3 is a detail cross section on the line 3-3 of Figure 1; Figure 4 is a detail vertical section on the line a-a of Figure 1, showing the positions of the parts when the tone tube is elevated; Figure 5 is a detail side view showing the portions of the parts when the tone tube is lowered to its operating position; Figure 6 is a similar view showing the portions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.


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 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 conventional phonographs having the same number of threads per inch, the requirement of great facility of movement of the stylus lever both in the 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, torn 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 by the invention by giving 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 the partion is substantially substituted for the line friction usual in devices of this character. Furthermore, a

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF ELECTRIC-FLAYERS

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.
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 to track 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 sectional view through the floating weights and the stylus lever on the line 3—3 in Fig. 1.


This invention relates generally to talking machines and particularly to means for yieldingly supporting the record playing means 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. 248,672.

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 lines sl—sl of Fig. 1.


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 for 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 elevation on the lines s—s, of Fig. 1. Fig. 3 is a similar view on the lines s—s of Fig. 1. Fig. 4 is a detail section on the lines s—s, of Fig. 5, and Fig. 5 is a like view on the lines s—s, of Fig. 4.


This invention is 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 cylinder 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 therein.

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 elevation of the machine with the device disassembled. 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 100. Figs. 8 and 9 are side views of spindle 30—the one extending to the other. Fig. 10 is a side and plan view of the upper arm clamp 85. 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 of the same.


This invention relates to phonographs and allied machines and has for its object to facilitate the removal of the record table 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 connected 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 expenditure of force.

The invention is applicable to shavings machines, commonly used for turning off the surface of a 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. See 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 1—1 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.

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 portraits at his disposal 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 Doelone. Emlyn Dassinian. 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—aure you familiar with its glorious music? Or, does your knowledge of the opera consist merely of what you have read about it in the new-papers?

"Perhaps you know 'Aida' is universally regarded as Verdi's masterpiece, greater even than 'Il Trovatore.' Never did he write such inspired music, and insomuch as you are the owner of a Victor phonograph you will find 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 Doelone from the last act, Nos. 89028 and 89029; and the appealing duets from Act IV, sung by Caruso and Homer, Nos. 89090 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 Aïda,' sung to perfection by Caruso; the big soprano aria, 'O patria mia' (My Native Land), sung by Gadski and also by Detmold next month; and other solos sung by Gadski and Steerz. Come in to-night and hear these records, and you will realize why 'Aïda' is staged 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,

"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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PATER'S RECORD COMPANY

601 Broadway, New York


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 whole field of film, more than in any other industry, 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 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 hardest, 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 Company, a prominent firm of film manufacturers, by the estate of Gen. Lew Wallace, the author of "Ben Hur"; Harper Bros., publishers of the book, and Klaw & Erlanger, the theatrical managers who produced the stage version.

That being no law to prevent, the Kalem Company brewed the film of the play at great expense and gave 2,000 performances before the suit was brought. Yesterday Mr. Klau, 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:

PHONOGRAPH VS. PHOTOGRAPH.

"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 some 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 kicked stammers and wagged their heads in grave foreboding when they found themselves crowded out of their weekly routine by the writer of the typewriting machines who would take dictation so much faster than they. Then the newcomers were in turn revolted 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 to books. The records of the Springfield trial will be reproduced in 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 Wannamaker 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 wide open to touch with musical news generally in the operatic and concert fields. Special attention is given to the work of those artists whose records are handled by the Wannamaker talking machine department.

Do not weight your advertisements down with useless phrases or ornaments—an any more than your own person.

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