

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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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*.

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Universal Talking Machine Mfg. Co.

Fourth and Race Streets PHILADELPHIA, PA.

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

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Brooklyn.....B. G. Warner, 1218 Bedford Ave.
New York.....Greater New York Phonograph Co.,
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NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.
Grand Forks.....Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 689 Main St.

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Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 18 So.
Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1231
Arch St.
Philadelphia.....S. Nittinger, 1209 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 219 Fifth Ave.

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

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Milwaukee.....G. H. Eichholz, 552 12th St.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

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Toronto.....Whaley, Royce & Co., Ltd., 227 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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New York, May 15, 1911.

Price Ten Cents

MUSIC IN SCHOOLS.

The Director of Music Has Adopted Talking Machines—Records of the High Class and Classic Only Will Be Used—Meeting with Success and Praise from the Authorities.

(Special to The Talking Machine World.)

Houston, Tex., May 5, 1911.

Talking machines as a means of enabling the children of the Houston ward schools to hear and become familiar with the best instrumental and vocal music is an innovation in the regular school methods introduced by Miss Winifred Shunway, director of music, that is meeting with marked success in this city.

"At first," she said, "I was beginning to despair of the talking machine as likely to become popular, but now a large number of the boys and girls actually beg permission to stay after class hours to hear selections that have appealed to them."

The schools now having machines are, in the order in which they were installed, Reagan, Fannin, Taylor and Longfellow. At the Fannin School there are now about \$100 worth of records from grand opera singers and the finest orchestras and instrumentalists.

"I decidedly approve of the use of talking machines for this purpose," said Miss Shunway in speaking of the success she had met with in her novel plan to uplift the standard of musical taste on the part of the children at large.

"In the first place, there is no other way to bring music of this class within reach. The best records and best reproducers only are used. It trains them away from ragtime and makes them appreciate and love the best that has been produced by the world's best musicians."

The talking machines are taken from class room to class room and are made a feature of the regular music course. This is done once or twice weekly.

The list of records is constantly being increased at each of the schools, the higher-priced records always being procured to obtain the best and clearest results.

Miss Shunway insists that all music heard in the schools under her direction be strictly classic. As an instance of this a number of visitors at the Dow School a few days ago were surprised to hear one of the students playing the "Soldiers' Chorus" from Gounod's "Faust" as a march for the others to leave the building by.

Through her efforts the standard and effectiveness of the music classes in the schools have been elevated and enhanced, placing the Houston schools probably at the head of the list for the entire State from a standpoint of cultivated taste. In fact, she has really created her department and made it an indispensable one to the regular curriculum.

It is hoped soon to have talking machines in every school in the city, and to have repertoires in the way of records that include every desired musical production and the voice of every singer of National fame in a way similar to the method of keeping the printed libraries always complete.

THE COLLECTION DEPARTMENT.

An Important Factor That Makes for the Stability of a Business.

A merchant's place of business may be up to date, his advertising and his sales methods may be perfect, but there is one branch more than any other one in which he has got to be up to the times in order to thrive, and that's his collection department.

In the case of the manufacturer and the wholesaler this detail is comparatively a simple matter, for the transactions are apt to amount to such sums and are on such a cold business basis that customers expect to prove their trustworthiness when asking credit, and expect to be held accountable in case they fail to come to time.

In the case of the retailer, especially the man doing business in smaller towns where everybody knows everybody else, the conditions are different. The personal element enters here. Customers would resent having to give references in order to get credit for having a few initial purchases, and first thing a dealer knows bills have been run up and he is in a quandary to know whether he ought to lose a customer by cutting off credit and resorting to hard measures—which in the end may be futile—or whether he had better extend a little more credit and take chances on being paid in the end.

The collection department of these merchants may not exist, excepting under their hats; but here, too, all the merchant whose business is sickening needs to do is to copy the methods of some fellow tradesman that has the trick of collecting what is due him.

RECORDS OF INDIAN MUSIC.

Distinguished Visitors to the United States Are Dr. and Mrs. Desai, Who Are to Make Phonograph Records of the Secret and Sacred Music of India of Which No Written Record Exists—How It Has Descended from Mouth to Mouth Since the Days of the Great Mogul.

A recent visitor to New York, who has attracted considerable attention in social circles, is Satyabala Devi, a noble woman of the highest, or Brahmin caste, who is the wife of Dr. N. L. Desai, a native of India, who holds degrees from English and Scotch universities, and who was for years the personal physician of the Nawab of Rampur. Another Indian potentate, the Maharaja of Rewa, is responsible for the visit of Dr. and Mrs. Desai to America, for the mission of this strangely modern couple from the Ancient East is to obtain phonographic records of the secret and sacred music of India, of which no written record exists, which has descended from mouth to mouth from the days of the Great Mogul, and of which the luminous-eyed Satyabala Devi is the last living custodian.

When asked to tell something of the mission which brought them to New York, Dr. Desai said:

"Our object in visiting your great country is to set to European musical notation the ancient music of India, and to prepare phonographic discs of that music, that our collection of 2,700 pieces of music, in 288 different melodies, may be preserved to India. This stock of music, which my wife carried for many years in her head, comprises the lost history of the music of the world, for the music of India is much anterior to the music of Greece, and even Egypt, as the researches of European scholars have established.

"This music, which has hitherto been transmitted only from memory, if not put to notation will die out in the near future, and Satyabala Devi is the only person who has this vast stock of the most complicated music stored up in her memory. It is for this reason that, under the patronage and protection of the Maharajah of Rewa, we are in America."

INVENT PHONOGRAPH DIAPHRAGM.

J. H. Ellis Says Celluloid Contrivance Has No Mechanical Shrillness.

J. H. Ellis, Badger State Business College, Milwaukee, Wis., says he has invented a diaphragm that perfects the phonograph.

"For years I have been working on the reproducing apparatus of the phonograph, trying to devise some method of softening its tones," said Mr. Ellis.

"My diaphragm is of celluloid. Using this in place of the copper or metal diaphragms, the tone carries just as far, has no mechanical shrillness, and more nearly reproduces the human voice than anything I have yet heard."

EDISON DEFENDS INVENTION.

Says Moving Picture Machines Should Be Used in the Schools.

So far from feeling the responsibility for the evil effect that the moving-picture shows are regarded as having on the young, Thomas A. Edison is of the opinion that moving pictures will eventually take their place with the map and the blackboard.

"I can teach more geography in fifteen minutes with the moving-picture machines than the schools as now equipped can teach in as many days," was his retort to Arthur D. Chandler, who taxed him with having invented a machine that was harmful to the young people.

Mr. Chandler is president of the Board of Education of Orange, N. J. He related his conversation with Edison in the course of a talk at a dinner of the Society of the New Church recently.

"I put it this way to Mr. Edison," he said: "Mr. Edison, your moving pictures have made a lot of money for you, but for the world in general they seem to have been a curse. What are you going to do about it?"

"Why," Mr. Edison replied, "in a few years every grammar and high school and every church in the country will have a moving picture machine in it. I'll illustrate what I mean. You be the class and I'll be the teacher.

"The lesson to-day will be on Madagascar. First, I'll throw a picture on the screen showing the geographical relation of Madagascar to Africa. Then we will have some moving pictures of principal streets of the big towns. They will show just what is going on in those streets, whether there are trolley cars and such things or whether it is an uncivilized place.

"Then we might show a motion picture, say, of a mountain range, taken probably from a railroad train, or we might show stereopticon views of places. Nobody ever remembers such dry things as the products of places as they are now taught. I would show pictures of the products and how they are raised. In that way, you see, I could teach more geography in fifteen minutes than you can teach in fifteen days. When the machine and films can be had cheap enough they will be used."

LOWER RATES ON "TALKERS."

Question of Freight Classification Presents Problem to Canadian Railway Experts.

"Is a talking machine a musical instrument? If so, why? If not, why not?"

These questions came before Messrs. Mills and Maclean, of the Railway Board of Canada recently, when a Montreal company asked that its product should be placed in the same category as "other musical instruments" and be hauled at the same carload rate.

E. J. Walsh, the tariff expert of the Canadian Manufacturers' Association, supported the application, but the freight expert of the railways took the ground that talking machines were never shipped in carload lots and that the grievance of the company was purely a fictitious one.

"It is still," he said, "a question as to whether a talking machine is a musical instrument. Personally, with the recollections of some of them to which I have had to listen when I wanted to go to sleep, I have my doubts."

"Unfortunately, our musical expert is not here to-day," said Mr. Maclean. Judgment was reserved.

THE LATEST IMPROVEMENT.

The Customer (trying phonograph)—There's something wrong with these grand opera records. There's a horrible racket in each one that spoils the effect of the music.

The Demonstrator—Ah, yes. One of our latest effects. That's the conversation in the boxes. Wonderfully realistic.—Chicago Daily News.

TRADE ON THE PACIFIC COAST.

Good Reports from All Coast Points with Great Activity in the Northwest—Allen Representative to Visit Honolulu and the Orient—Rothschild Co. Enlarge Talking Machine Department—Heine Co. Reopen Phonograph Department—Commissioner McCarthy's Cheery Report Regarding Sherman Clay's Business—The News of the Month.

(Special to The Talking Machine World.)

San Francisco, May 6, 1911.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has just returned from a trip over the northern part of his territory, covering Portland, Seattle and Spokane. He reports satisfactory business all along the line. At Spokane there is great activity in the music business, the Eilers Music House having just started a new building and Kohler & Chase having doubled their capacity by the annexing of another store, where their growing business with the Columbia goods will be more conveniently accommodated. At Seattle the branch store of the Columbia Co. made the best record of the year with its March business, and the April trade has kept up to the same level. Mr. Gray found conditions in Portland very satisfactory. The outlook on the Coast and the business which has been done in the last few weeks are of the best, Mr. Gray says, and he is much pleased also with the fact that many new accounts are being opened constantly of greater size than former new accounts.

The recent Alexander Heinemann concerts in this city were followed by a very brisk demand for Heinemann records, with the result that the local stock of these was soon exhausted.

Marion Dorian, auditor of the Columbia Phonograph Co., is now in Los Angeles, working on the company's books in that city, and is expected in San Francisco early next week. This is the annual auditing trip to the various Columbia offices.

E. W. Cyrus, who for some years has been traveling man for the local office of the Columbia Co., has severed his connection with this office to take a similar position with the Dallas store.

Lawrence K. Wilson, of the Wiley B. Allen Co., will leave shortly on an extended trip to Honolulu and the Orient, which will be of a business nature as well as of a pleasure trip nature. This is the first trip to the Orient of any Allen representative, and it is expected that good results will follow from it. He will go alone and expects to be away several weeks.

Nelson J. Birkholm, who has charge of the record department of the Wiley B. Allen Co., is installing the new system of filing—a new departure from the usual way of keeping records.

With the new system the service of the department will be greatly increased and the business will be made easier to handle. The department has been enlarged and the Red Seal end of the business is being specialized upon by Mr. Birkholm, who will soon visit all the Allen agencies to push this line of goods.

F. P. Corcoran, traveling man for the Wiley B. Allen Co., has returned to this city after an extended Southern trip. He found very pleasing business, especially in Los Angeles, San Diego and San Jose. After one or two months he will make a tour of the North.

James J. Black, manager of the phonograph department of the Wiley B. Allen Co., reports that Victor-Victrola machines, style XVI, are being received more regularly than formerly and that the company has assured the Western trade that they can depend upon a much more steady supply from now on. Mr. Black also reports that the Oakland branch, which for the last three months has been under Mr. Blodgett's charge, is showing a 25 per cent. increase, and is holding forth promise of becoming one of the most productive fields in the State.

The Hauschildt Music Co. have moved the talking machine goods from the old Clark Wise store to their own store on Grant avenue, in this city, and are at present getting the stock ready for sale. The stock made up of the Wise and Hauschildt stores, recently reinforced by large shipments, will give the Victor goods a very able representation. Richard H. Wise, for years in charge of the Clark Wise talking machine department, is in charge and has several assistants in his department, which occupies one whole floor for sales purposes, with part of another floor and basement for storeroom. The company expect to put a great deal of attention on this end of the business, opening with a sale the third of this month.

The Standard Phonograph Co., which for three years has been located on the main floor of the Eilers Music House, have moved their entire stock to the Oakland store, in the Bacon building, where the two will be consolidated. Manager W. E. Horrisberger reports an excellent business in the trans-bay city.

The Eilers Music House has moved into its new building in Portland, Ore., where it is finely housed to care for its growing business. One whole floor of the company's six-story building is devoted to the talking machine department under the able management of G. H. Eilers.

The Heine Piano Co. have reopened their phonograph department, which has been closed for about six months, under the management of C. F. Lundberg, an old talking machine man in this city, formerly with the Clark Wise house. The business was resumed last Thursday and has started off

well, according to the reports of the company. The department is given almost an entire floor, and has four sound-proof demonstrating rooms. It will carry a complete line of Victor machines and records.

A. R. Pommer, head of the Pacific Phonograph Co., is kept busy handling the orders which are coming in faster than the goods to supply them, and reports an especially lively business in the interior. The factory is behind on orders, and shipments which are received are disposed of in advance. This season has been the record season in the history of the company, according to Manager Pommer. Mr. McCracken, traveling man for the company, has returned from the South, where he found excellent business in the talking machine line. He is now in the North.

W. A. Voltz, of the National Phonograph Co., is on his way to the southern part of the State by way of Reno, having spent some time in the Northwest.

Alfred Widdop, a Fort Bragg Edison and Victor dealer, came to San Francisco about two weeks ago alone to pay his debts here, stayed two days, during which time he cashed a check of \$2,600, most of which was paid out to local dealers, and mysteriously disappeared. Search by the police failed to locate him and his whereabouts now are unknown. His business in Fort Bragg has been taken over by W. D. Coombs, to whom Mr. Widdop was indebted, Mr. Coombs assuming the liabilities.

Among out-of-town dealers who have recently been in San Francisco purchasing goods for their stores are: A. Avery, of the Avery Drug Co., Coalinga; J. L. A. Broderson, Redlands; E. Edstrom, Vacaville, and J. L. Green, Napa. Judging from their orders the interior business is anything but slow.

Andrew McCarthy, vice-president of Sherman, Clay & Co., reports business as continuing much more heavily this spring than in former years, and says that if the company could get more Victor machines they would be happier, as orders keep ahead of the shipments from the East. Victrolas are especially popular in town as well as in the country, where the traveling men of the company are having admirable success with their goods. Mr. McCarthy, who was recently appointed a park commissioner in this city, is kept pretty much on the go, with the new duties added to his business engagements.

"A credit man hurts not only himself but business in general when he extends credit to those not entitled to have it or in excess of a man's capacity for credit. The tireless pursuit and systematization of information is therefore the highest duty of the credit man."

SIXTEEN YEARS' EXPERIENCE

Handling Talking Machines, Records and Accessories

Does Count

EDISON

Experience is a great teacher.

The results of our experience are yours to command.

Especially if these goods are handled exclusively. Just how much it counts you can easily demonstrate to your own satisfaction by placing your orders with us for Victor and Edison Machines, Records and Supplies, and becoming familiar with Eastern Co. service.

THE EASTERN TALKING MACHINE CO.
177 TREMONT STREET BOSTON, MASS.

DISTRIBUTORS OF EDISON AND VICTOR MACHINES, RECORDS AND SUPPLIES

VICTOR

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

The Columbia Demonstration Record convinces. It creates customers. Just exactly as a good incubator turns eggs into chicks.



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

CLEVELAND'S NEWS BUDGET.

Business Satisfactory—Opera Helps Record Sales—Music as a Therapeutic—Caldwell Piano Co. Have Opened Their Handsome Talking Machine Department—Business Active with the U-S Phonograph Co.—Wurlitzer Co.'s New Quarters—R. Svehla Purchases Reiling Business—Busy Times with Eclipse Musical Co.—Other Items.

(Special to The Talking Machine World.)

Cleveland, O., May 9, 1911.

The month of April was a prosperous and very satisfactory one for the talking machine dealers generally, but since the first of May business has quieted down somewhat, as it has in other lines of the music trade, and which seems to be the case with most other trades. Judging from the large stocks of machines and records carried by most of the dealers, it would seem that they anticipate a good volume of business this season.

W. H. Hugg, representative of Thomas A. Edison, Inc., Orange, N. J., was here recently, and reported he found business fair in the various towns he visited. He says the company will bring out the new disc machine and records in the fall.

The Opera Club, a well known and popular organization of Cleveland, will open up the Euclid Avenue Garden Theater season the week of May 29, with the presentation of the "Bohemian Girl" and "Mikado." The talking machine dealers are arranging to elaborately feature the gems of these two operas, beginning the middle of May. The personnel of the club compose the city's best known talented singers and as the advance sale of tickets has been large, indicating the interest already manifested, these records will unquestionably be in great demand. The exchange and seat sale opens at Burrows Bros., May 18.

Insanity is being cured at the Massillon, Ohio, State Hospital for the Insane. The superintendent says the day of mistreating madness with cruelties is past in this State. The strait-jacket, thumb-screws, crib and other instruments of torture have been replaced by pianos and phonographs, and other pleasures, together with some light work. Long strides have been made in non-restraint methods, and the introduction of the phonograph seems to have pacifically influenced the minds of the inmates more than anything else.

The management of the Cleveland baseball team contemplate adding a motion picture machine to their training equipment. The idea is to give young players the opportunity of seeing themselves in action and thus enable them to overcome such defects as they may be addicted to. Pictures would be taken of the players in practice and shown on a screen in the evening, accompanied with phonographic selections.

Not a little comment has been heard concerning the use of a dictaphone in connection with the bribery charges in the legislature at Columbus. It seems the detectives had a dictaphone concealed in the room, where the bribes were given and the conversation took place, and were thus transmitted to a stenographer.

The last of the downtown penny arcades, where

once rows of phonographs, before which crowds stood in lines waiting their turn to hold the tubes to their ears and hear "Two Little Girls in Blue," "Annie Laurie," and in later years "Bedelia," and "The Glow Worm," has been dismantled, and the equipment set up in the White City resort. Its closing marks the passing of this form of amusement in the city. The advent of the motion picture shows marked the end of the penny arcades.

The Caldwell Piano Co., corner of Prospect avenue and East Ninth street, one of the largest and most beautiful piano stores in Ohio, have opened a Victor talking machine department along with the line of Henry F. Miller, Kurtzmann, Ebersole, Howard pianos and Angelus player-pianos. The new department is on the second floor, next to the private office of E. T. Caldwell. The handsome main salesroom affords ample room for an elaborate display of machines and Victrolas, and the two large show windows facing on Prospect avenue and Ninth street are very attractive. The entire store is handsomely decorated, carpeted throughout, comfortably furnished and lighted by hundreds of electric lights. There is a large exclusive recital hall with a seating capacity of 325 persons, where weekly recitals are given on the Victrola and Angelus player. The ladies' rest room, just off the recital hall, is very comfortably furnished with large easy chairs, sofa pillows, writing desk and telephone for the convenience of guests. The new department is in charge of H. D. Scroton, formerly with W. D. Andrews, of Buffalo, N. Y., who has had several years' experience in the phonograph and talking machine line. Mr. Scroton says the new department is one of the most complete retail stores in the country, and is very proud of it.

Conditions with the Eclipse Musical Co. are of the most rosetate character. The retail business of the company is growing in the most satisfactory manner, while trade in the wholesale department is keeping up to the normal average. Mr. Towell stated that the demand for goods from various sections indicates that the talking machine business generally is in excellent condition. The display of Victor and U-S machines in the reception room is one of the most attractive to be found anywhere. During the past month the window displays of the company have been a feature much commented upon. The special Easter display, together with the exhibit of U-S machines attracted unusual attention, both from the public and local dealers. The hit of the month, however, was "The Pink Lady" window.

Everything at the new store of the Columbia Phonograph Co., on Euclid avenue, is moving along satisfactorily and Mr. Madson, the manager, reports an excellent trade in machines, and a big record sale for the month. The Metropolitan Opera House Company was here April 20, for three days, and the sale of Fremstad, Destinn and Amato records were brisk. Mary Garden was also here May 1, and there was a big demand for her records, which are in high favor. At the Easter concert of the Epworth Memorial Church the Columbia gave a Grafonola recital, and report several to be given in the next two months.

G. J. Probeck, manager of the Dictaphone department, reports business very good.

Business at the factories of the U. S. Phonograph Co. is in the most prosperous condition. Geo. M. Nisbett, recently appointed manager of sales, has energetically taken hold of affairs and is aggressively at work in his shirt sleeves. "You ask me how business is?" he said. "Well, it is rushing. We are very busy in the factory and way behind on orders, forcing us to work overtime with all the help we can secure. And the same conditions exist in the record plant, where we are largely in arrears on orders. We are now getting up our June list, which will consist of twenty-five 4 minute, twelve 2 minute, 4 grand opera four minute selections, ten 4 minute and eleven 2 minute foreign records. I am well pleased with the situation here and the outlook is of the most encouraging character."

Conditions at H. E. McMillin's are on the whole very satisfactory. "Business with us," said Manager Kellogg, "is exceptionally good. The month of April, and continuing thus far in May, in all departments, exceeded our expectations, the peculiar and somewhat remarkable feature of the Victrola business being the fact that several parties traded in their pianos for Victrolas. Another feature of our business was the purchase of the Edison stock of L. B. Coblitz & Co., Woodland avenue, the bulk of the purchase consisting of foreign records."

The Rudolph Wurlitzer Co., which have for some time been located at 206 Prospect avenue, has moved to the more commodious store at 800 Huron road, which has been fitted up in elegant style. In addition to the automatic musical instruments, heretofore exclusively dealt in, the company have added a complete line of pianos and player-pianos. The company contemplated taking on the Victor line, but have not yet fully decided the matter.

The Brown Bros., Ontario street, are making good steady sales of Columbia goods. They carry a complete line of machines and records, and have a cozy demonstration room and attractive show window.

R. Svehla, of 5101 Flat avenue, where he has an established music business, has purchased the West Side Columbia store of John Reiling, who retires from active business. Mr. Svehla is refurnishing and refitting the store and will carry a large stock of musical instruments and the Columbia line of goods exclusively. He is an enthusiastic Columbia adherent and has handled the line for several years. He is doing a fine business and expects to largely increase it.

Business continues fairly active at the store of W. H. Buescher & Sons, although the management expressed no enthusiasm over conditions. The firm are well entrenched with scores of patrons, and are never without a prospect in sight for a Victrola, or other Victor machine and cabinet.

At the May Co.'s business was reported just fair at present, but that the April trade was poor. J. I. Kearns, in charge of the talking machine department, said he couldn't account for the dropping off in business in the past month, as the vol-

ume of trade in March was unusually large. However, he stated, he was making some sales daily of Victrolas, and the higher class machines and records, and is looking forward to improved conditions this month.

E. A. Friedlander, of the Bailey Co., said business was very fair at the present time. "Our 1911 April business," he said, "was considerably larger than for the same month in 1910, covering the entire line of Victor records. Our Edison trade is pretty fair, mostly Amberol records. There is a good call for Red Seal and opera records. For the first time in a good while we now have in stock a complete line of Victrolas. We recently arranged to supply the new high-toned Berghoff with Red Seal records, to be played on the Auxetophone with the orchestra."

Among the thousands of business men in the city there are few to be found more optimistic than Charles I. Davis. "Business is moving along very well," he said. "It isn't entirely satisfactory, but I haven't any reason to complain. The demand for talking machines, more especially for Victrolas, the Edison Amberola and Triumph, with the improved recorder, is good, and the pleasing feature is that they give entire satisfaction to purchasers. Our record trade is fine and constantly increasing. I opened a talking machine department in my Pittsburg store, April 29, installing both Victor and Edison goods. The attendance at the opening was large and business there is very promising."

The Aldrich-Hawey Co., are very well satisfied with conditions and report trade in Columbia talking machines and records as fair, and comparing favorably with furniture business.

The Talking Machine Co. located in the Arcade, are getting their share of trade, although the manager stated business was only fair. "We are selling some machines," he said, "but the demand is not active. The call is largely for the higher priced machines in both the Victor and Edison line. Opera, Red Seal, and others of the higher priced records, scheduled in both the April and May lists, have been in better demand within the past two weeks. Business, I think, will improve when the weather becomes thoroughly settled."

NEW UDELL CABINET CATALOG.

Attractive Booklet Just Issued Illustrating and Describing Various Styles of Disc and Cylinder Record Cabinets.

The Udell Works, Indianapolis, Ind., whose line of talking machine record cabinets and the quality thereof are quite familiar to the trade generally, have just issued an attractive little catalog devoted to their extensive line of cabinets for both disc and cylinder records. Of the twenty-three cabinets illustrated and described in the pages, six of them are intended for the disc records, and of these a number are fitted with special moldings on the top and finished with the intention of holding and harmonizing with certain of the more popular styles of Victor talking machines and Victrolas.

The finishes of the cabinets are varied and include early English, fumed, weathered, and golden oak and mahogany. The assortment includes models with the record compartment for the discs either horizontal or vertical, and in the cylinder cabinets clamps are arranged in the drawers that permit of the records being filed in their original flannel-lined packages.

The new volume, which is bound in a handsome brown cover, is well printed and the illustrations are clear and comprehensive. It should prove of special value to the dealer who handles a part of the line and desires to sell the balance of the cabinets by catalog, and should prove a convincing argument for the talking machine dealer who has not perceived the wisdom of handling cabinets or is wavering regarding the line he will install.

The catalog will be sent cheerfully to any dealer who requests one, though in the talking machine trade the cabinets are sold to retailers only through the jobbers.

Buy small quantities often, and always take advantage of the discounts for cash.

HEARING RECORDS BY 'PHONE.

The Phillip & Crew Co. of Atlanta Inaugurate a New Long Distance Telephone Scheme of Extending Their Sales of Records Outside of Atlanta with Great Success—The New Plan Caused Quite a Sensation Locally.

(Special to the Talking Machine World.)

Atlanta, Ga., May 5, 1911.

To hear Caruso sing over the long distance telephone—a rare experience, truly, but one that a few Atlanta people enjoyed in their homes last night.

It was the enterprise of an Atlanta concern which inspired it, and another instance of twentieth century progressiveness, which made it possible.

The Phillips & Crew Co., Atlanta's big piano and music house, which also sells Victor talking machines, has about decided to adopt the long distance telephone scheme as one of their methods of extending their sales of records outside Atlanta, and the recent record-sending was a test.

There is nothing so persuasive as letting a man enjoy a little bit of a good thing you would have him buy, and a thousand silver-tongued agents sent, say, to Macon to describe to a prospective purchaser of a talking machine the beauty of Caruso's voice and the perfection of its reproduction could not be as convincing in a week as ten minutes of Caruso himself singing through the telephone.

So the scattered Atlanta audience found last night. The records of solos by the great tenor were sent over the Southern Bell telephone wires to Macon and then by the same circuit back to Atlanta, so that when the records were heard here they had traveled twice the distance from Macon to Atlanta.

Their clearness and strength was practically unimpaired by their long journey, and it would scarcely have been difficult when the matchless tones of the famous singer floated over the wires to believe that he had, after all, come to Atlanta and was singing at the telephone in his suite at the Piedmont.

The success of the test opens up a new usefulness for the telephone in Georgia and another big advance in the popularization of the talking machine.

TALKING MACHINE EXPORTS.

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

(Special to the Talking Machine World.)

Washington, D. C., May 1, 1911.

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

The total exports of talking machines, records and supplies for March, 1911, amounted to \$224,456, as compared with \$221,642 for the same month of the previous year. The nine months' exportations of talking machines, records and supplies amounted to \$2,285,419.

GOING AFTER THE BUSINESS.

H. B. Coreaux Pushing Victor Line for E. E. Forbes Piano Co. in Montgomery, Ala.—Recitals a Specialty That Interest.

(Special to the Talking Machine World.)

Montgomery, Ala., May 10, 1911.

H. B. Coreaux, who recently became manager of the talking machine department of the E. E. Forbes Piano Co., in this city, has taken hold of things in lively fashion and is getting good results. He has inaugurated a series of Friday evening Victrola recitals, at times giving mixed programs of as many as twenty-five or thirty numbers. Private house recitals are also encouraged and attractive blank programs are furnished free by the company, their name appearing prominently on each card.



Won't You Have a Lesson in Spanish?

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

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

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

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

International Correspondence Schools

Box 918, Scranton, Pa.

Some Edison dealers, in addition to making a clean-up on Edison Phonographs and Records, are making Home Recording Equipment and Blank Records a part of every sale and bringing home an additional profit on shaving blank records.

Home Recording is one of the most fascinating features of the Edison. It's a sure-fire selling feature and a constant profit bringer.

You're not giving yourself a square deal if you don't work this home recording feature to the limit—you're letting good money go by.

Get your Edison jobber to fix you up.

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

There's no more sense in an Edison dealer not taking advantage of the additional profits on shaving blank records than there would be for a camera supply house to neglect the "developing and printing" end of the business.

When anybody once gets the home record making habit, he's just as enthusiastic over it as the camera fiend over photography—they'll tell you in any camera store that the real profit is on supplies, (developing and printing.)

Your case is parallel. And you're not getting all there is in it for you unless you play the game all the way across the board. Sell a recorder with every outfit—push blank records—and say, have you got your shaving machine yet?

Write your Edison jobber about it now.

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

GETTING OUT OF THE RUT.

What a Knowledge of Modern Methods and Conditions Means to the Successful Man.

One of the things that a live merchant must watch out for is to avoid getting into a rut—getting into the habit of doing business just the same way year after year, regardless of general conditions or of the progress made by others in the same line. To get into a rut means to get a good start on the business toboggan, going down.

In this connection an interesting story is told of a firm of seed merchants of the present generation who had inherited the business from their father, and who in turn had inherited it from his father, the founder. The present methods of doing business were those followed by the founder ninety or more years ago, and the latest owners of the business saw it was slipping away from them very fast. The finishing touch came when a merchant in the same line opened a store in the immediate neighbor-

**Knowledge is Wealth—
and a knowledge of
Udell Cabinet values
means money in your
pocket and an enhance-
ment of your reputa-
tion.**

Your copy of The New Udell Catalog just off the press illustrates Cabinets for Victors I, II, III, IV, V, VI, Victrolas IX, X, XI.

You can have the Cabinets in either Mahogany or any of The Victor Oak finishes.

You can have your choice of six interiors.

You will have a splendid range of price and pattern.

You only have to write for The New Udell Catalog No. 36 illustrating Cabinets for Disc and Cylinder Records.

You will certainly write to-day to

The Udell Works
Indianapolis, Indiana

hood and went after the business in latest style. The sheriff was becoming a very much to be dreaded person in the eyes of those operating the long established store, when one bright morning a young man breezed in with considerable assurance and delivered himself of the following:

"You gentlemen have an invaluable reputation for reliability and fair dealing, but I don't think you know much about running a modern business. I do. I've got ten thousand dollars to lose. Give me a quarter interest with a guaranty to give me a free hand at managing the business, and I'll show you something."

For weeks the deal hung fire. The idea of trusting the good name of the firm into the hands of a fly-by-night youngster who spoke of typewriting and of adding machines and of trolley cash-cars seemed dangerous; but there was precious little choice.

"We'll stay where we are, providing the landlord'll let us knock the front out of this building and put in show windows. The street is good enough for us," the youngster said. Then, following a dinner, he talked turkey to his three partners, each almost old enough to be his father. Many things of which the partners had not dreamed the youngster told them; told them about the value of advertising and of up-to-date catalog-making; told them how to play up leading seeds, how to offer prizes and premiums to win over the attention and interest of the customers.

"Where in the world did you learn to run a seed business?" one of the partners asked the junior member of the firm one day, when it was assured that the business was forging back to its old place near the top.

"Where did I get it? Where you yourself might have got it. I studied how other seedsmen were making it go; and when there was something I didn't know I went to their stores and bought seeds and chatted, as customers will, until I got all I wanted to know."

EXPORT TRADE IN LATIN AMERICA.

Some Timely Remarks on a Subject That Is of General Interest to the Talking Machine and All Branches of the Industry.

A gentleman familiar with the export trade in the Latin-American countries, his company having developed an excellent business in recent years, said of Mexico: "Our Mexican advices are so uncertain that the entire trade is threatened. The talking machine business was growing rapidly, but the insurrection is assuming such formidable proportions that no one can tell what may happen. No shipments are being made into the City of Mexico excepting by water, via Vera Cruz and Tampico. All other communication is practically shut off.

"The feeling against the Americans, who have the largest interests at stake in Mexico, is that of the Latin-American against the Anglo-Saxon. The Germans have viewed our advances in Mexico and all Central and South American countries with suspicion. Having many banks under their control they have influenced the newspapers, and the motives and actions of Americans have been distorted and purposely misconstrued. You may readily imagine the effect on an excitable and emotional race who are liable to 'go up in the air' on the slightest provocation.

"In the present crisis you may imagine the attitude of England if her interests were involved as are ours! She would have had an army across the border long before this and every public work or piece of property controlled by English capital would have been amply protected. She would not have hesitated a moment about entering Mexican soil under the circumstances. Things are certainly in a bad state there. Diaz does not nor ever has observed constitutional rights, but his is the only kind of government that will stand in Mexico—a rigid enforcement of right and order. Mexicans, as a people, have not the slightest idea of political fairness. It is unfortunate, but nevertheless true."

Sales letters, like living salesmen, should have individuality.

"CONFIDENCE is like a LUTE STRING,
giving forth sweet sounds in
its PERFECTION"



Trade Mark

The VIOLINIST, in CONSTANT FEAR that his STRINGS will BREAK, or become imperfect, because they are not properly made, loses CONFIDENCE in himself and his VIOLIN responds only to his fears.

Our New Discovery in the manufacture of

Violin Silk Strings

which we have named:

Bombyx-Mori

creates CONFIDENCE to such an extent, that his knowledge of his art makes it impossible to produce any sounds but those that are SWEET and PERFECT.

Bombyx-Mori Silk Violin Strings

are made of the fiber drawn out from a silk worm, when it is just ready to spin its cocoon. Stronger than GUT, more musical than the ordinary SILK STRINGS of commerce, an entirely up-to-date proposition and offered here for the first time in any country.

Many years of experiment and much care in manufacture have made it possible to offer without hesitation this wonderful STRING, which is GOOD IN ANY CLIMATE, and will displace when known any other SILK STRINGS which have been used. Write for price per bundle of 30.

No. 108. Each, 15c.; doz., \$1.50
Retail Prices

WARRANTED not to fuzz or unravel, but will wear down smoothly.

Oliver Ditson Company

150 Tremont St. (Cor. West St.)
BOSTON, MASS.

America's Musical String House

A BRIGHT SPOT

Plans have been made which will make the National Association of Talking Machine Jobbers' Convention, which is to be held in Milwaukee, Wis., on July 10th, 11th, 12th and 13th, a memorable affair.

It will indeed leave "a bright spot" in the minds of those who attend.

This is the first time the organization has held its annual Convention in the West and indications point to a large attendance of members, not only from that section but from the East as well.

A great deal can be gained by a Convention sojourn.

One is brought into close contact with fellow jobbers coming from every section of the country; and an exchange of views regarding talking machine affairs is always of value.

Matters of vital importance which will be discussed at the business sessions promise to be entertaining and beneficial and should not be missed by anyone who has the interests of the talking machine trade at heart.

The social events will add to the Milwaukee sojourn and will be of particular delight to all.

PERRY B. WHITSIT, THE PERRY B. WHITSIT COMPANY, COLUMBUS, OHIO, PRESIDENT. J. N. BLACKMAN, BLACKMAN TALKING MACHINE COMPANY, NEW YORK CITY, VICE-PRESIDENT. J. C. ROUSH, STANDARD TALKING MACHINE COMPANY, PITTSBURGH, PENNSYLVANIA, SECRETARY. LOUIS RUEHN, LOUIS RUEHN & BROTHER, PHILADELPHIA, PENNSYLVANIA, TREASURER.

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BIRD'S-EYE VIEW OF THE CITY OF MILWAUKEE.

Panorama view, looking northwest from the lake shore. This being a very comprehensive view, most of the principal buildings can be readily distinguished. Note the North-Western Railroad Depot and Juneau Park at the extreme right, with a rear view of the Federal Building to the left of this point. The Wells, Railway Exchange, Pabst and Majestic Buildings may be found, also the Court House, City Hall and Auditorium. The Public Library is at the extreme left of the picture.



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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1911.

JUDGING from the program which the National Association of Talking Machine Jobbers has outlined for the convention which will meet in Milwaukee in July, an interesting time is in store for those who will attend.

This will be the fifth annual reunion of the association, and it will be admitted that since its beginning splendid work has been accomplished in perpetuating an organization along lines which are most helpful to the best interests of the talking machine trade.

Organization among the jobbers, as among the dealers, means the protection of legitimate trade, the closer intercourse of competitors, and the engendering of a better and broader feeling regarding trade matters generally.

The old narrow jealousies which seemed to obtain in business in days ago disappear with the intercourse brought about through membership in trade associations, and in no industry has the value of such a movement been more clearly apparent than in the talking machine trade.

The talking machine jobbers have worked, and are still working, as one large family for the advancement of the industry, and still they are the keenest kind of competitors in business matters.

At the convention in Milwaukee, in July, business topics of more than ordinary interest are scheduled for discussion, while there is a social side to the gathering that will make a very pleasing diversion.

Secretary Roush, and others in charge of the convention, are already hard at work putting the finishing touches on the plans for the gathering. Bulletins are constantly reaching members reminding them of the

importance of the convention in Milwaukee, and nothing is being left undone to insure a large attendance at this extremely important meeting.

The location for this year's convention is admirable, being convenient to both jobbers in the East and West, and this in itself will bring about a much larger attendance than could have been expected at the gathering in Atlantic City.

FOR years The World has been impressing on the dealers the wisdom of inaugurating a campaign locally whereby talking machines may be used by schools and other public institutions for educational purposes.

We are indeed pleased that at last a definite program has been outlined by the Victor Co. in this respect. Under the direction of a former superintendent of public schools, who is also a competent and experienced lecturer, special records are now being prepared which cannot fail to make the talking machine an essential feature of the curriculum of every progressive school in the United States.

While most valuable in larger cities, yet it is in the smaller towns and villages that the talking machine is going to prove a tremendous factor for school work.

Apart from the exercises and lectures which can be heard through this medium, and which are never heard in the smaller schools, there is the ability to hear the voices of all the world-famous singers as well as the leading orchestral organizations.

The educational value of the talking machine in the school will some day be estimated at its true worth. The movement is yet in its infancy. There are thousands of people in this country who have no adequate conception of the evolution of the talking machine, and its present position as an instructor and entertainer, and the labors of the manufacturers in broadening out the sphere of use of the talking machine should be helped by the enthusiasm and practical work of the jobber and the dealer.

They can do much to interest the people of their towns and cities by injecting a little trade enthusiasm into the business. There is no use in sitting down content with present progress, for the man who is not going ahead is going backward, and this is also true of the industry. It is the inauguration of new ideas in the talking machine business that will tend to make it in the future as in the past one of the most progressive and interesting industries in this country.

EVERY day we learn of the wider use of talking machines in every line of effort. As a vocal teacher it is now widely recognized and used in the studios of many leading instructors. The skeptics of years ago in regard to the artistic and musical value of the talking machine, are now its most enthusiastic adherents and supporters.

They recognize that the talking machine is to-day one of the greatest factors in promoting a love and appreciation of music ever conceived.

Of course, there are plenty of critics who claim that the majority of talking machine users play ragtime and other popular stuff, but this proves little. The fact is there are thousands of people who formerly never had music in the home who are now able to hear and enjoy the compositions of the masters. And it is a notable fact that those who start with the purchase of ragtime, or popular records, in a very short time come to appreciate the high-class song and operatic selections.

This is the experience of the majority of dealers. And it is a cheering and gratifying sign. It emphasizes the growth of real musical taste and appreciation in this country.

There is much missionary work yet to be done, and an army of people to be converted, and here is where the dealers must help.

The manufacturers in their literature, in their advertising, and in their general plan of campaign are doing splendid work in broadening out the demand for the talking machine, and it needs real live, active, earnest work on the part of the dealer to help them secure the results that are so necessary for the development of the industry.

Business must be pushed systematically and progressively, and with a full faith in its possibilities and its future.

WHILE trade has not been over-brisk in the majority of industries, yet in the talking machine field the volume of trade has been fair for the past month, and in many sections it exceeds that of last year. There have been a number of disturbing factors, such as the backward spring, the trust cases before the Supreme Court, the troubles in Mexico, and the apprehension of a disturbance of tariff rates by Congress.

This has been offset, however, by unusually sound fundamental conditions. Financial conditions are good; the prospects are for a harvest of unusual excellence; credit conditions are improved, while there is a large accumulation of capital not only in this country, but in foreign sections, all available for investment in new enterprises.

With the disappearance of the uncertainty which has prevailed, there is no question that we are bound to have a very satisfactory business in all lines of trade. Reports from World correspondents this month show an upward business trend in mostly every section, and with the prospects for a larger talking machine trade most gratifying.

PERSONALITY is the greatest asset that any retail business man can have.

He may have the goods, the price, the location, but he must have the personal magnetism in order to have business success. Every man stands for something in his own business, and represents ideas of his own. The heads of our largest financial institutions are men of wonderful personality, whose influence is felt in every department. The value of personality is just as potent, however, in the smallest talking machine store.

PLANS PATENT LAW INQUIRY.

Senator Gore Wants Investigation by Joint Committee of Congress.

(Special to The Talking Machine World.)

Washington, D. C., May 8, 1911.

Senator Gore, of Oklahoma, has framed the following resolution for presentation to the Senate:

"That a joint committee is hereby created to be composed of the chairman of the Committees on Patents of the two houses and two other members of the said committees to be designated by the respective chairman thereof. Any vacancy occurring on the committee shall be filled in the same manner as the original appointment. And said committee so constituted is empowered and directed to examine and compare the patent laws of this and other countries with special reference to the compulsory working of patents and the issuance of compulsory licenses for the manufacture of patented articles; to ascertain the methods of sale, leasing, disposing and control of patented articles in the United States; to ascertain whether patents are used or unused in the establishment of industrial trusts or monopolies and to investigate all other matters material or pertinent to the purposes of this resolution, and to report their findings to Congress with recommendations as to any needful legislation to protect the public interest and to promote the general welfare."

THE WORLD AT HOME.

Subscriber Wishes to Read It by His Fireside.

In enclosing an order for one year's subscription to The World, Ralph W. Pittock, Los Angeles, Cal., writes:

"This is the direct result of the article on page 36 of the April 15 issue, 'The Salesman's Standpoint.' Although I have been threatening to subscribe to The World some time past, I have just somehow 'kept putting it off. After reading this little article I feel that I must have The World to

read 'in the peace and quietude of my own home.' A great many times I do not get time to look over The World, whereas if I have it in my own home, I can peruse it thoroughly and digest the contents.

"I feel that every salesman in the talking machine business should have The World, 'as we are never too old to learn' and there are very many good things in The World each month which would help everyone if they would only take the time to read it." Quite a number of subscribers are now having their World sent to their homes so that they can read it after the day's work is over. Such interest is not shown in many trade papers.

DEPENDING ON ONE'S SELF

Is Better Than Trusting to Luck or Notes Sometimes in Business.

A great many business men in the talking machine industry, as indeed in every other business, are over-prone to depend upon outside sources rather than upon themselves for financial assistance when any kind of crises arise in the development of their business. Talking on this topic recently a veteran New York wholesaler said to a representative of System:

"The greatest and most constant danger that has confronted me has been the impulse to run to the bank for a loan. I believe in borrowing when necessary, but only when it really is necessary. It is such a simple matter to sign a note, that the borrowing eraze becomes something like the drug habit if not kept in check.

"Once I thought it imperative to borrow \$10,000. I got the money without the slightest trouble, but when I returned to the office I opened my ledger and sat for ten minutes looking at the entry. It was a neat sum to show on the book, but my pleasure at seeing it there was clouded by the thought of my \$10,000 promissory note at the bank. Trade conditions were not exactly bright, and I looked ahead sixty days and wondered if I would have \$10,000 to spare when the note came due.

"That night I was unable to sleep, but I went to the office the next morning with a fixed resolve, I took up the note as soon as the bank opened, for the lump-sum was still intact. Then I went through my establishment and trimmed every outgoing. I put the screws on the collection department, and got up a series of letters to my salesmen, asking their co-operation in bringing sales up to a certain figure during the succeeding two months, offering a special bonus for results.

"A panic struck us just before the note would have matured, but I found myself snug in harbor. If the bank had held the note, I should have spent many a sleepless night over it. The best of it was that I discovered how unnecessary and foolish the loan had been.

"I've seen many a man go under simply because he found it too easy to borrow money."

NEW USE FOR RECORDS.

Records Made of Voices of Wolves at the Manito Zoo for Use in the Production of Eugene Walter's Play, "The Wolf."

W. H. Goodwin, of the Graves Music Co., Spokane, Wash., recently gave his experience in "canning" the voices of wolves at the Manito Zoo for use in the production of Eugene Walter's famous play, "The Wolf," in that city. There was some little objection on the part of Chauncey and Dick (the wolves) to having their voices recorded in that manner and no little danger attendant upon the work, as might be expected. Mr. Goodwin persisted, however, with such good results, after three hours' work, that three records were taken, and when tested later were found to be an absolute success, and even louder than necessary; in fact, they were so loud that it was necessary to put some cotton in the horn. The phonograph is placed back of the stage behind the scenery, and with the stage in total darkness, the blood-curdling howling of the wolves adds a terribly realistic effect to the duel to death between "Jules Bau-bien" and "William MacDonald," the American engineer, in the climax of the last act.

"Symphonion"

THE PIONEER OF MUSICAL INSTRUMENTS

Musical Boxes with interchangeable tune-discs.

Talking Machines with and without horns. 100 different models.

Double-sided Records, 10" and 12" size, both the finest repertoire.

Phono Cut Disc Records. Needle Cut Disc Records.

Orchestras with piano-strings and vibrating hammers to play with paper-rolls.

To work by Weight. To work by Electric Motor.

Electric Pneumatic Pianos with self-acting piano- and forte-modulation. First-class Quality! The acme of perfection. Lowest Prices!

We are prepared to make arrangements for sole sales agencies in any territory.

Write for catalogues, prices and conditions at once to the

Symphonionfabrik Aktiengesellschaft, - Leipzig-Gohlis (Germany)



No talking-machine owner can hear Mary Garden, or Lillian Nordica, or Olive Fremstad, except on Columbia Records. Those three voices *alone* are great enough to build a talking machine business on.



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

NEWS FROM INDIANAPOLIS.

Dictaphones to Be Used in Taking Records of the Speed of Autos—Columbia Favorite a Big Seller—Victor-Victrola and Other High Priced Victor Goods Enlarge Their Market—Price Cutting Eliminated—Special Mary Garden Window Promotes Record Sales.

(Special to the Talking Machine World.)

Indianapolis, Ind., May 8, 1911.

An entirely new use has been found for the Dictaphone handled here by the Columbia Phonograph Co. Thomas Devine, manager of the local branch here, has arranged with the men in charge of the Indianapolis motor speedway to have the Dictaphone used in taking records of the speed of the autos in the big automobile races which will be held at the speedway on Memorial Day.

The plan is to have the announcer in the judges' stand call into the Dictaphone the numbers of the machines and their time as they pass on the race course. Then the records will be transcribed by four stenographers. Three machines and at least 100 blank records will be needed for the races. Managers of the speedway believe that by using this method they will reduce the possibility of mistakes in the speed records to the minimum. The speedway men believe also that this plan will ultimately be adopted for all of the big motor car races in the world.

The races on Memorial Day will be about the biggest ever held at the speedway, which has been the scene of races by Barney Oldfield and other daring drivers and of airship races by Brookins and other daring navigators of the air. One of the events on Memorial Day will be a 500 mile race which will begin in the middle of the forenoon and will not close until the shades of evening are falling.

The Dictaphone business of the Columbia Co. for the last month has been the best in the history of the company in this city. Many of the largest public service corporations and commercial organizations of the city have taken up the use of these machines. The management of the Columbia store is unusually well pleased with the outlook for business in this line. The only difficulty is in getting enough machines from the factory to fill the demand.

The Columbia Co. have also had a good run with the "Favorite" \$50 Grafonola machine. The local house has been unable to get these machines from the factory fast enough to fill the demand.

The Musical Echo Co., which handles the Victor line exclusively, has been having an encouraging business in Victrolas. "The Beautiful Lady," from the comic opera "The Pink Lady," has been the record in chief demand with the Musical Echo Co.

The Wulschner-Stewart Music Co., which handles the Victor line, have been having a nice business, particularly in the better class of machines. They have been giving attention to the summer resort people and already have shipped several machines to the lakes for those who will leave early for their summer outings. It is noticeable that

the resorters this year are using the higher priced machines more than ever before.

It is said that the price cutting in the Victor line, which for some time gave trouble locally, has been eliminated and business is now running along in a steady way, although competition remains hot.

The Aeolian Co., which handle the Victor line, have been giving special attention to the summer resort business and expect to have a nice trade in machines and records with those who go away to the lakes for the summer season.

The Kipp-Link Co., which handles the Edison line, have been having an encouraging business in all styles of the Edison machines. This concern, which located in Massachusetts avenue about one year ago, has made a record for hustling.

The Columbia Co. have had a big sale in the Mary Garden records, encouraged in part by the fact that Mary Garden's itinerary in the last month included Indianapolis, where she sang at the new Shubert house. The Columbia Co. made a special Mary Garden window display, which included a life-size figure of the famous singer. This company also have had a pleasing demand for the Nordica records.

COURTESY OF SALES FORCE COUNT.

Thomas G. Constantine contributes a very great truth in the following, which we clip from System: "The greatest factor in the success of any retail business is the courtesy and enthusiasm of

the salesman. Men may talk about the savings effected through their system of buying, and all that, but we don't depend on the wholesaler for our patronage. It is the public that buys from us—the public whom we must please—and our only way of pleasing the public is through the salesman."

IMPROVED GEM AND FIRESIDE MACHINES

The Thomas A. Edison Co., Inc., Orange, N. J., have announced that they are prepared to supply Gem and Fireside machines equipped with model "R" reproducers, instead of model "K," on special orders at an advance of \$2.50 list (Canada, \$3.25) over regular equipment. Where the model "R" is furnished as part of such equipment, the model "K" will not form part of the outfit. Model "K" reproducers will also be accepted in exchange for the model "R" and an allowance will be made for them in both the United States and Canada of \$2.50 list. The list prices of the model "R," sold separately, are: United States, \$5; Canada, \$6.50. The model "R" is a four-minute reproducer only, so that in order to play the two-minute records it is necessary to have a model "C." Dealers are pleased with the improvement in tonal quality and volume offered by the model "R" reproducer.

What we call initiative in a business man is knowing the next move, and making it at the right time.

DISPLAY CABINETS FOR SHEET MUSIC



Displays 60 sheets on floor space of 16 inches.

The music publisher spares no expense in getting attractive and flashy covers for his popular music because it means sales. There are hundreds of dealers who are only selling half the popular music they might if they displayed it properly. We build 18 different sizes and styles of cabinets for this purpose. These fixtures will double your sales, they economize in space.

Write for our new catalog.

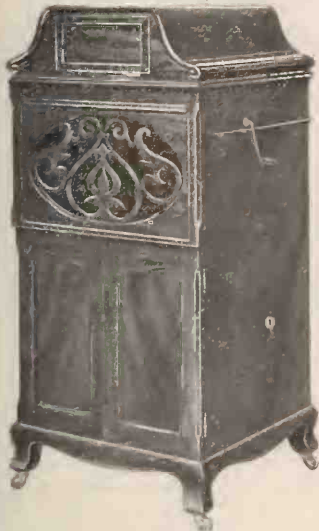
The Gier & Dail Mfg. Company
LANSING, MICHIGAN



Displays 20 sheets. One foot space.



Combination PHONOGRAPH
Everlasting RECORDS



U-S Peerless \$200



U-S Grand \$85.



U-S Opera Model \$65.
Other Horn Models:
U-S Banner \$45.
U-S Junior \$30.

There is a demand in your locality right now for the best phonographs and best records in existence. If you are willing to enjoy the distinction and the profit of filling that demand get in touch at once with the liberal U-S proposition.

The U-S is *the* machine for every music or phonograph dealer, because it is a *genuine musical instrument* and embodies many exclusive features which make it sell *solely on merit*. To these we add liberal arrangements and continued 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.



W. H. Thompson

For two years leading barytone with Mme. Schumann-Heink. Acknowledged in both Europe and America to be unsurpassed as a portrayer of ballads in barytone. He has made several U-S Records; they are great.



Frank Coombs

His has been pronounced the "Sweetest voice in vaudeville." Recently scored a tremendous success in Hammerstein's Manhattan Opera Co. Coombs' many hits both in vaudeville and opera are sufficient evidence of the quality of his U-S Records.



Cal Stewart

His famous "Uncle Josh" sketches have made the whole world laugh. His best impersonations are found on U-S Records. They are without doubt among the best talking records ever put out.



Murray K. Hill

To have Hill's U-S Records is to have a pocket edition of some of the best current vaudeville hits. His specialties—jokes, parodies, songs and recitations—are favorites everywhere. Don't fail to hear them on U-S Records.

Famous Singers Who Make U-S Records.

FILL OUT THIS COUPON

U-S
Phonograph
Co.
1015 Oregon Ave.
Cleveland, Ohio

May

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

Name.....
Address.....
City.....
State.....

The Talking Machine Trade in New England

FIRE WILL NOT DETER CROSBY CO.

From Pushing Edison Goods Anew—Suffer in the Great \$4,000,000 Conflagration in Bangor—Not Discouraged, However.

(Special to The Talking Machine World.)
Bangor, Me., May 9, 1911.

The S. L. Crosby Co., Edison jobbers, suffered the loss of their building and stock in the \$4,000,000 conflagration of last week. This fire was one of the worst to occur in the Eastern States. Already means and methods are being vigorously followed to rebuild the burned section. The Crosby Co. are optimistic, as can be seen from this statement to The World: "The fire has not discouraged us and we shall soon be pushing the Edison products with more vigor than ever." May the best of luck be with them in their work.

DOING LARGE COLUMBIA BUSINESS.

(Special to the Talking Machine World.)

Hyde Park, Mass., May 9, 1911.

C. L. Burnes, manager of Burnes Bros., furniture dealers, recently sent the Columbia Phonograph Co. a letter wherein they testified to the large business which they are transacting and indorsed the Columbia line for any other furniture house.

VICTROLA CONCERTS AN ATTRACTION.

(Special to the Talking Machine World.)

Providence, R. I., May 6, 1911.

The Victor department of J. Samuels & Bro., which they call "the store of life and progress," has been quite successful with their new series of Victrola and Auxetophone concerts. W. L. Veale, of this department, who, by the way, has seen a good deal of service in the talking machine field, adds that business is good, and always shows a fine improvement following these concerts.

TO REPRESENT COLUMBIA LINE IN AYER.

(Special to the Talking Machine World.)

Ayer, Mass., May 8, 1911.

J. J. Barry & Co., the big furniture house of this city, have taken the exclusive representation of the Columbia line and have installed a complete stock.

CAREFUL INSPECTION SYSTEM

Prevents Defective Needles Creeping in with Shipments of Bagshaw Needles—C. H. Bagshaw's Interesting Chat.

(Special to The Talking Machine World.)
Lowell, Mass., May 9, 1911.

"It occasionally happens, although we use the greatest caution to prevent it, that a defective Bagshaw 'No-Scratch' needle finds its way into a box. However, this has been so minimized that in a whole year there would only be a few of them. Consider that our output is the largest in the country, and the foregoing is certainly a fine tribute to our modern talking machine needle production and inspection systems," says C. H. Bagshaw, of W. H. Bagshaw, the big talking machine needle manufacturers of this city.

Mr. Bagshaw avers that while their big volume of business might dominate the output and cause a trifle delay in shipping schedules, they never receive complaints about the quality and efficiency of any of their many shapes and styles of needles. This is likewise true with their "No-Scratch" brand of needles.

"LINENOID" HORN HAS WIDE SALE.

One of the Successful Specialties Made by the Pardee-Ellenberger Co.—Report Great Activity on Edison Goods.

(Special to The Talking Machine World.)

New Haven, Conn., May 6, 1911.

W. O. Pardee, president and treasurer of the Pardee-Ellenberger Co., Edison jobbers, gives out an interesting business condition wherein he says: "While there is no great boom in business, there seems to be a steady amount of trade, comparing very favorably with other lines."

This company manufactures a pulp recording horn named the "Linenoid." This horn has had a wide sale. The material of which it is constructed—pure linen pulp—is rolled into sheets, and when in a pliable condition it is molded to the form, allowed to "set" and then finished. Mr. Pardee says: "The nature of this material is to give the 'Linenoid' horn the correct acoustic properties, and being

molded in one piece, without seam or joint, adds immensely to its merit."

There is great activity with this house on Edison goods, the new reproducers having stimulated business considerably. In fact, they cannot get these goods fast enough.

SOME LATE BOSTON NEWS.

Pelton Co. Take Columbia Agency—Local Columbia 40 Per Cent. Ahead of Last Year—Parker's Victor Display at Mechanics' Institute—Winkleman's Effective Victor Works.

(Special to the Talking Machine World.)

Boston, Mass., May 10, 1911.

Here are a few interesting Boston items to come in since yesterday.

"Business is holding up exceptionally well," says Arthur C. Erisman, manager of the Columbia Co.'s Boston headquarters, "and in April we are 40 per cent. ahead of last year. The outlook is magnificent, and I predict a banner year unquestionably. While conditions may be seasonable during the summer, the volume will be larger than last year by far, particularly with Columbia dealers."

The Pelton Piano Co., of 168 Tremont street, have taken the Columbia agency, and before the initial samples were in, they report several Gramofona table sales.

Geo. Lincoln Parker has a Victor display at Mechanics' building where "The World in Boston" is exhibited. This is a missionary exposition and will run for a month's term. C. P. Trundy, manager of the Victor department, has just secured two battleship sales coups, by selling a Victrola and a good big order of records, each, to the officers' mess of the battleships "North Dakota" and "Nebraska." These complete the seventh Victrola that Mr. Trundy has sold to battleships, which incidentally shows that his business marksmanship is in the sharpshooter class.

There are at least two things that Henry Winkleman, manager of the Victor department of the Oliver Ditson Co., does effectively; one is covered by his very successful administration of his Victor offices, and the other is to have Victor goods sold before received from the factory. No matter how fast they come in, Mr. Winkleman manages to keep right ahead of the volume with sales. And while here, there is one thing that Mr. Winkleman won't do. Characteristic of "big" men, he will not have a photograph taken and no amount of persuading has yet been resultful. So The World man can't show the talking machine fraternity just how "beautiful" Mr. Winkleman is.

CHEERFUL OVER BUSINESS OUTLOOK.

(Special to the Talking Machine World.)

Portland, Me., May 6, 1911.

The new warerooms of the Columbia Phonograph Co. are proving to be business bringers, and George P. Donnelly, Portland manager, is very cheerful at the summer outlook. This city is one of the most favorite summer resorts in the New England States and the population is nearly doubled in these few months. Mr. Donnelly's kind statement, "I believe that every man in the business should read The Talking Machine World," is appreciated.

A salesman—a real salesman—leads his customer along from stage to stage, watching every mood, never trying to skip stages, never trying to excite desire where interest does not exist, never trying to stir the will until the article is desired. His knowledge of the goods is so absolute as to be unconscious, like a man's knowledge of his own house, permitting him to walk all over it in the dark.

The man of forty must not think himself old. He is only beginning really to live. A man's usefulness is gone only when he ceases to grow. Age is not a matter of increasing years so much as of waning enthusiasm.

Send Us Your Order for EDISON Goods!

Why? Just Service! The very best of service. "Exclusively Edison and Exclusively Wholesale" is our best guarantee of dealers' co-operation. Everything is in stock from small parts to Amberolas. We eliminate exasperating profit hold-ups from slow service or a jobber's "all out—will send sometime" complaint. Our orders go on the first express. A fire department couldn't fill your orders any faster. Sound an alarm by your "test" order and watch how quickly we respond.

ADDRESS US AT 48 HANOVER STREET, BOSTON

J. M. LINSOTT, Mgr.

BOSTON CYCLE & SUNDRY Co.

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—just too late to get into the April World. The audience was big and applauding; standing room was even at a premium and everyone went away saying "twas a fine show." There were a number of prominent talking machine men scattered about the spectators. The program was lengthy and was a laugh-maker from the opening chorus. The scenery was painted by S. H. Brown, who was a big factor in the success of the evening. Mr. Brown also was one of

the risk of publishing his name. This managerial juggling has been amusing to the trade, but it looks now as if someone will have to create a new joke.

What Edison Service Means.

Charles R. Cooper, manager of the Edison department of the Boston Cycle & Sundry Co., is optimistic over the so-termed "spring rush," and he reports a decidedly strong demand on their Edison service. They are adding new accounts right along, which are being secured through the ability of Mr. Cooper. There are many meanings to the word "prompt," but old Kid Webster evidently secured a knock-out when he said it means "prepared, ready and willing, acting with alacrity."

Charles Dean attests a business that denotes a hustling shipping department, and this not only covers all the talking machine needle styles that they make, but for their "Puritone" brand.

Looks Like Book Full of Orders.

John L. Gately, the Eastern wholesale special representative of the Victor Talking Machine Co., has spent a lot of time about Boston recently, and that being the case, it vouches for itself from the order end. Mr. Gately would never make a good habitue of a desert.

That Bron-ix Club Sounds Familiar.

Within the walls of the talking machine fraternity here there exists a club called the "Bron-ix Club." This club is ruled with an iron hand, and according to its charter is for the promotion of social warfare—I mean welfare. The body is in session on notice of the Imperial Dreadnaught, this office being the highest one. A number of out-of-town talking machine men have attended the ceremonials and initiations of these Bron-ixists, and it made a lasting impression as to just what the Boston members can do when they get started. Ask some of those fellows around Orange or Camden, N. J. Perhaps they may say that the Folies Bergere has nothing on the Folies Bron-ix.

JUST WHISTLED.

His was no operatic song;
He whistled as he went along—
Just whistled!

And folks that heard him on the way—
They felt their spirits getting gay,
And shouted to the skies, "Hooray!"
Because he whistled!

And so, when breaks the thunder loud,
Just whistle!
To join the hallelujah crowd,
Just whistle!
A song can ever beat a sigh
And help to send your troubles high;
Be sure you'll get there by and by—
Just whistle!

Some people put so much trust in God that they get too lazy to help themselves.



THE TALKING MACHINE ASSOCIATES MINSTRELS.

the end men and the parodies that he sprung (who put that "pr" in the word "sprung?") tickled everybody. General Manager E. F. Taft, J. W. Scott, John L. Gately, H. R. Skelton and a number of the corps diplomatique got roasted. The World man remembers "his" and has something in the safe for Brother Brown.

"Constantly," by Wm. J. Fitzgerald, as well as his one-act comedy as "Casey," in the fireman stunt, pulled well. At some parts of the program Billy Fitz was a whole show in himself. M. Read came across with the song "I'll Lend You Anything I've Got Except My Wife," and when a stranded member of the troupe tried to borrow two bits after the performance on the strength of it there was nothing doing. Perhaps the "I've Got" phrase saved our friend Read. Eddie Welsh made a hit in a character sketch; in fact, all the headliners of the company were decidedly funny.

Just one more! "All That I Ask Is Love," by R. McCourt, was quite melodious, and here's hoping he got it. The ladies also contributed to the joy-making.

The accompanying illustration shows the troupe before they were "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. A. Sheehan, Miss Ida Ripley and Miss Alice Ripley. The circular display of hands, stockings and shoes are owned, respectively, by Wm. J. Fitzgerald, F. Finn (tambo ends), E. A. Welch, D. McLaughlin, G. R. Alcott, M. Preece, R. M. McCourt, Fred Bond, Mr. Lynnfield, B. F. Reardon, L. E. Knox, G. M. Reese, H. P. Cadagan, M. L. Read and S. H. Brown, the last two being the "bone ends." Miss A. J. Davis was pianist the first part and Miss Florence W. Marble held a similar position in the second part. The aids were A. W. Chamberlain, S. J. Freeman, Geo. T. Waldron and Fred Kern.

May Be Announced Soon.

If everything goes well and the man higher up in that department store permits, you'll soon be reading about who the new manager is. This new manager is a good talking machine man; has been on the job about a month, and if the official ax doesn't fall ere the next issue, I'm going to run

Mr. Cooper said Webster might have gone further and added: "Boston Cycle & Sundry Co.'s Edison Service."

A Trifle Confusing.

Uptown on Northampton street is an awning with the following lettering: "Trousers—Phonographs." As the awning sheds the rays of light from one store, wonder what the connection is. Do they give phonographs away with trousers, or vice versa, and what is the premium for other patronage?

Shipping Department Tells the Story.

Reports from Putnam, Conn., indicate a good activity with the needle house of John M. Dean.

"NO-SCRATCH"

On the Square!

BAGSHAW NEEDLES

What the foot is to the rule and the pound to weight, is acknowledged that "BAGSHAW" is THE STANDARD to judge Talking Machine Needles.

This is worth thinking over by *jobbers* anxious to improve their needle business. A liberal package of our famous "NO-SCRATCH" Needles sent gratis and postpaid. Dictate a letter for them now!

W. H. BAGSHAW - - Lowell, Mass.

Oldest and Largest Makers of Talking Machine Needles—All Styles, Shapes and Sizes
ESTABLISHED 1870

The Columbia Grafonola "Favorite" is well named. Sales prove it. Fact is, by that same token all the other Grafonolas are "favorites," too.



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

ACTIVITY IN DES MOINES.

Business Gains Reported—New Harger & Blish Representatives—Latter Concern to Give Noon-day Concerts—The School Campaign—Music Festival Helps Columbia Trade—Victor Exchange System Taken Advantage of—Other Items of General Interest.

(Special to the Talking Machine World.)

Des Moines, Iowa, May 9, 1911.

Optimism is the keynote this month with the three Des Moines jobbers of talking machines. Although all the jobbers had looked for a falling off from the March business, the month which has just closed proved to be the best of the year here. Every jobber and dealer reports a good business during the month. Harger & Blish, Iowa jobbers for the Victor and Edison machines, say that the showing, particularly in the retail business, was a big gain over April, 1910. George C. Silzer, manager of the concern which is the biggest talking machine jobbing house in Iowa, reports the retail business for April five times that of April, 1910. Manager Bartlett, of the local jobbing house of the Columbia, estimates a fourfold increase in business over the corresponding month in 1910. The Chase & West talking machine department, which also jobs the Victor, reports a good gain in business.

Des Moines and Iowa people are buying better goods than they did two years ago and there is a great demand here for grand opera and classical records. According to the local dealers and jobbers there is also a marked improvement shown in the class of machines now being sold here.

As an indication of the optimistic tone in business in Iowa the Victor Co. have just put two direct representatives on the road in the State. E. J. Hipple will handle the eastern half of the State and W. H. Hoffman the western. The Chase & West talking machine department also put on two special representatives during the month.

Harger & Blish are planning important improvements for the interior of their store here. A number of additional sound-proof rooms will be built and the main room greatly enlarged. The firm plan an innovation here in the shape of noon day concerts. These concerts will be started about the first of June and will continue through the summer months.

Another innovation in the local talking machine world was inaugurated here this spring by Harger & Blish and has proved to be a great success. This is the school educational campaign. The assistance of Miss Elizabeth Wright, supervisor of music in the Des Moines public schools, was enlisted and concerts in fifteen of the local schools have been given during the year. The Easter concerts proved to be of unusual interest and entertainment to the school children. The programs were arranged by Miss Wright and carried out by the Victrola with the end in view of creating in the children a taste for the best in music, as well as for mere entertainment. Incidentally it has proved to be a great advertising feature. Thomas Harris, a well-known Des Moines furniture dealer is in charge of the Harger & Blish school department.

The local Columbia branch is also intending to make a number of improvements on the store, but so far no definite plans have been announced. The Columbia people made big use of the visit of Bonci here for the Greater Des Moines music festival. Printers' ink on the great tenor was spread thick and fast during the week and as a result there was a tremendous demand for Bonci records.

The exchange system on the Victor machines is being taken advantage of very largely by Iowa dealers and Harger & Blish report that nearly 100 per cent. of the permits issued have used the exchange privilege.

MEDIUM CONTROLS PHONOGRAPH.

Dr. James H. Hyslop, Head of the American Society for Psychical Research, Has Discovered a Medium Who Produces Physical Phenomena More Wonderful Than Those Attributed to Eusapia Palladino.

Dr. James H. Hyslop, head of the American Society for Psychical Research, has discovered a medium of the Eusapia Palladino type who produces physical phenomena more wonderful than those attributed to the Italian woman.

This medium, a girl of twenty whose identity is not disclosed, for the reason, according to Dr. Hyslop, that she is not actuated by mercenary motives and has no intention of producing the phenomena in public, has been the subject of persistent investigation and experiment for the last two years.

There have been hundreds of sittings under the direction of two physicians of established reputation, who are mentioned by pseudonyms, and Dr. Hyslop himself.

The result of the investigations so far has been to prove that what have been considered by some in the case of Palladino to be supernatural phenomena have been produced by the subject herself while in a state of hysteria.

That the girl is a true hysteric has been demonstrated by exhaustive scientific tests. She develops areas of anesthesia and hyperesthesia. Sometimes one side of her body from the larynx down is insensible to pain, while the other is in a condition of excited sensibility or hyperesthesia. Again, and almost in a moment, these conditions are reversed in the right or left halves of her body. Frequently she is in a cataleptic condition.

Among the phenomena produced by this girl, who is called "Miss Burton" in Dr. Hyslop's report, are many of those common to the professional medium, such as the production of raps, the levitation of heavy tables, playing a tambourine, ringing bells, and so on.

Added to these were some original manifestations. For instance, whereas the girl is not musical and can neither sing nor whistle while in a normal state, when in the trance condition and in the dark singing and whistling are produced simultaneously; and the mode of the production of this phenomenon has not been explained satisfactorily. Dr. Hyslop says that the whistling is that of an expert vaudeville performer, and that if the young

woman could produce such sounds in a normal state she could realize a small fortune from her performances.

Among the more complicated experiments performed was the starting and stopping of a phonograph at a distance with both hands and feet of the medium held. After half an hour's experiment this succeeded, but the medium showed increased heart beat from 60 to 80 and had a sick headache all the next day.

NEW AMBEROL ITALIAN RECORDS.

The Thomas A. Edison Co., Inc., recently announced a list of Italian records by new talent, which are now in the hands of their jobbers and on sale. The selections are all Neapolitan folk-songs and have been pronounced by native experts to be finely sung and recorded. Of the artists it may be said they are splendid vocalists. Gina Ardito is well known in metropolitan circles and in many of the larger cities of the East as an accomplished singer. Her voice is a full, rich soprano and her vocal style is finished and pleasing.

Eugenio Torre is more intimately known. His career has been meteoric and remarkable. Born in Naples, he was a common soldier in the Italian army when his commanding officer heard him singing about the barracks and told him that his place was not in the army, but in grand opera. This same officer helped young Torre to secure his discharge and to find assistance to complete his musical education. It was only a few months afterwards that Torre made his debut at the Royal Opera House in Naples, of which the celebrated Martucci is conductor. After half a season there Torre was engaged to sing principal tenor roles at the Lyric in Milan. At the close of that season Torre obtained an engagement in America singing in this country for three years with the National Grand Opera Co., the International Opera Co., the Italian Opera Co., with the San-Carlo Opera Co. and the Montreal Opera Co. This is his fourth year on the operatic stage, and third year singing throughout the States and Canada.

The list follows: (Amberol)—Solos by Eugenio Torre, tenor. Orchestra accompaniment. 7,508, "Chitarrata trista!" (Falvo); 7,509, "Si 'sta Chitarra" (Nardella); 7,510, "A partenza d' 'e suldate" (Gambardella). Duets by Gina Ardito and Eugenio Torre. Orchestra accompaniment. 7,511, "Oritorno d' America" (Montagna). 7,512, "Carme" (De Christofaro); 7,513, "O Carceratiello," (Pappalardi); 7,514, "A sfortunata" (Cataldo); Solo by Gina Ardito, soprano. Orchestra accompaniment; 7,515, "Santa Lucia," Solo by Eugenio Torre, tenor. Orchestra accompaniment. 20,613, "E Cerase," (Montagna); 20,614, "Fraunziata" (Falvo); 20,615, "Canzona gelosa" (Longone).

Experience teaches that the qualities which make most for success are health, honesty, ability, initiative, knowledge of the business, tact, sincerity, industry, open-mindedness, enthusiasm and loyalty.

CROMELIN GOES WITH EDISON.

The Former Vice-President of the Columbia Co. Becomes General Manager of the Interests of Thomas A. Edison, Inc., in Great Britain and Ireland—Took Up His New Duties on May 1st—Some Interesting Facts Regarding Mr. Cromelin's Long Career in the Talking Machine Trade.

The resignation of Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, New York, to accept the important position as representative of Thomas A. Edison, Inc., Orange, N. J., in Great Britain and Ireland came as a great surprise to the trade. Mr. Cromelin communicated his intention to the Columbia Co., with which he has been identified for many years, March 30, to take effect on or about May 1. It was his intention after the latter date to be a frequent, if not a daily, visitor in Orange, to go over the plant, become familiar with the product and meet and know the officers, heads of departments and the personnel of the factory management previous to his departure for the other side, May 25, to take up his new line of duty, in the company of Frank L. Dyer, president of the corporation, a personal friend of many years' standing.

While Mr. Cromelin will be the managing director of the Edison interests in the territory referred to, he will give his special attention to the Phonograph, and also the moving picture business, which is growing rapidly. He will devote a great deal of his time to the development of the Edison storage battery in the United Kingdom. The exploitation of these specialties alone in a manner which the corporation desires will open up a field of activity, rich with promise.

As those acquainted with the facts well know, Paul H. Cromelin is one of the best known figures in the talking machine trade, and his advancement from one position of importance to another and his final election as a director of the American Graphophone Co. and vice-president of the Columbia Phonograph Co., General, has been steady and deserved. In fact, in recent years he has been regarded as one of the commanding men in the American trade, whose accomplishments, pleasing personality and general fitness have been recognized by everybody with whom he came in contact, irrespective of partisan business affiliations.

He is now in the prime of life, if he may not be rated as a comparatively young man, being in his forty-first year. As a graduate of the Washington (D. C.) High School he entered the service of the Second National Bank of that city as messenger when sixteen years of age, rising through every grade until he became receiving teller of the Lincoln National Bank, of the same place, which he assisted in organizing. In the interim he began the study of law, specializing on the practical science of banking, finance and economics, and in 1891 he graduated from the Columbia University, standing third in a class of sixty-nine, being one of the three leading men receiving honorable mention. Two years later he was admitted to the bar, and later was tendered and accepted the position as chief accountant of the Columbia Phonograph Co., General, and secretary of the American Graphophone Co., assuming the duties in June, 1896.

Then followed his rapid promotion to manager of the Washington office, going from there to St. Louis as manager, in which capacity he traveled the South and West, opening new agencies and establishing connections in the principal cities. A short time subsequently he was instructed to proceed to Europe, when he was appointed director of the Berlin office, with exclusive control of the Columbia Co.'s business in Germany, Austria-Hungary and Russia, and in this capacity, during four years, became thoroughly familiar with the talking machine business in Europe. He was one of the organizers of the American Chamber of Commerce in Berlin and chairman of the Committee on Organization.

Mr. Cromelin managed or participated in many important trade agreements in furtherance of the interests of his company, and of the entire trade,

for that matter, in connection with copyright legislation in Germany, the United States, Great Britain and Mexico. In February, 1903, Mr. Cromelin was chosen an official of the Columbia Co., as mentioned above. As manager of the company's exhibits in the St. Louis World's Fair he earned additional honors.

Mr. Cromelin's negotiations with the leading operatic artists of Europe, whereby their services in connection with laboratory recordings was secured by his company, is only another field of activity in which his talents and ability have shown conspicuously, as he was eminently successful in the work. As a diplomat in legal and commercial matters he has few, if any, equals in the trade, either here or abroad.

This recapitulation means that Mr. Cromelin is eminently fitted to fill his new position with the Thomas A. Edison, Inc., and he is to be congratulated, as well as the corporation with which



PAUL H. CROMELIN.

he is now allied. Mr. Cromelin is making preparations to stay abroad indefinitely, sailing on the Kaiserin Augusta Victoria, May 25.

When Mr. Cromelin was seen by *The World* he said: "The position was tendered me by Mr. Dyer some time ago, and after very careful consideration I accepted it. My relations with the Columbia Co. have been so pleasant that this severance was made with great reluctance, for I have always felt that my life work would be with them. I have recognized, however, that the Thomas A. Edison, Inc., is one of the great organizations of the world destined to have a great future, and I want to participate in the development of what I know will be a wonderful business in their various products throughout the world."

Being asked the significance of Mr. Cromelin's connection with the company, Frank L. Dyer, president of the Thomas A. Edison, Inc., said: "At the present time our European business is being handled entirely from the head office in London, in charge of Thomas Graf, who has been with the company for a great many years and in whom we have entire confidence. With the development and growth of the business in Europe, Mr. Graf proposed that the continental business should be handled from Berlin, limiting the functions of the London office to the control of the British territory. The contemplated arrangement, therefore, is to transfer Mr. Graf to Berlin, as he suggested, and have Mr. Cromelin take charge of the British business, with headquarters in London."

INDIANA'S GOVERNOR MAKES RECORDS.

(Special to the Talking Machine World.)
Indianapolis, Ind., May 5, 1911.

Gov. Thomas R. Marshall, Indiana's chief executive, recently heard his voice for the first time on an Edison Home Phonograph. The records, which were made with the assistance of W. E. Kipp, of the Kipp-Link Phonograph Co., Indianapolis jobbers, were prepared for a banquet held in Peru, Ind.

In order to stimulate the Governor (who is a Democrat) to his best effort, Mr. Kipp first let him hear one of the Edison records made by the erstwhile leader of his party, W. J. Bryan. Governor Marshall immediately proceeded to surpass Mr. Bryan's record, and was so delighted when he heard the reproduction of his speech that he acted like a schoolboy. As a further result of the incident, Mr. Kipp received Governor Marshall's permission to install an Amberola in the executive mansion for the entertainment of his family.

BLACKMAN CO. ENLARGE QUARTERS.

Well-Known Jobbers Add Several Hundred Square Feet to Space in Store and Basements—Lease Extra Loft—Business Good.

The Blackman Talking Machine Co., whose premises, including the store basement and sub-basement at 97 Chambers street run through to Reade street, have previously subleased a large section of the floors on the latter street to other concerns. In arranging with new tenants the first of the month, however, the Blackman Co. took occasion to reserve an extra section of several hundred square feet in both the store and the basements for their own increased demands. On the store floor the offices in the rear will be moved back 30 feet or so and extra demonstrating booths, of which there are already six, will be erected in the space thus acquired. The increased space in the basement will be used for the storage of larger stocks of records, and in the sub-basement for the storage of machines, this being in line with the Blackman policy of having sufficient stocks on hand to meet all demands of their dealers without depending to any great extent upon rush shipments from the factories. The company have also leased a loft 25 x 75 feet at 92 Chambers street, directly across the street from the store, which will also be used for storage purposes.

In speaking of the business situation, J. Newcomb Blackman, president of the company, stated that they had, on April 30, closed their fiscal year, and that the annual report showed a substantial increase over the previous year in the volume of wholesale business. An especially notable feature was the increase in the volume of record sales, indicating that the dealers were giving more careful attention to that department of their business. The Blackman Co. are going ahead steadily and expect even better results for their efforts during their fiscal year just begun. At the present time the only cloud on the horizon is the slackness in the collection department, which condition prevails in practically every line of business, and which is due to the general situation rather than to causes wholly within the trade.

MORE ROOM FOR PUBLICITY MEN.

Geo. P. Metzger and His Valued Aides Secure Needed Space for Their Fine Work on behalf of the Columbia—Other Changes.

A shift has been made in several of the offices at the headquarters of the Columbia Phonograph Co., General, in the Tribune building, New York. Geo. P. Metzger, advertising manager, has taken the quarters heretofore occupied by Paul H. Cromelin, who resigned on the first of the month to become connected with the foreign staff of the Thomas A. Edison, Inc. His capable staff, consisting of Messrs. Colton, Avery and Houfel, occupy the adjoining office, the suite furnishing these gentlemen the much-needed room they have craved for a long time. It is needless to say that the publicity campaign in charge of the corps, for which they have received many deserved compliments, will take on additional brilliancy, were it possible, in the future, as they have now "room according to their strength."

The advertising corps of the export department have removed into Mr. Metzger's office, and Merwin E. Lyle, chairman of the product committee, heretofore at the recording laboratory, 102-104 West 38th street, has returned to the executive offices permanently, and is located in a cosy room overlooking the East River.

"DOCTORING A BUSINESS."

How the Modern Merchant Studies the Faults That Are Crippling His Business and How He Remedies Them and Triumphs Over His Defeats—An Interesting Study for the Man Who Is Complaining About Decadence of His Business—A. W. Rolker Tells How Merchants Won Out.

There are numerous instances where business does not pan out in the manner that the proprietor would wish or as is necessary if the business is to be continued. The proprietor himself works hard and studies the problem earnestly, yet cannot find out why his business is in such bad shape. He is so wrapped up in his own affairs that his range of vision is narrowed and he can only view his business from the inside. This is the time when the merchant should take the time to look around him and study the means by which his competitors succeed and make their businesses grow. It is the merchant who can realize the faults of his methods and eradicate them that shows the influence of modern trade conditions. The man who stays in his shell and insists in doing his business in his way regardless of consequences belongs to another age and soon finds it out.

In his recent article in the Saturday Evening Post, under the caption, "Doctoring a Business," A. W. Rolker cites some very interesting instances where merchants have won out by studying the faulty details of their businesses impartially and improving on them. He says:

Few business stories are more interesting than those that show how the modern merchant studies the faults that are crippling his business, and how he remedies these until he triumphs over his defeats. If he finds upon analysis that enough customers do not come into his place he sends advertisements into the highways and byways and leads people into his place by the ears, so to speak. If he finds that his sales are ample, but that he has too many outstanding accounts, this tells him he must bolster up his collection methods—or, perhaps, must cease extending credit. If he notices he is being crowded off the face of the earth by competition he may find he has not been putting enough money back into his business. Or he may find that he does not know how to buy; or that his sales methods are at fault or objectionable; or that he is failing to keep up to date on business methods. Any one of a thousand-and-one reasons, he may find, is his stumbling-block—from the elementary one of talking too much to the opposite extreme of saying too little.

When for years a man has dabbled, trying to push a business that never did more than barely make both ends meet, the task of putting it on a sound footing often seems almost hopeless to him. Yet for a man that is wide awake nothing is simpler, for he needs only to study the methods of merchants that are successful, and then copy them.

In one of our big Eastern cities there is a man who keeps what we shall call The Persian Art Shop. For seven years he had done a very fair business selling Persian rugs, Persian tapestries and Oriental beadwork and brasses and bronzes. But, just as he began to look forward to flourishing properly, trade gradually began to fall off. Before long he was not making expenses. He did not have to figure where the trouble lay. He could see this with half an eye. People were not coming into his store as they used to. The problem facing him was, Why had customers deserted him?

He knew it was not owing to faulty business methods. His show windows were arranged with the same scrupulous care as during the time his business was successful. The wares he displayed were more attractive than ever, and just as reasonable. He himself, he knew, had not abated in the courtesy with which he waited on customers. He was beginning to fear his slump had occurred because a number of department stores in the vicinity had invaded his line, when a neighboring merchant shed light on the subject.

"Have you noticed how this street has been running down?" he asked. "Two or three years ago any number of well-to-do people traveled through

this street, but now nobody thinks of Thirteenth street. All the carriage and automobile people go through the next block."

The Art Shop man spent much of the next few days standing in front of his own store observing, and what he saw convinced him that the criticism his neighbor had made was right. The fault was that, owing to the coming of a pair of big department stores, trade on the neighboring street had been stimulated and his own street had lost traffic. For a week the man sat, broken in spirit, staring ruin in the face; then his nerve returned and he began to plan how to meet the situation.

"It's this way" he argued to himself. "There's no use sitting here and wasting time figuring how soon I'm going to blow up. If customers don't happen to come this way it's up to me to bring them here. The department stores in the next street are bringing people from all quarters of the city, and if they do that why can't I? Besides, here are hundreds of thousands of people concentrated throughout eight hours every day by those two shops; why can't I butt into that crowd and reap some of the benefits of their advertising? I'll just have some handbills printed and I'll station a — No, I won't; I'll get some fellow to write me up a clever sign and I'll send a sandwichman to — No, now I've got it! I'll get my sign and I'll pick out some swarthy, picturesque old Italian that looks like a Persian, and I'll tog him out in Persian costume and get him to parade up and down the street through that department-store crowd."

Three days later, in a morning, the Art Shop man departed for business with a beating heart. For six dollars a week he had hired his Persian, for nine dollars he had had a plenty-good-enough Persian costume made, and for four dollars he had had a canvas sign painted—a total of only nineteen dollars; but in that simple nineteen-dollar experiment was locked his future, whether he would succeed or fail.

About 9.30 o'clock in the morning four customers were in the store, which was unusual for that hour. Before the four left three others arrived, and the slim but steady procession continued and increased. At times the proprietor was literally swamped with business, for he could not wait on customers quickly enough to prevent them from growing impatient and leaving without buying. Whereas formerly he counted forty or fifty customers a mighty fair day's work, now there were frequently as many as fifteen in his place at one time. By the night of that first day he estimated that he had done more business than he had done in any week—barring holiday seasons—for a year.

This happened in August, in fly season, when trade should have been slow. In less than a week the Art Shop man had to have two salesmen helping him. When the holiday trade began he added seven salespeople, making a total of ten persons where formerly he had been able to do all his own selling, with the assistance of one young woman.

To-day the Art Shop man does not send a Persian to carry signs. He has got too high up in the world for that. His customers would not like it. Once interested in advertising he studied the subject, and he decided on a plan that in his particular case works even better. Now he buys lists of names from jewelry firms, grocers, druggists and other tradesmen who cater to the most wealthy trade. Every three months he circularizes these people with a striking and artistic folder of hand-made Persian paper ornamented with Persian hieroglyphics in an Oriental color scheme. All of this costs him much money but pays him fabulously, for his wares jumped in price from a hundred to a hundred and fifty per cent.!

Not much is left to-day of the original Art Shop. This store now comprises two numbers on the coveted Fourteenth street.

It makes no difference what line a business man is in—whether he keeps an art shop, a stationery store, a grocery or any other retail store; or whether he runs a steam laundry or has a milk route; or whether he is a wholesale merchant or a manufacturer whose annual output amounts to several hundred thousand dollars—in every case when a business begins to sicken, to the expert the principle of diagnosing the trouble and applying the

remedy is simply a matter of comparing his own methods with those used by concerns that are successful.

NEW ACOUSTIC DIAPHRAGM

Being Placed on the Market by the Talking Machine Co. of Springfield, Mass.—Is the Invention of W. W. Young, Who Makes Some Strong Claims Regarding Its Merits.

(Special to the Talking Machine World.)

Springfield, Mass., May 10, 1911.

Patents have been granted to W. W. Young, of this city, for an acoustic diaphragm that may be used on any talking machine. This device is made of fiber or aluminum and is full of holes and melody.

"It produces much clearer, richer and full-volumed tones, and the half tones which go to make up the character of a musical note are brought out better by this diaphragm than by any other," says W. W. Young to The Talking Machine World, and while his remarks certainly cover the invention thoroughly, he says it must be used to fully appreciate its merit, and he will send a sample for this test to interested persons.

Continuing, Mr. Young says: "Vocal music is reproduced by this diaphragm so that it sounds altogether better than with mica. The sound is pure and clear and without the piercing sharpness that so often characterizes vocal music. A student in acoustics would be likely to say that a satisfactory diaphragm could not be made of the materials used by me, but I have discovered and patented a chemical solution that hardens any porous material, such as wood, paper, cloth, leather, etc., to which it is applied. This solution makes materials fire and waterproof."

Even ordinary writing paper or cotton cloth can be treated with Mr. Young's chemical solution, it is said, and these would be made so hard that they would almost ring like a piece of metal. Mr. Young says it is this hardening process which gives the resonance necessary for the reproduction of sound.

The Talking Machine Co., of 218 Worthington street, this city, are the selling agents, to whom all correspondence covering inquiries, requests for samples, prices, letters or orders should be addressed. In writing for sample, the fiber diaphragm is used more especially for disc machines, and the aluminum for cylinder machines.

That much of the advertising work of to-day is superficial is inevitable—advertising on its present basis is new and all business men are not prepared for its serious consideration. Most of them give but incidental time to it and are inclined to consider a "good ad," one which pleases their eye and "advertising" a succession of clever stunts. They are all looking for so-called "good ideas" and many are overlooking the best one—to wit: persistency in plain and truthful statements.

The business problem before the American people to-day, commercially speaking, is the problem of distribution—of getting things from where they are to where they ought to be. The two big factors in this problem are advertising and salesmanship.

Granting the fact that your firm and product has a great deal of prestige, it is your duty to keep your name or the name of your firm constantly before the trade. Another strong feature is to keep your present customers posted as to on display.

The window is one of the cheapest and most efficient methods of advertising. That is, if it is done properly. Be sure to have a clean window, as a dirty, fly specked window is useless, absolutely useless.

C. Becker, vice-president of the U-S Phonograph Co., 5 and 7 Union Square, New York, was a visitor in New York this week. Mr. Prairie, the manager, reported business was going ahead rapidly.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Factors and Traders Well Satisfied with Past and Present Conditions—Proposed Advertising Campaigns by Manufacturers Expected to Boom Sales—Colonial Markets Active—Recent Important Developments in the Trade—British Zonophone Co., Ltd., Absorb Twin Record Co.—Some of Their Future Plans—Prices of Jumbo Records Reduced—Launching of Edison Combination Attachment Proposition—What Is Offered in the Latest Record Lists—New Artists for National Phonograph Co.—A. Balcombe Makes Change—Success of Edison Velvet Faced Records—New Parlophone Disc Catalog—Interest Shown in New Canadian Copyright Bill—Preparing for International Music Trades' Exposition—Other News of the Month.

(Special to The Review.)

London, Eng., May 3, 1911.

Talking machine business this last few weeks has been somewhat quiet, although well up to the average, time of year considered. We have experienced a most successful season—a season of much longer duration than the ordinary, and despite the inevitable sales depression common to the coming few months, the trade as a whole is exceedingly well satisfied with the course events are shaping, for there are not wanting signs that the use of machines for outdoor pleasure is much on the increase. It was noticeable last summer. Musical instrument traders undoubtedly experienced a revival of sales beyond the usual, partly by reason of the introduction of so many instruments of the hornless type, and this summer an improvement is looked for. Certain of the big manufacturers have under consideration advertising plans of a far-reaching nature. By this means it is intended to prosecute and stimulate sales as never before, and we feel sure the result will amply justify expenditure in that direction. At the present time machine and record sales show a decided downward tendency, but the future holds good promise of an early revival, more especially in those lines particular to summer trading.

In contradistinction to conditions in the home market, orders from abroad indicate that the colonial season is about commencing, and some nice contracts have been placed in London. According to the official export figures recently published, a marked increase in general trading is noticeable. As an index of talking machine prospects, it may be regarded as a healthy sign and one that manufacturers cultivating foreign trade should take full advantage of at the present time.

Quite some excitement has been occasioned in trade circles this month by the announcement that the British Zonophone Co. would absorb the Twin Record Co., and the rumors that have for so long been afloat in regard to a Zonophone double record are now crystallized. As reported elsewhere in this issue the company intend to issue both a 10-inch and 12-inch double record at the retail price of 2s. 6d. and 4s., respectively. Two price reductions have also been made, that of the Beka Meister 12-inch double record from 5s. to the sensational figure of 3s. 6d., and the Jumbo record—10-inch double—from 3s. to 2s. 6d. Needless to say these important facts have whetted the appetite of certain know-alls, and like Oliver Twist they want more. Well, they may one day be satisfied, but not just yet. For the present we refrain from commenting upon those rumors which idle (?) tongues, for want of something better to talk about, give as "absolute facts!"

There is little of interest from the provinces this last week or so. Talking machine and record sales appear to be anything but satisfactory, judging from advices to hand, and while the factoring section of the trade are not doing so badly, it must be admitted that individually business has been very slow with the dealers. Perhaps as a direct

result of these conditions, money is somewhat tight and dealers find it difficult to meet their bills promptly; at least that has been the experience of some manufacturers this month; others don't care to talk about it. Enterprising, as usual, T. Edens Osborne, of Belfast, is now advertising the suitability of hornless machines for entertainment aboard yachts, etc. The advertisements are catchy and occupy good positions alongside reading matter in the local newspapers.

Important Zonophone Move.

The British Zonophone Co., Ltd., this city, advise me of an important announcement made to the trade April 28, the effect of which is that they have come to an arrangement with the Twin Record Co., of Christopher street, London, whereby they will absorb the "Twin" double record sold here at 2s. 6d. In addition to acquiring the Twin trade-mark and good will, the British Zonophone Co. take over all trade obligations and arrangements, although, in respect of agreements, a new one will most probably be put in force, having regard to altered circumstances. All future issues of Zonophone records will bear a dark green label with the Twin and Zonophone trade-marks prominent thereon. It is intended to manufacture both a 12-inch double record to be retailed at 4s., and a 10-inch double at the price of 2s. 6d. All the popular Twin titles—in fact, the whole Twin catalog—is to be retained in its entirety, while the pick of the titles from the Zonophone list will gradually be embodied on the double-sided record. Already a specially selected impression of 150 double-sided 10-inch and eighteen 12-inch is in force, and deliveries may now be had. This impression contains only the "known" sellers from the Zonophone catalog, and additions to the list will be made from time to time from this source, apart from the listing of current selections. In order that everyone may start with a clean sheet, so to say, a big exchange scheme is shortly to be promulgated. Under this arrangement dealers will have an opportunity to unload their old stock upon advantageous and generous terms. The situation calls for special treatment, and we feel sure that dealers may rely upon a liberal interpretation in that regard. These developments indicate the dawn of a new era in the history of this trade, particularly so in regard to the introduction of the 12-inch double record, and we tender our hearty congratulations to the British Zonophone Co. upon their enterprise.

The New Beka Meister Records.

In introducing these new records the company claims a very great and notable advance upon older methods of recording, and confidently assert that never before has such exquisite tone, combined with full volume and faultless execution, ever been produced by mechanical means. A strong opinion, but not one whit exaggerated, for after testing these issues I can fully endorse the statement. The records are truly a revelation in quality and price. They are 12-inch double-sided, and are priced at the sensational figure of 3s. 6d. Here is the value: "Meistersinger Overture," and "Tannhauser—Entry of the Knights" (Wagner); overture parts I. and II. "Carmen" (Bizet); "Orpheus" overture parts I. and II. (Oppenbach); "Oberon—overture" (Weber), and "Torchlight Dance" (Meyerbeer), all beautifully played by the Meister Orchestra. There are two magnificent violin solos by Prof. Hugo Heerman—"Heyre Kati" (Hubay) and "Cauzonetta" (Ambrosio), and "A Dream of Love," part I and II. (Hoch), cornet solos faultlessly played by E. Kruger. The selections call for no comment, but their value—two for 3s. 6d.—is something never before attempted. O Ruhl, Ltd., of 77 City road, London, will supply all information upon request.

"Jumbos" Now Sell at 2 6.

Under date of May 1, Barnett Samuel & Sons, Ltd., advise the trade the future price of Jumbo records will be 2s. 6d. instead of 3s. The trading

THE LONDON OFFICE OF THE TALKING MACHINE WORLD IS NOW LOCATED AT 1 GRESHAM BUILDINGS, BASINGHALL St., E. C.

policy and the quality of the records remain as before. So that no losses may be occasioned, the company announce that they will meet the trade fairly, their proposal being of a liberal nature. We observe with satisfaction that one of the trading features is the maintenance of price, while the dabbling class of dealers is altogether excluded from handling "Jumbos."

The New Edison Proposition.

The Edison combination attachment proposition is now launched. Briefly summarized, it means that dealers are now able to offer a set of ten records (including five of the best Amberolas ever recorded) complete with each attachment on the following special basis: For the "Gem," 20s.; "Standard," 26s.; "Home," 36s.; "Triumph" and "Idelia," also 36s. These are the inclusive prices retail to the public. Dealers having stocks of attachments on hand can purchase a special package of 10 records (to be sold only with an attachment) at less than half the usual trade price. The trade prices for the attachment outfits, of which dealers have been advised, carry increased profits and should do much to stimulate the trade in its own interests to push this new scheme in a whole-hearted manner. As the National Phonograph Co. points out, it furnishes dealers with a splendid opportunity to awaken new interest among those phonograph owners who have put aside their instruments because of the limited entertainment afforded by the short records. The proposition certainly merits a good reception, and we have little doubt but that traders will take up the matter with energy. It is a great pity that the scheme had to be delayed because of the difficulty experienced by the company in obtaining information as to stocks in the hands of the trade, and but for this factor dealers would have had the benefit of it long ago. They must now make good their oversight by energy and enthusiasm.

Edison Electric Shaving Machines.

The list price of the Edison electric shaving machine has been increased from 11 to 12 guineas, and for the hand machine from 7 to 8 guineas, owing to increased manufacturing cost.

Gramophone Records for May.

In addition to the usual supplementary list of records for May, the Gramophone Co. have issued a splendid series of new records by Madame Tetravzini, selections from the "Quaker Girl" and a special list of new Scotch titles. Scotland has ever been to the fore in her appreciation of all that is good in the world's music, perhaps more particularly for her own school of music, and these latest Gramophone records will therefore strongly appeal to all music lovers north of the Tweed. The supplementary list this month teems with tuneful ballads and instrumental music of the lighter type. Conspicuous among the former are Harry Lauder's great pantomime success, "Roaming in the Gloaming," and Lionel Mackinder's "I've Got the Time; I've Got the Place," which is the feature of Geo. Grossmith's successful "Coronation Revue." In addition to these, the complete list is as follows: "O Sole nio" (Di Capua), "Stars and Stripes March" (Sousa), "Bells of St. Malo" (Rivemer?), and "Coon Band Contest" (Pryor), by the band of H. M. Coldstream Guards; "Waltz Dream Waltz" (Straus), "Daybreak Valse" (Brunet), "Ghost's Two-Step" (Dunkels), and "Irish Jig" (original), by If's Orchestra; "For You Alone" (Geehl), and "The Garden I Love" (Nutting), John Harrison; "The Ringers" (Löhr), Harry Dearth; "The Deathless Army" (Trotère), Thorpe Bates; "Is Love a Dream" (Jones). Robert

FROM OUR LONDON HEADQUARTERS—(Continued.)

Michaelis; "Jock o' Hazeldean" (traditional), and "But the Lord Is Mindful, 'St. Paul'" (Mendelssohn), Madame Kirkby Lunn; "Before the Battle" (Hedgecock), John Harrison and Robert Radford; "Good-night" (Scott-Gatty), quartette by "The Minster Singers"; "In the Park; the Girl in the Train" (Leo Hall), W. H. Berry; "My Beastly Eyeglass" (monologue), Tom Clare; "A-hunting We Will Go" Mark Sheridan; "Ladies, Beware" (Leslie Stuart) (with violin obligato by W. H. de Groot), Miss Phyllis Darl; "The Lass With the Lasso" (Leslie Stuart), Miss Olive May; "I Beg Your Pardon" (Leslie Stuart), Geo. Grossmith, Jr., and Edmund Payne, and "Don't Forget You're a Lady" (Leslie Stuart), Geo. Grossmith, Jr.; "Open the Gates" (Crosby-Knapp), Evan Williams, and "Adrift on an Ice-flow," Dr. Wilfred T. Grenfell, C. M. G.

New Artists for National Phonograph Co.

The National Phonograph Co. announce the acquisition of two new artists in the persons of Frank X. Doyle, a popular young concert tenor, and Guido Gialdini, whose whistling accomplishments have made for him a great name. Mr. Doyle's recent contributions are "I Love the Name of Mary" and "For Killarney and You." Mr. Gialdini is first heard in the June Amberol supplement with "Birds of the Forest—Gavotte." Although not so extensive as usual, the June list of Amberol and Standard records is characterized by titles that will specially appeal to dealers at this time of the year. The complete list is as follows: Amberol records—"Evening News Waltz" (Ivan Maclean), Alhambra Orchestra; "When Father Papered the Parlor" (Barnes and Weston), Billy Williams; "For Old Times Sake" (Charles Osborn), Vincent Hards; "The Toilers" (Piccolomini), Peter Dawson; "Cock-a-Doodle-Do in the Morning" (Harrington and Neal), Miss Florrie Forde; "The Girls I've Left Behind Me" (R. Penso), Stanley Kirkby; "I Have to Go 'Round to the Sergeant," Arthur Osmond; "Introduce Me to the Lady" (R. Penso), Jack Charman; "No

Wonder I Look Jolly" (Murphy and Lipton), George Formby; selection from "The Gondoliers" (A. Sullivan), National Military Band; "Young American Polka" (J. Levy), xylophone solo, Charles Daab; "Bonnie Doon" ("Ye Banks and Braes") (James Miller), Miss Marie Narelle; "Triumphal March" (K. L. King), New York Military Band; "Song Bird," intermezzo (H. Alfred) (Bells solo), Charles Daab; "Rainbow" (P. Wenrich), Miss Ada Jones and Billy Murray; "What a Friend We Have in Jesus" (C. C. Converse), Edison Mixed Quartette; "Spinning Song" (H. Litloff), piano solo, Karel Bondam; and "The Bridge," Knickerbocker Quartet. Standard records—"The Red Dragoons" march (E. Adams), National Military Band; "I've Found Kelly" (W. Hargreaves), Billy Williams; "You Wish Me to Forget You" (R. Donnelly), Ernest Pike; "Maggie Ryan from Dublin Town" (Harrington, Lane and Neal), Stanley Kirkby; "I'm Henry the Eighth, I Am" (Murray and Weston), Arthur Osmond; "Temptation Rag" (H. Lodge), New York Military Band, and "Beautiful Garden of Roses" (J. C. Schmid), Arthur C. Clough and chorus.

Gramophone Co.'s Advice to Dealers.

In the course of one of their many interesting letters to the trade they have this to say: "The year 1911 is going to be a boom year for 'His Master's Voice,' but we cannot reap the full benefit of the boom by sitting still. We must go out and meet it together, and it is the energetic dealer who realizes this and takes such opportunities as the present list gives who will reap the biggest harvest. Our coronation advertising and big summer scheme will start in May, and full notice will be given in due course," etc. With such publicity and helpful assistance as now given by the Gramophone Co., it would almost seem impossible for dealers to sit still; yet there are those who, while they get the inquiry benefits of this publicity expenditure, need to be constantly reminded of the necessity to follow-up prospects. Doesn't seem true, but it is some consolation to know that this

class of dealer is in the minority, at any rate as far as it affects Gramophone traders.

Megaphone Telephones.

A mysterious deep-toned voice, which might have belonged to an invisible giant (says a daily paper) startled passengers waiting for tramway cars at the Embankment. It gave uncanny directions from the roof as to seating capacity of approaching cars. The voice represents the latest in the use of megaphone-telephones. An inspector two or three hundred yards away from the queue station makes announcement as to seating capacity and destination of the cars, through a telephone which has its reproducing power intensified by special device, and yet again magnified by the megaphone fitted in the roof of the queue station.

Resigns His Position.

At the moment of going to press we have been given to understand that A. Balcombe has resigned his position as manager of the musical instrument and talking machine departments of Barnett Samuel & Sons, Ltd., with which firm he has been honorably connected for the past twenty-one years. It is Mr. Balcombe's intention to associate himself with O. Ruhl, Ltd., of 77 City Road, this city, sole agents for Beka records and Lindstrom disc machines.

Edison-Bell Velvet Faced Records.

The building up of the Edison-Bell velvet face record repertoire is proceeding apace, the complete list now consisting of about 130 titles. All are picked gems covering every phase of music. The violin solos are especially fine and sound to great advantage by reason of the velvety surface practically eliminating all harsh needle scratch. In the matter of bands and orchestras the list is rich, and it would be difficult to find a more select combination of musicians than that gathered together under the style of King Edward's Horse. A number of the latest issues have reached me from J. E. Hough, Ltd., and I find them particularly attractive from every point of view. Characterized by a clean, smooth surface, splendid recording, and

ROYAL APPRECIATION

"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 KHEMIVE OF EGYPT



To T. M. the KING and QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. M. the SHAH OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD, LONDON

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

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



ENGLAND'S LARGEST FACTORS!

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

EXCELSIOR

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

INDESTRUCTIBLE PHONOGRAPHIC RECORDS

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

Telegrams "Putiel London,"

Special shipping terms.

TOURNAPHONES

The Ideal Disc Machines
27 distinct models, from 11/9 to £12/12 retail.

PETMECKY MULTI-TONE NEEDLES

The finest needles made. We also control the Angelus Duplex Tone, Invincible Bull Nose and Tournaphone needles. Catalogues and samples mailed free.

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

popular titles embracing topical, sentimental and classical selections, these V. F. records indicate marked progress in that strenuous fight for perfection with which all record manufacturers have to contend. The following figure in recent lists: "Once Again" and "Eily Mavourneen," both sympathetically rendered by Miss Ruby Helder; "I Am the King of Spain" (duet from "Maritana") and "Solenne in Quest'ora" (from "The Force of Destiny"), sung by Messrs. Virgo and Carr, whose voices blend to perfection in these two popular duets; "Jewel Song" ("Faust") and "Romanza" (Cavalleria Rusticana), well sung by Miss Elda May; "Bill Adams" (humorous recitation), and "The Whistling Stammerer," by G. H. Swazelle, the well-known raconteur, who has told these stories to the late and present king; "In Sympathy," by Wilson Pembroke, and "She Is Far from the Land," by T. Kinniburgh, is a treat to listen to; and "I'll Sing Thee Songs of Araby" and "Thora," both pleasingly rendered by R. Evans (tenor). And here are some picked titles from the list of Edison-Bell gramophone discs: "Kitty Dear" and "Meet Me To-night in Dreamland," by Stanley Kirkby; "Yiddle on Your Fiddle, Play Some Ragtime," Stanley Kirkby, and "Lena Schmidt," F. Miller; "Torchlight Parade" (banjo solo), and "Queen of the Burlesque," Olly Oakley; "The Darkey's Awakening" and "Sweet Jessamine" (banjo solos), by Olly Oakley; "Standard Bread," A. Willis, and "T-r-o-u-b-l-e," Jack Charman; and "Quaker Girl" (selection), and "Waltz" from "Quaker Girl," by Court Orchestra.

An Effective Production.

The new 1911-12 catalog of "Partolophon" disc machines, just issued by Carl Lindstrom, of Berlin, is a pleasing and effective production, illustrating their extensive series of ordinary and cabinet types of instruments, and in addition, tone arms and sound boxes. Of the ordinary standard machine there is listed no less than 46 of artistic and varied designs at prices within the reach of all. Very handsome, too, are some of the hornless machines, catalogued to the number of 10. It would be difficult, indeed, to find words of praise to describe the beauty and taste centered in the designs of the eight interior-horn cabinet instruments. All are of a most pleasing appearance and represent perfection of workmanship to a high degree. In other sections of the catalog there are displayed a goodly series of motors of varying strengths, and all of the utmost reliability, and traders' requirements in the direction of tone arms and sound boxes are fully catered to.

The Registration of Firms Bill.

Under this bill every firm carrying on business in the United Kingdom, under a trade name which does not consist of the names of the partners, will be called upon to register the full name, usual residence, and other occupation (if any) of the person or persons concerned.

Firms having branches abroad must give the name of any foreign partner, and all changes of partnership, or in titles, will have to be registered. Failure to notify these requirements within a specified time will render the parties liable to a fine of £1 for every day it is delayed; and failure to

register at all will render them liable to two years' imprisonment, with or without hard labor!

Late Twin Record Hits.

The Twin Record Co. have issued five more screamingly funny songs (on three records) by the one and only Billy Williams. The titles are: "Mrs. B." and "There's Something Nice About a Girl"; "You're the One" and "Chanticleer," and "Let's Go Where the 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 won't; he's got an invitation from His Majesty for 12 months at any rate.

Communicating with a Moving Train.

H. Von Kramer, a Birmingham engineer, has devised a wonderful system whereby it is possible to get into direct telephonic communication with a moving train. The idea consists of two large frames of electric wires fixed round the railway coach below the footboards, and at a convenient distance from the line, is laid a wire, either underground or fixed on low posts, which is connected up with signal boxes and stations, and so with the ordinary telegraph and telephone service. When one speaks into the receiver on the train, electric waves in the frame induce waves in the earth wire, which reproduce the message. Conversely, messages on the earth wire are picked up by the train, and it is even possible for two moving trains to communicate with each other. It should prove a great factor in preventing collisions. An experimental stretch of line was completed with the system and recently inaugurated by Miss Marie Corelli. It turned out a great success.

Columbia Grand Opera Records Popular.

Dealers are reaping a golden harvest in the sales of the Columbia new series of grand opera records as a direct result of liberal advertising indulged in recently by the company, not to mention the wonderful value centered in the records themselves. Judging by the big spaces now running in such newspapers as the *Telegraph*, *Mail*, *Mirror*, etc., and in the weeklies, the Columbia company show ample proof that advertising is to be regarded more in the light of investment than speculation, even at this particular time. That food products well advertised mean profitable business is a fact worthy of the attention of those talking

machine firms who regard it as practically useless to spend money now. We may be at the fag end of the season, but there is yet plenty of trade going, and the man who advertises will certainly get the most.

H. M. King George Becomes a Patron.

His Majesty King George has been pleased to become a patron of the International Musical Congress, which is to be held in London this month.

Canada's New Copyright Bill.

According to the proposals embodied in Canada's new copyright bill, a somewhat serious state of affairs is revealed. Hitherto the copyrighting of a work in the United Kingdom automatically applied to the whole British Empire, but Canada has now decided that every work, to be secure against piracy, will not only have to be registered, but also set up and printed in the Dominion. This applies to charts, maps, books, musical compositions, designs, prints and photographs, records and perforated rolls. And further, publications in Canada and any other country must be simultaneous to secure copyright; that is, if the time between registration in either country does not exceed 14 days. If this means, as it certainly would seem, that a record cannot be sold in Canada unless made there, without liability of infringement or duplication, it must seriously affect the exports of those foreign manufacturers whose trade is not of sufficient proportion to warrant the establishment of a manufactory there.

International Music Trade Exhibition.

The proposed International Music Trades' Exhibition, to be held at the Royal Agricultural Hall, London, Aug. 14 to 19, bids fair to prove a most successful undertaking. Apart from the large pianoforte firms, the talking machine industry will be influentially represented by the Gramophone Co., Columbia Phonograph Co., and Pathe Frères, but there is ample space for other concerns, who will find this a splendid opportunity to increase their business connections with the hundreds of dealer-visitors expected. Owing to the many attractions during that month, London will be the venue of thousands of traders from all parts of the world, and a big attendance at the exhibition is a foregone conclusion. All particulars may be obtained from F. W. Bridges, 119 Finsbury Pavement, London, E. C.

Mme. Cavaliere to Columbia Co.

Madame Cavaliere, the great international soprano, has written to the Columbia Co. a glowing testimonial concerning the records she made in the Columbia Grand Opera series. Her letter runs as follows: "I have just heard samples of the rec-



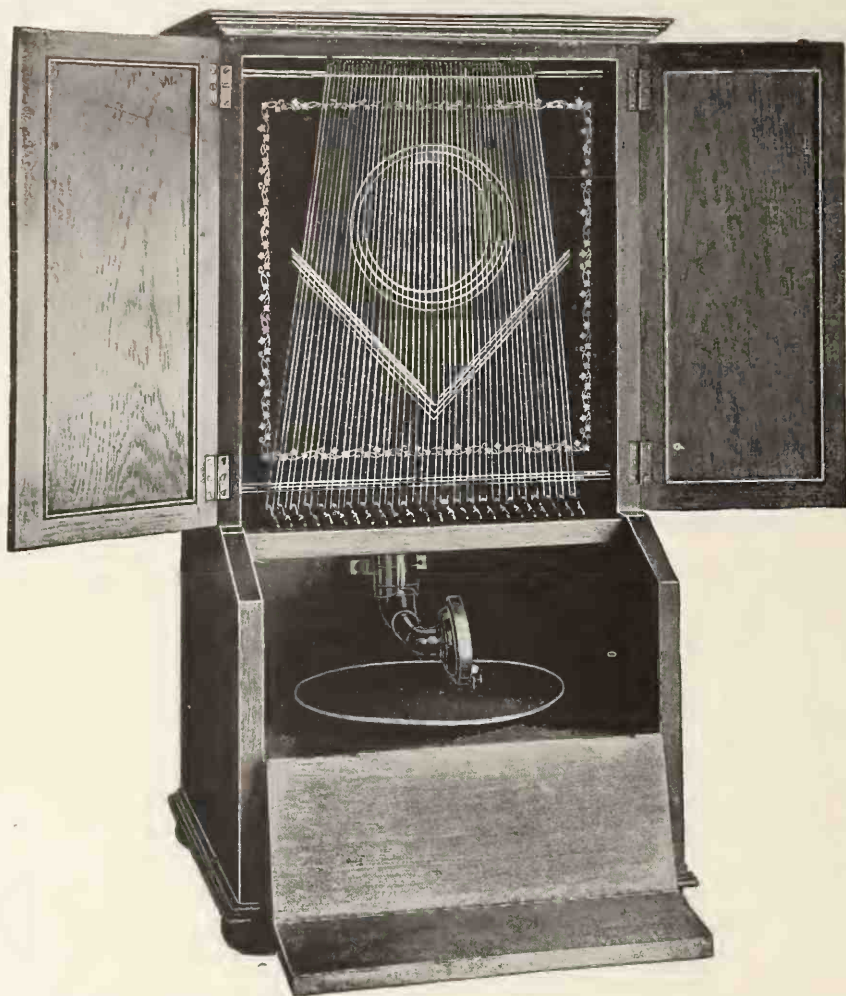
The FLEX Patent DIAPHRAGM

LOUD SPEAKING

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

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

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This
Is
A
Genuine
Klingsor

KLINGSOR THE ONLY MUSICAL TALKING MACHINE

Beware of cheap and spurious imitations and make sure it is a *Klingsor* you get. Don't be deceived by similar outside appearance of other *Cabinet Machines*

Owing to our patented double soundboard with piano strings the *Reproduction* of our *Klingsor Machines* is *Natural, Sweet, Mellow and Pleasant*

NO HARSH OR TINNY MUSIC

Klingsor Records are better than most, but second to none

KLINGSOR WORKS, 22-24 TABERNACLE ST.
 LONDON, E. C., ENGLAND

CABLES: DEFIATORY, LONDON

FROM OUR LONDON HEADQUARTERS—(Continued.)

ords I recently made in your laboratory, and am charmed to find that you have succeeded in obtaining such accurate, natural and altogether life-like reproduction of my work. It gratifies me to know that my friends will have an opportunity to hear me on Columbia records hereafter."

Some Noted Columbia Records.

Played by Prince's Grand Concert Band, the famous "William Tell" overture is recorded complete on two 12-inch Columbia records, and other interesting issues in this month's list are: "Will

o' th' Wisp, piccolo solo by Albert Fransella, and "The Carnival of Venice," flute solo by the same artist; "Sabbath Morning on Parade," and "Our Bluejackets—Naval Patrol," by the Band of H. M. Scots Guard; "Yiddle on Your Fiddle," and "You Want to Go to Tokio," by Chas. Holland; "I Fear No Foe" and "Thy Sentinel Am I," by Bernard Dudley, and "If with All Your Hearts" and "Then Shall the Righteous Shine Forth," from "Elijah," both beautifully rendered by Walter Wheatley, in a masterly way.

BRITISH RECORD MANUFACTURERS SEEK PROTECTION.

Meet and Take Steps to Have Stringent Clauses in New Copyright Modified—Strong Resolutions Passed—General Confusion Evident—Sidney Buxton Promises Assistance.

(Special to the Talking Machine World.)

London, Eng., May 5, 1911.

Talking machine traders throughout the world will find the latest developments in regard to the copyright bill of great interest. It has passed the first and second reading in Parliament and is now under discussion for amendment of certain clauses by a committee appointed by the government. In effect the bill differs very widely from the act of last year, which, as our readers are doubtless aware, fell through automatically with the dissolution of the old Parliament last December. Indeed, the provisions of the act as at present published are much more drastic. Whereas originally the clauses dealing with copyright as applied to records and perforated rolls, expressly and unconditionally withheld from authors any claims of a retroactive nature, the present bill provides that "where any person has, before July 26, 1910, taken any action by which he has incurred any expenditure or liability in connection with the reproduction or performance of any work in a manner which at the time was lawful, nothing shall diminish or prejudice any rights or interest arising from or in connection with such action which are subsisting and valuable at the said date, unless the person who by virtue of this section becomes entitled to restrain such reproduction or performance agrees to pay such compensation as, failing agreement, may be determined by arbitration." In other words, for all practical purposes the present act is retrospective in so far as, and providing that the copyright owner is willing to pay the costs entailed in the mechanical reproduction of his composition, he is vested with the right to call for a reckoning-up with all of the record makers who may have issued prior to July, 1910, any record of such composition. Apart from its actuality, the operation of this clause is likely to entail endless confusion and complication of interests between the parties concerned and if any one clause calls for amendment it is this.

New Copyright Act in Force July, 1912.

The Grand Committee began their consideration of the act on April 28, and according to present intention they will sit every Tuesday and Thursday until the bill is finished. After discussion of matters not particularly relevant to this industry, Mr. Rawlinson, K.C., moved to omit the paragraph which enacted that copyright should include the sole right "in the case of a literary, dramatic or musical work, to make any record, perforated roll, cinematograph film, or other contrivance by means of which the work may be mechanically performed or delivered." He explained that his object was to direct attention to the case of those people who made rolls for musical instruments and records for gramophones and similar instruments of torture (laughter). If the clause passed in its present form, people who had put their money into the industry would lose it. The clause was an absolute departure from the present law, and exceptional treatment was due to an industry which had grown up under the existing law. He had therefore put down amendments, which would come at a later part of the bill, to provide for compulsory licenses, as in Germany, Russia and the United States, and to prevent the bill from being retrospective in this matter. Mr. Buxton, president of the Board of Trade, who has charge of the bill,

said "it placed the composer in exactly the same position as any other author, but he admitted that there was a good deal to be said on both sides of this question. He suggested, however, that the best way to raise the subject would be by means of a new clause." Sir H. Craik said he had never heard a lawyer advance a weaker argument for a departure from law than that robbery had been committed in the past. These people had taken what they had no right to take. "No!") At any rate, they had no moral right. Croydon Marks, M.P., Mr. Edison's attorney here, reminded the committee that the clause gave record makers protection from piracy, from which the industry suffered at the present time. Mr. Buxton said he did not share the fear that the bill would place any burden on an industry which had grown up and which had produced a large amount of employment and pleasure. The government were prepared to give very careful consideration to the question, and he hoped the sub-section would be passed on the understanding that the matter would be raised later. Mr. Rawlinson thereupon withdrew his amendment.

An Important Trade Meeting.

Wednesday, April 26, was a momentous day in the history of the talking machine trade, for it signaled an important and thoroughly representative meeting of record manufacturers at the offices of the Gramophone Co., Ltd., to discuss the steps which had been taken for the protection of their interests, and to appoint a deputation to wait upon the president of the Board of Trade, who had consented to receive it. J. D. Robertson, of the Gramophone Co., was voted to the chair, and apart from representatives of the perforated roll trade, the following members of talking machine firms were present: S. W. Dixon and J. D. Robertson, Gramophone Co., Ltd.; Louis Sterling and James Van Allen Shields, Columbia Phonograph Co., Ltd.; J. E. Hough, J. E. Hough, Ltd.; Croydon Marks, M.P., National Phonograph Co., Ltd.; Max Samuel, Barnett Samuel & Sons, Ltd.; O. Ruhl, Beka Record Co.; H. Heyder and A. Vischer, Klingsor Works; Fonotipia Co., Ltd.; E. Sommerfeld, Favorite Record Co.; Messrs. Craies and Stavridi, S. P. Turner, Pathé Frères, Ltd.; George Murdoch, John G. Murdoch & Co., Ltd.; J. Dow, Mr. Herzog, New Polyphon Supply Co., Ltd.; J. Broad, Mr. Barrand, Dacapo Record Co., Ltd.; and Messrs. Auerbach and Frenckel, English Record Co., Ltd.

Croydon Marks' resolution, "That no copyright should be conferred upon any work published at the date of the passing of the act," was carried unanimously. A further proposal by the same gentleman to the effect "that compulsory license should be procurable by all at any time, on equal and equitable rates, and that in arriving at the rates there should be no discrimination between manufacturers, and regard should be had to the artists

engaged and the cost of the reproduction." Secured by Mr. Shields, of the Columbia Co., this second resolution was also carried unanimously.

A resolution of approval of the measures which had been taken for the protection of public rights in the bill now before Parliament was passed by the meeting.

It was agreed that Mr. Broad should be spokesman for the deputation, which consisted of Mr. Robertson, Gramophone Co., Ltd.; Mr. Sterling, Columbia Co.; Mr. Hough, J. E. Hough, Ltd.; Sir Herbert Marshall, Sir Herbert Marshall & Sons, Ltd.; Mr. Klaber, Perforated Music Roll Co., Ltd., and Mr. Mason, Orchestrelle Co., Ltd. The meeting finally closed with a hearty vote of thanks to the Gramophone Co. and to the chairman, Mr. Robertson, for their praiseworthy efforts on behalf of the whole industry.

Later.—News is to hand that the deputation was received by Sidney Buxton, May 2, who expressed his sympathy with the mechanical instrument trade, and promised that the matters brought under his notice should receive careful consideration.

What Mr. Hall Caine Thinks!

The eminent novelist, Hall Caine, writing in the London Daily Telegraph, under date April 28, says: "I have been present, for the first time, today, at a sitting of a Grand Committee of the House of Commons, and I am afraid I must say that it has seemed to me a fearful and wonderful thing." After criticizing the mental confusion apparent with some of the speakers, he continues:

Musical Records.

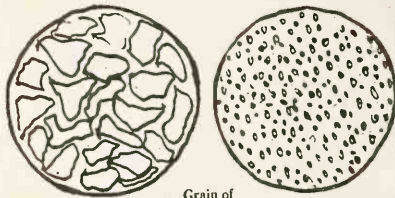
"A still more glaring illustration of confusion of thought came to us during another solid half-hour which was devoted to musical records. It was objected, to the provisions protecting composers from the reproduction of their songs, that (a) a great industry had grown up in the manufacture of unauthorized records of various kinds, and therefore legislation ratifying copyright in songs might ruin large vested interests unless limited by a compulsory license; and (b) that, as the mechanical inventions which made records possible were not created or contemplated by the composers, the composers had really no right to profit by the results.

"Was ever confusion worse confounded? The fact that a great industry had grown up in the absence of law by taking property which has not been paid for is the most illogical of all possible arguments why we should continue to allow property to be confiscated, or dealt with outside the owner's control. A mechanical invention does not exist for itself, but for the music it is intended to reproduce. It is not the Pianola as a machine that I want in my house, but Elgar, whose works it can interpret. Therefore, the composer, being the prime factor in the enterprise, is the first party the law ought to protect. Yet, as the law now stands, I pay the inventor, the cabinetmaker, the shopkeeper, and the agent, but I do not pay the one man without whose work the work of all the others is useless. With what clarity of mind or honest exercise of the moral sense can members of Parliament pretend that they are protecting copyright while they are doing their best to dig the grave of it?

"But, indeed, the last, and strongest, and most painful of the impressions made upon my mind by to-day's first meeting of the Copyright Committee was just this impression of the absence of the moral sense. For instance, it was said (I think without protest) that, inasmuch as mechanical musical inventions had brought happiness into the homes of vast masses of the people, they ought not to be disturbed, or, if touched at all, they ought to be tenderly protected against the encroachments

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

Don't Buy Needles That Damage Records



Bad Needles Cleopatra Needles

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

Consequence:

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

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

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

Sole Distributor

H. R. H. NICHOLAS

258 Broadway, Room 615
NEW YORK

of the people who are trying to create new vested interests. Think of that! Because the gramophone is a pleasure to me, I am not to pay for it—that is to say, the essential part of it, the music of it. I am to steal that part, and the law is to help me in the stealing of it!

"Why will not honest people be honest with themselves? Either they have the right to take the work of the author and composer without paying for it, or they have no right to do so, and ought to be told to keep hands off."

STATEMENT FROM KLINGSOR WORKS

London, Eng., April 25, 1911.

Editor Talking Machine World, New York City, N. Y.:

Dear Sir—Owing to some of our competitors having bought some of our Klingsor type of cabinets from our furniture manufacturers and ad-

vertised same under various names similar to those of our Klingsor models, we shall feel obliged if you will kindly make a distinct statement in your next issue of *The Talking Machine World* which will make it clear to all intending buyers that although our competitors are using some of our cabinets for their machines similar to ours, they will not be able to make our Klingsor patents, which give our machine the qualities which are so appreciated, namely, a natural and clear reproduction, mellow and sweet music, pleasant to listen to and which does away with harsh and tinny music. For this reason the Klingsor remains the only musical talking machine. Intending buyers should insist on seeing our registered name, Klingsor, which is cast into our double soundboard. We remain, dear sir,

Yours faithfully,

KLINGSOR WORKS.

THE ACOUSTICON IN CONGRESS.

Its Value in Magnifying Sound Makes It of Great Value When Used in Connection with the Telephone—How the Modern Legislative Chamber May Be Equipped.

(Special to *The Talking Machine World*.)

Washington, D. C., May 9, 1911.

The little black metal disc standing upright on Speaker Clark's desk in the House of Representatives is not, as a recent French visitor thought, a target at which Western and Southern member might practise gunplay, but an acousticon, a truly remarkable device which the superintendent of the Capitol has been giving a thorough trial.

The acousticon is a sound magnifier, and to it is attached a copper cable. Connecting with this cable are ordinary telephone wires, the number of which may be practically unlimited, which connect in turn with ordinary telephone receivers. It is the intention of the Capitol authorities to place one of these receivers in every committee room and office in the building, and in every office of the new Congressional office building, when that is completed. When this system is in working order, if a member does not wish to get in before the Chaplain's prayer or the reading of the journal, he may enjoy a cigar in his office until he hears through the receiver the Speaker's voice proclaim that "the gentleman from New York is recognized for five minutes," when, if he desires, he can proceed to the floor, or, if the particular bill under discussion is of no interest to him, remain where he is until something else comes up. No matter in what part of the chamber a speaker is standing, the acousticon transmits his words faithfully, and the man at the receiver can hear with as much distinctness as though he stood at the Speaker's desk. Whether the speaker's voice is raised to a shout or lowered to a whisper does not interfere with the clearness of the transmission.

It is even thought, though the trials so far have not actually been carried to that length, that the acousticon wire might be connected with an ordinary long-distance telephone, so that a member in Chicago or New York could sit in his library and listen to the remarks of his colleagues upon the floor of the House in Washington.

The value and convenience of the device is undoubtable, and would greatly facilitate the conduct of business. Should no quorum be present the Speaker need merely remark, "All gentlemen at receivers will please come upon the floor," and, as if by magic, the wheels of legislation can in a few moments be set going. In fact, one enthusiastic member sees no reason why two of the instruments might not be placed in operation, one working each way. In the House chamber would be placed a receiver in the form of a large megaphone, from which would issue the tuneful quotations of poetic members or the reverberating tones of the deep voiced, to be caught up by the acousticon upon the Speaker's desk and distributed impartially among the members listening at their receivers in Buffalo, Carson City, Canton, or Mobile. Thus would be eliminated the necessity of coming to the Capital City at all.

Timid Senators are also becoming interested in the acousticon. With Tillman and Jeff Davis there, and John Temple Graves looking in, they cannot but reflect upon how much more delightful it would be to sit in a secure committee room, with the door safely bolted, and listen to the sound of the shoutings of the captains, than to be actually upon the field—perhaps trampled beneath the hoofs of their chargers.

Another device of a somewhat similar nature is planned for members' individual offices. By means of the dictograph, as it is called, a member may sit at his desk in one room, or walk up and down the floor, and dictate letters or speeches to a stenographer several rooms removed. When he has finished his dictation he can ring a bell, and the stenographer reads back his notes, the sound being magnified, so that the member may get an idea of how the speech will sound when delivered upon the floor of the House. Should a member wish a conversation to be recorded, without the knowledge of the other party thereto, it is easily accomplished, or if he wishes another member, not privileged to be bodily present at a conference, to hear what is being said, wires connecting at a central switchboard are coupled up, and the thing is accomplished.

But suppose that sometimes some of the people's representatives should forget to ring off connections!

THE TRAVELING MAN.

Some of the Necessary Traits—What He Should Know and How He Should Be Treated.

I have had some experience as a salesman on the road, and have been on intimate terms with many of the best and have picked up some points from them, and in looking them over carefully I notice those who have gone to the front have been men who have been blessed with good health and an even disposition; who never get into a controversy with customers; who never get into politics; who are always pleasant in their manners and who know how to leave a customer just as pleasantly without an order as with one.

Who know enough to get away as soon as they have gotten through with business and keep what they know under their own hats, says a writer in the *Hardware Dealers' Magazine*.

A dealer don't want his orders discussed or shown. The transaction should be confidential. The success of any salesman depends very much on the manufacturer or jobber he represents.

The best possible feelings should exist between them and with perfect confidence in each other.

Will also say in connection with this that the correspondent in the office must be very careful how he writes to a customer, as well as to the salesman. A pleasant letter should be written to them. A word of encouragement goes a long way with a salesman who is far from home and is doing his best, although not getting the results wished for.

Put him in position to make money enough to keep him out of debt. With these conditions existing, nothing short of a panic can keep him from success.

There is as much novel entertainment, as well as plain evidence of recording quality, on the *demonstration* side of the Columbia Demonstration Double-Disc Record, as can be bought for six times 10 cents—and pretty nearly every purchaser of one of them takes pains to prove it to his friends.



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

WORLD WONDERS ECLIPSED

By the Wonderful Inventions Which Are Now in Everyday Use—This Is an Age of Magic and We Hardly Know It.

Several new sets of seven wonders of the world are now in daily use—wireless telegraph and phone, airships, phonography, moving, speaking, pictures, micro-photography, electric furnaces and spectrum analysis. Any one of the seven is greater by far than were the famous seven wonders of all antiquity. And other combinations could be easily formed, says Edgar Lucien Larkin in the American.

One not in this list, the stopping of a passenger train from high speed in a very short time by a distant train dispatcher by wireless transmission of electric waves, is greater in itself than all wrought by Greeks and Romans. Airships, dirigible from a station on the earth, are also greater triumph of mind than any achievement of all Mesopotamians or Egyptians.

The Owens River aqueduct in California is superior to any feat of engineering ever performed, for pyramids, hanging gardens and temples with the ancients were not so magnificent as this water conduit, with its remarkable siphons. Likewise the Panama Canal.

The entire wonders of all ancient times are eclipsed by the mighty works at Niagara Falls.

Photo-microscopy by means of the new Jena glass, ultra-violet light microscopes, has simply opened the corridors of a new, almost infinite, universe—that of the excessively minute. Hitherto unknown objects by literal millions are discovered by means of the new science of microscopy and then photographed. Thus numberless species of bacteria whose existence was not suspected are discovered, photographed on moving picture films, then magnified again and thrown on a screen, where all can peer into the 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 homes, is in sight. A book would be required to even mention the advance in physiology and biology, with the greater advance in the recondite and abstruse studies in mind-properties.

Intensive farming is bringing every foot of land to a point where it produces full capacity. Intensive storekeeping should bring the available public up to its highest purchasing power."

GEO. M. COHAN MAKES RECORDS.

Yankee Doodle Comedian Sings Ten of His Songs for the Victor Talking Machine Co.—Gets Liberal Contract.

It is reported that George M. Cohan, "The Yankee Doodle Comedian," has at last fallen under the spell of the talking machine, for a consideration said to be in the neighborhood of the amount paid Caruso, and has recently made records of ten of his songs for the Victor Talking Machine Co. The records are the first ever made by the comedian, and, it is stated, have proven very satisfactory.

SUCCESS OF NEW ATTACHMENT.

New Fiber Needle Attachment of the Talking Machine Supply Co. Meets with Instant Favor of Trade and Machine Owners—Simple and Effective.

The Talking Machine Supply Co., 400 Fifth avenue, New York, report that their new fiber needle attachment, recently put on the market, is one large success, and that dealers are pushing the attachment for all it is worth. The fiber needle possesses features that appeal to many talking machine owners, and the fact that with the new device, which is simple in operation and meets the situation perfectly, they find it an easy matter to use such needles as their fancy dictates, without being under the necessity of carrying the entire sound-box to the store of the dealer to be fitted for use with fiber needles. The price of the attachment is another factor in its favor. The other specialties of the Talking Machine Supply Co., including their various brands of steel needles of high quality, are also much in demand, and each morning the mail brings in orders of a volume that furnishes a reason for Max Landay's smile.

RECORDS BY DAMROSCH ORCHESTRA.

Thomas A. Edison, Inc., Orange, N. J., recently made a number of records played by the full Damrosch orchestra in New York. The selections are said to be among the finest "instrumentals" ever recorded by Walter H. Miller, manager of the laboratory.

WHAT HE SHOULD KNOW.

After a man has been selling goods for some years he should either know all about human nature, or confess his failure and quit the job. A great salesman, and a manager of other men who sell, shows a shrewd appreciation of the nature of men, when he says: "It should make no difference what objection a man makes to my machine. In one sentence, this is the answer that should be made to him: 'That, my dear sir, is one of the very reasons why you should buy one.' He can't afford to buy. That is the very reason he ought to have one, because, with one of our machines in use, he will make so much more money that his financial condition will be easy. His business is too

small. That is the very reason, because our machine will increase his business. He doesn't believe in new-fangled methods. That is the very reason, because our machine will teach him how much those methods will help him."

BUSINESS KEEPING UP WELL.

Landay Bros. Report a Strong Demand for Victrolas and Red Seal Records—Have Not Received Royal Warrant as Yet.

Landay Bros., the well-known Victor distributors of New York, state that business in their line at the present time is of a very satisfactory volume, and that thus far this year the record for the corresponding months of 1910 has been left well behind. The strongest call is for the various styles of Victrolas and the Red Seal records, and Landay Bros. make a specialty of catering to that class of trade in their well-located Fifth avenue showrooms. The house are somewhat surprised that they have not received a warrant as purveyors of talking machines and records to His Majesty, King George of England, in view of the fact that the members of the English peerage have proven such good patrons.

K. D. BISHOP A VISITOR.

K. D. Bishop, president of the U-S Phonograph Co., Cleveland, O., was in New York last week, calling at the office, 5 and 7 Union Square, and also upon John Kaiser, manager of the recording laboratory, 662 Sixth avenue.

THE REGINA CO.'S NEW QUARTERS.

The Regina Co. will probably get into their new premises, in the Marbridge building, Broadway and 34th street, before June 1. They figured on moving out at Broadway and 17th street today (15th), but the alterations necessary will not be completed in time.

IT HAPPENED IN NEW HAVEN.

There was a young clerk of New Haven,
Who was always a-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."



The Well-Proved Columbia Grafonola "Regent," with drawer extended, showing accessibility of record turn-table.



The Brand-New Columbia Grafonola "Regent Junior," listing at \$150. Same drawer as in the new "Regent."

You have never been able to place a hornless instrument of any make alongside the Columbia Grafonola "Regent" and make a sale on the basis of comparison—there is no substitute for it.

And yet here is this Columbia Grafonola "Regent" improved; the instrument that has had a large share of the \$200 business all to itself.

Heretofore access to the turn-table was obtained by raising a section of the table-top. In the new model this feature is done away with and all the mechanism is contained in the sliding drawer. This new arrangement leaves the table-surface of the instrument free and unobstructed to be used for its legitimate purpose.

Two hundred dollars as always, in Mahogany, (Golden, Fumed or Mission Quartered Oak—straight legs—to order, at no change in price). Circassian walnut, to order, \$250.

It was only natural to expect that further developments of this distinctive type of instrument, which so perfectly combines utility with entertainment, would be brought about.

The Columbia Grafonola "Regent Junior" is a little "Regent," designed to meet that very demand that the Grafonola "Regent" has proved to exist—a demand for a similar musical instrument of the same utility,

Columbia Phonograph Company,

DEALERS WANTED: EXCLUSIVE SELLING RIGHTS GIVEN

Creators of the Talking-Machine Industry. Pioneers and Leaders in the Talking-Machine At-

Choice of mahogany or oak in the Columbia Grafonola "Favorite," and a reminder of the pyramiding demand for the Grafonola "Mignon."



The Columbia Grafonola "Favorite" now has a double door and sells for \$50 in oak or mahogany.



The Columbia Grafonola "Mignon," which is a wonder in its tone, and a winner in its sales.

function and quality, of smaller dimensions and lower price.

Here, true enough, is a Columbia Grafonola "Regent" that will meet the demands of a very distinct class of grade, and at \$150—a price that will be a temptation to any person who has an ear for music and knows its value when he sees it.

The Grafonola "Regent Junior" is a sure introduction to a great deal of new business, much of which has been waiting for the right instrument at the right time.

Don't miss this present opportunity to get a firmer foothold on the high-grade musical instrument business.

The Columbia Grafonola "Regent Junior" is furnished in genuine mahogany. The instrument is well-balanced and substantial, yet the elegant simplicity and gracefulness of the design give the appearance of an instrument of much lighter construction. The table-surface measures 40 inches by 26 1-2 inches and the height is 30 inches.

Any size disc record can be accommodated on the turn-table, which is located in the drawer as in the improved model of the Grafonola "Regent."

A powerful 4-spring motor of standard high-grade Columbia efficiency provides for the running mechanism.

en'l, Tribune Building, New York

WHERE WE ARE NOT ACTIVELY REPRESENTED.

holders of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

METZGER ON ADVERTISING.

The Clever Manager of the Publicity Department of the Columbia Phonograph Co. a Speaker at the Recent Gathering of the Connecticut Piano Dealers in Meriden, Conn.—His Helpful Suggestions Appreciated.

George P. Metzger, manager of the advertising and general publicity department of the Columbia Phonograph Co., New York, in the course of a few impromptu remarks on advertising before the fifth annual convention of the Connecticut Piano Dealers' Association, in Meriden, Conn., April 21, said in part:

"Advertising, so far as piano dealers handling talking machines are concerned, may be divided into four headings: Newspaper advertising, window advertising, store service and canvassing. During the course of his remarks Mr. Metzger outlined the scope and possibilities of newspaper advertising for telling the public a straight story about the goods that the dealer had to offer.

He illustrated by saying that Mary Garden was hard to capture, but now that the Columbia Co. had done the trick dealers should make capital out of the chance of selling records reproducing the voice of this favorite opera star. If the endorsement of a piano by Mary Garden or Lillian Nordica or Olive Fremstadt is supposed to give prestige to a piano, what piano dealer would deny that records of the living voices of those 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 warehouses, Mr. Metzger made it clear that they were invaluable in locating prospects. He declared that there are thousands of unknown prospects. "I live in a nice house in Stamford, Conn," he said. "No one has ever asked me if I own a piano, or if I want one. So far as I know my neighbors have also been unsolicited. Stamford is not different from other communities. There must be thousands who could be interested in pianos if approached properly. Likewise talking machines. It takes the average man quite a while to earn a dollar and much longer to save it, and it requires a whole lot of conviction and personal influence and human contact and faith and interest to get him to reach down and haul it out and hand it over for music."

The speaker laid particular stress upon the value of attractive window display, which he said was the most direct and effective way of getting customers into the store, and cited several examples where this method had been productive of great benefit to the dealer. Further, window dis-

plays often are neglected, but there was such a thing as paying too much attention to the window and too little to other features.

"Doubtless you dealers remember what Mr. Dooley said about a certain prominent personage," observed Mr. Metzger. "He described him as being like a great, fine house with a grand staircase at the front entrance. You go up this staircase, open the great, big front door, and find yourself in the backyard. The said prominent personage is typical of some stores in every town in the country. You drift along the sidewalk and you are stopped by an attractive store front—brilliantly polished plate glass, convincing display of goods inside the window, everything as it should be about the entrance. You step inside and the contrast is startling. Every ounce of influence that the front of the store could be made to exert has been effective. But inside the door you feel that most of the salesmanship is out in front.

"The next process in the making of sales seems to be lacking. The salesman may be courteous and obliging—entirely ready to sell you what you want, after you find out; but no positive effort is made to sell you the thing you may have come in after—not to mention something else in addition, which you likely enough would want if you were reminded of it. No customer ever wants a salesman to get pestiferous. It is true enough that a good many customers do not want the salesman to offer them anything except what they ask for. But if it is done in the right way they will not take offense; and I honestly believe," remarked the epigrammatic advertising manager, "every salesman in this business ought to take it home to himself that two-thirds of the people who come into the store and say what they want can be made to want a good deal more. All they want is to be shown, like the time-honored individual from Missouri."

In conclusion Mr. Metzger pointed out the various avenues through which the dealer might extend the influence of his business, notably that of direct canvass, a method, in his opinion, seldom fully taken advantage of. The address was attentively listened to and subsequently Mr. Metzger was warmly congratulated for his sage advice and suggestions.

COLUMBIA CO. BRIEFLETS.

The Columbia Phonograph Co., General, have notified the trade as follows: "On our July list we have a 65c. 10-inch double-disc record—A1010—listing on one side a duet by Jones and Van Brunt, 'All Alone,' and on the other side a solo by Arthur Collins, 'In the Land of Harmony.' We understand both of these selections are popular at the present time, and in order to get the full benefit from them we have decided to place them

on sale immediately." At the same time the firm announced 18 10-inch double-disc records in Swedish and Finnish to go on sale immediately. These records will be included in their next foreign catalog. No notice will be sent to dealers direct.

The company further add: "On account of the present popularity of music from 'The Pink Lady,' you are authorized to put on sale immediately record A1008. This record is a 10-inch Blue Label (75c.), will appear on our July supplement, and contains on one side the waltz song from 'The Pink Lady,' 'My Beautiful Lady,' soprano solo by Idelle Patterson, with orchestra accompaniment. On the other side is 'Fairy Moon,' sung by Columbia Male Quartet, orchestra accompaniment." Dealers have not been notified of this action by the executive office.

TRADE IN DETROIT RATHER QUIET.

But the First Four Months as a Whole Makes an Excellent Showing—Higher Priced Machines and Records in Demand—Columbia Phonograph Co. Open New Quarters—Doran Phonograph Co. Will Remove.

(Special to The Talking Machine World.)

Detroit, Mich., May 9, 1911.

The talking machine business in Detroit is undergoing a slight lull just now, after an unusually heavy business in the first four months of the year. No one visiting the stores would suspect that it was a lull, however, if he was not so informed, for everyone on the job is so busy that an interviewer has to take his talks piecemeal, between sales.

The business is running more and more to the highest-priced machines. "A few years ago," said the manager of the talking machine department of Grinnell Bros., "we used to think we had done a pretty good bit of work if we sold a \$50 outfit. Now we feel that to dispose of a \$50 machine is hardly worth while. Most of the sales are of outfits ranging from \$100 to \$225."

The managers of other stores gave like testimony. There is a good reason, they think, in the fact that people are realizing that a good machine will play a low-priced record in faultless style, while a cheap machine will not play even the costly records just right. Also, it is becoming a patent fact that "best" in the talking machine business means more than "best" in almost anything else. A talking machine furnishes vocal and instrumental music; music depends as much on the rendition as on the composition. If the rendition is not the best, the music is not liked, at least by people of musical talents. The highest-priced machines play the records best—hence the demand for the best talking machines.

The Detroit branch of the Columbia Phonograph Co. has moved into its new quarters, 114 Broadway, and just about the time this is going to press will be holding a formal opening. This week Manager Johns and his staff are working like—like—most anything strenuous, getting the new store into shape. It is in the brand-new building the other half of which is occupied by the Starr Piano Co. Manager Johns stated that the April business of the company was bigger than that of March, and considerably bigger than that of April a year ago. President E. D. Easton, of the Columbia Co., stopped in the city on his way home from a Western trip and inspected the new store.

The Doran Phonograph Co. are going to move, instead of taking the floor above the present location on Michigan avenue and making a two-story business of it. They already had begun the alterations necessary to the enlargement when they discovered a larger and better located store available for their purposes and changed their plans. They do not say where the new store is, for they have not quite completed negotiations for it, but are pretty well satisfied that the deal will go through.

The most provoking man to have in charge of your work is the man who knows how to do his work right and then doesn't do it. Where a man is ignorant, you can teach him, but where a man knows and then neglects to do his work right, he is a pretty hard case.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"
Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c., 300; 75c., 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"
REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE OR RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special prices to Jobbers and Dealers. Write now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

TIMELY TALKS ON TIMELY TOPICS

At times The World has referred to the extraordinary business transacted by the Victor Talking Machine Co., and once in a while quoted figures regarding the wonderful total of the orders unfilled. In this respect the statement made by H. C. Brown, manager of the advertising department of the company, in his address on "Creative Advertising," delivered before the New York Piano Manufacturers' Association recently, is in point. The World has taken occasion, without official figures at hand, to say that the company were 10,000 Victrolas behind on orders. The true state of affairs appears to be, according to Mr. Brown, who is certainly in a position to know, that the unfilled machine orders for the entire world is 170,000, and of these 70,000 are Victrolas. It seems less than a year when Louis F. Geissler, general manager of the company, said the Victor Co. were laboring under a shortage of 84,000 machines of all kinds. The latest report is therefore significant of the marvelous growth of this great company, and they are to be congratulated, not only upon their foresight in following methods that have gained them the confidence of the public, but also upon the finish and quality of their product, which, after all, contributes greatly to their strength and makes their position so impregnable. Further details in support of this opinion would be superfluous.

It cannot be gainsaid that the question of quality as against quantity is a prime factor in the talking machine trade, at least in this country. The American manufacturers have long since learned the truth of this observation by actual experience. Besides the matter of patents protecting domestic genius and products, the introduction of foreign goods, attempted at various times and under conditions that were looked upon askance at times, has never appealed to dealers here in a convincing way. A record is probably a record everywhere; but when it comes down to the final analysis it is only the product that is fully understood and is appreciated by the people at large which commands the market. In this respect one country is like an-

THE POWER OF MUSIC.

Still Another Field Awaits the Invasion of the Talking Machine Dealer.

"The pen is mightier than the sword," is a well-known quotation, and "The talking machine is mightier than chains and shackles; more powerful than red-hot irons," is a saying soon to become as popular as its famous predecessor.

The charm of music has been known to man for centuries, but not until very recently has it been demonstrated conclusively and put to a practical use. The insane asylums of to-day use music to calm the shattered minds of their patients and find it eminently successful, even in the most violent cases. There is something so soothing in the sweet mingling of sounds that the poor maniac in the very midst of his raving cannot resist its subtle influence, and becomes as docile as a child. The padded cell and the straightjacket are no longer a part of the institution which has experimented with music along the lines above described and made it a part of its system.

Menageries, trained animal shows, and zoological gardens have all found music a humane substitute for the lash and hot iron in the taming of wild beasts and in disciplining them when unruly. Lions are particularly susceptible to music's magic spell. In the case of an incorrigible African lion which belonged to a traveling show, and upon which every ruse known to the intrepid trainer had been tried without success, every experiment seeming to make the savage beast spring more heavily against the yielding bars of his prison, his blood whipped into a very froth with demon-like fury, the circus band was called into the animal tent and stationed before his cage. A low, sad refrain was rendered with great expression, and the effect was instantaneous. The wild leaps grew shorter, the roars

other, and while the American public are great admirers of the magnificent music of the masters, as interpreted and rendered by the famous artists and are liberal buyers of these records, still there is a large trade in so-called popular or folk songs. In other words, foreign makers of records may, if circumstances permit, gain something of a foothold here, but unless they manufacture a product equal to the splendid goods bearing the domestic brand, and known far and wide, their standing will be uncertain, not to say precarious, judging by past performances.

More interest is being manifested in export trade than ever before. This is especially true of connections in Latin America. The manager of a talking machine manufacturers' foreign department, who had been invited to attend a convention of manufacturers apparently eager to establish friendly commercial relations with neighbors of the United States to the south, and say a few words, said subsequently: "I was surprised at the elementary ignorance of the export trade displayed by American merchants and manufacturers who were present. That is to say, they asked if their printed matter should be in the language of the country in which they wished to open a market for their goods! You know, the question has been threshed out for years and years, and the veriest tyro, it seems to me, would know what to say. Then as to packing—another chestnut, by the way—customs conditions and bank exchanges, and peculiarities of the people, naturally may be unknown, and are proper inquiries. But it only goes to show what the average business man here, desirous of cultivating an export trade in that part of the world, knows of what he should know. Generations of mercantile houses in Europe have given these propositions close study, at first hands, and now, when we are eager to enter their profitable markets and gain a foothold, not to say an influential standing, the thought seems to be all this valuable information may be acquired by a 'correspondence course, so to speak.' It makes me tired."

less furious, until at last they ceased entirely and the king of the forest lay down with a huge purr of content completely mastered by the entrancing melody.

Taking these facts into consideration, would it not pay the up-to-date dealer to demonstrate the superiority of the talking machine over the form of music now in vogue at the institutions heretofore mentioned, by showing how any character of melody could be kept constantly on hand at a ridiculously low price. Where a band or orchestra is now engaged a talking machine could be substituted and the difference in the cost of maintenance would be phenomenal.

Every dealer with the "get there" germ in his system is eternally hunting for something new, and when he finds it, he makes it help him in his business. The above is a suggestion for such a dealer.

HOWARD TAYLOR MIDDLETON.

ENTHUSE YOUR CUSTOMERS.

Make every customer that comes into your store feel that his presence, as well as the business that he does with you, is necessary to your success. Enthuse him with cheerfulness and bright prospects for the future, and at all times see that he receives attention and courteous treatment. Gain his confidence and never betray it. Remember that it is the man behind the gun and not the gun that wins the battle.

One man says you have succeeded because you have located at a certain place at the right time. Another says you have succeeded because you have had the opportunity. Abraham Lincoln said: "Don't whine about the lack of opportunity. There are opportunities for every one who is able to convince the world by his industry that he is worthy of success."

Mr. Dealer:

WHY do you lose sales on fibre needles?

Here are two reasons!

1st. THE customer was not aware that the arm on the sound-box must be changed to fit the fibre needle.

2d. THE customer promised to bring the sound-box in to have the arm changed, but either forgot to do so, or had the arm fixed by another dealer.

ALL of the above means loss of profits to YOU.

GET OUR FIBRE NEEDLE ATTACHMENTS FROM YOUR JOBBER AT ONCE, and when your next customer comes in for FIBRE NEEDLES, just say

The Fibre Needle Attachment

is only 50 cents, therefore enabling you to use fibre needles without changing the arm on your sound-box.

IT WILL PAY YOU TO PUSH THE FIBRE NEEDLE ATTACHMENT, as it will mean

IMMEDIATE SALES AND IMMEDIATE PROFITS



The Fibre Needle Attachment.

TAKE NO CHANCES

get some from your Jobber AT ONCE.

Talking Machine Supply Company

400 Fifth Avenue, NEW YORK

IMPORTERS OF HIGH GRADE NEEDLES and Manufacturers of HIGH GRADE REPAIR PARTS for all makes of machines.

(Get our Catalog.)

Get a Columbia Double-Disc Demonstration Record into the hands of a talking-machine owner, and you have invested 10 cents, made a friend, insured a customer, and got your money back!



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

WORKING FACTORY NIGHT AND DAY.

General Manager of the Columbia Phonograph Co. Issues the Order to Keep Machinery Going Without Break.

The general manager of the Columbia Phonograph Co., on April 23, issued the following notice to the trade: "We are pleased to advise you that orders have been issued by our president, on account of the rush of business to which we are unable to keep up, that, beginning with to-day, and for an indefinite period the factory is to be worked both night and day. The business is in a very flourishing condition and we find it necessary to take this action in order to be able to cope with the enormous demand for our product."

Announcement has also been made that the Favorite Grafonola in mahogany, sold heretofore at \$60 list, on and after this month the list price would be \$50, the same as in oak.

H. A. Yerkes, manager of the wholesale department, who returned Monday from a run over the New England territory, reports creating a number of new dealers, and so far as could be ascertained, trade was of the expansion order.

Edward N. Burns, manager of the Columbia Co. export department, now in Europe, going before his scheduled time on May 1, cabled Monday he and his family arrived safely. After attending to a few important matters on the Continent and locating his folks in Switzerland, Mr. Burns will sail from Hamburg to Buenos Ayres, Argentine, S. A., and travel the entire Continent. He will not be back here before September.

The business of the export department has not been curtailed in the City of Mexico, notwithstanding the political upheaval, the magnitude of which dwells largely in the imagination of the resident daily newspaper correspondents. Possibly the data is difficult of verification, but "wireless" advices have it that President Diaz sent around the corner from the palace to R. Cabanas, general manager of the Compania Fonografica Mexicana, for the latest Mary Garden and Fremstad records to while his time and give zest to his otherwise precarious existence, were such a condition possible.

R. F. Bolton, manager of the Columbia Co.'s wholesale distributing agency, 89 Chambers street,

Opportunity to Buy.

Talking Machine Department For Sale.—Invoice about \$4,000 of Victor and Edison Goods in good town of about 30,000 inhabitants in California. Rent reasonable. Easy terms. Address "735," care Talking Machine World, 1 Madison Ave., New York City.

For Sale or Trade.

For Sale or Trade.—50 Ikonograph Parlor Moving Picture Machines. We will accept Edison 2-in. records in trade for all or part. HARGER & BLIST, Des Moines, Iowa.

Wanted.

Competent man to take charge of our Talking Machine Department. We handle Edison and Victor Lines. We are prepared to pay salary or salary and commission or division of profits. Write the LEACH PIANO CO., LTD., Montreal, Que.

New York, on Monday shipped his initial order to the Armstrong Piano Co., 603 Broad street, to their new location in Newark, N. J. The bill footed up \$2,200.

AN ASSET TO THE COMMUNITY.

What the Merchant Owes to the Community
He Lives In—Money Not Always the Best
Thing—An Honorable Business of Great
Value to All.

A man owes to the calling by which he lives the best there is in him; he has no right to lower the standard, nor is it necessary for him to do this in order to satisfy any reasonable desire for gain.

To the merchant yet unborn we are obligated to bestow not only an institution in every way as honorable as the one we fell heir to, and one as much more capable as the advancement of civilization demands, and in doing the best for ourselves.

The first instinct in a man's mind is self-preservation, and the Almighty made it to be a laudable one, says G. W. Porter in the Hardware Dealers' Magazine. Next comes his family and then the community or country in which he lives. Some narrow down to the second; that is, we go no farther than the family. Our interest stops there, and there are a few instances on record where the idea of self-preservation has been so thoroughly rooted and so constantly nourished that it has been known to crowd out every generous impulse that happened to sprout.

These human beings very often make money, but they never make men and they build no monuments other than the one over their dust. They never reason except on a dollar-and-cent basis. The password to their intellect is Money. They

always make the dollar sign when they approach a proposition and they retire with the same sign. Such a man is a detriment to any community beyond the few dollars he is forced to spend in order to gather more from the people therein.

If you interest yourselves in nothing in your locality outside your own store let me ask you in fairness what right have you to expect to excite any interest in others? First, then, before you criticize your community for infidelity to you examine your own disposition. Get right with your people, and then you have some claim, and between you and me it will not long be a secret.

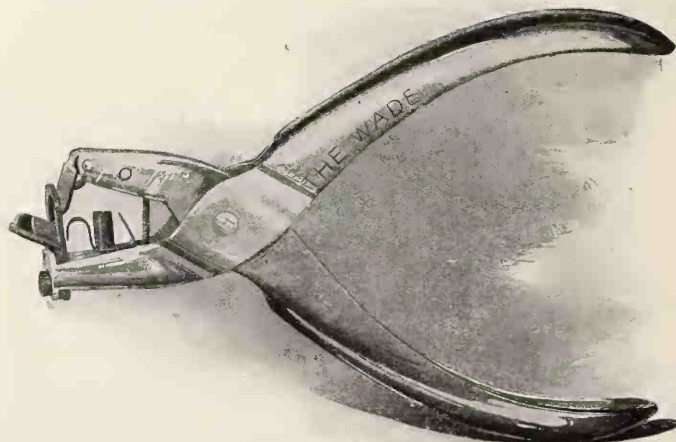
If we are engaged in an honorable business; if properly and honestly conducted, it is an asset to the community. If the value of our lands is based not alone upon what they produce, but also upon the institutions and equipment and facilities necessary to grow, harvest and market the produce; if the size, honesty, capability and wealth of these institutions is but a reflection of like conditions elsewhere in the community, there is no reason except ignorance why this should not be realized, and ignorance can be overcome.

CHARACTER MUST BE MAINTAINED.

"The salesman," says an experienced manager, "should present goods just as they are, not 50 per cent. of the truth nor 125 per cent. of the truth. The character and reputation that means so much to the house must be maintained by the salesman. He is not a free agent, but the personal ambassador of his firm.

The good-fellow racket is overworked. It has value, but it must be remembered that self-interest is the motive that compels a man to sign orders. Show a man how to sell and you have paved the way for him to buy.

THE WADE FIBRE NEEDLE CUTTER



Just Placed on the Market by the Talking Machine Co., Chicago, and described on page 42 of this Issue of the World.

GOOD PHONOGRAPH A TREASURE

Writes Walt Mason, the Famous Poet-Philosopher—Getting the Real Music at Home and in Comfort—A Few of the Terrors of the Theater and Concert Hall Avoided—Good Outfit Never Yet Started a Riot—The Logical Way to Really Enjoy Music.

The smart writers on the big newspapers never miss a chance to say something cunning about phonograph music, which they profess to despise, but a good deal may be said in behalf of that sort of music, writes Walt Mason, the famous poet-philosopher, in the *Emporia* (Kan.) Gazette. When a man owns a good phonograph and a list of good records, he always has a sane and inexpensive entertainment ready to hand. The word "good" should be emphasized in this connection, however, for it is easily possible to obtain a phonograph that will torture a whole neighborhood, and it is this fact which has caused a prejudice against the machine. A man who hears a few tin-panny records played over and over by the folks next door begins to wish he had the toothache for a change.

A good phonograph, playing good music, never yet caused a riot. The man who owns it frequently is requested by his neighbors to leave the windows open, so they can participate in the noise, and nobody ever goes gunning for him. The phonograph habit grows on him, and after a while he'd rather hear a song from the machine than from the original human singer. This fact was illustrated recently when a celebrated chorus appeared in *Emporia*. A local phonograph fan had several records made by that chorus, and enjoyed them. When the organization came to town his wife and other distant relatives insisted that he should go to the concert.

"You enjoy the singing of that outfit through the phonograph so much," they said, "that you should hear the real thing." So he girded his loins and put on his beautiful garments and went to the concert, and had a beastly time. The hall was too hot and he was covered with honest sweat throughout the entertainment. He was surrounded by women who had soaked themselves with perfumery, and who were always whispering or giggling. The seat he occupied was designed by some man who had a grudge against the race and wanted to break as many backs as possible. Moreover, the singers were so homely that it was a trial to look at them. One had no chin, and another wore side whiskers, and several had bad teeth, and they were always bowing and smirking and making themselves ridiculous.

The phonograph fan was sick of the whole disgusting business before the entertainment had been in progress for fifteen minutes, and would have

given \$5 to be at home, but the perfumed women were packed around so close he couldn't get out without stepping on their laps. There was no end to the concert. The singers were anxious to give full value for the money, and they responded to every encore and wailed tiresome songs that made the fan sick at heart. Every time you go to a public entertainment you are exposed to this annoyance. A few people in the audience will like a certain song, and will clap their hands and stamp and scream until it is sung over again. They don't care whether you like it or not, they don't care how many may be bored. Utterly selfish, they kick up their racket until they get what they want, like babies screaming for their rattles.

With a phonograph in the house you escape all such disagreeable experiences. You can hear the best songs without having to look at side whiskers or bad teeth. There is no tiresome bowing, no responding to encores. If a phonograph singer begins a song that you don't like you can shut him off with one motion, and nobody's feelings are hurt. You can sit in your favorite chair, with your feet on the mantel, and have no women packed around you like sardines in a box. Under such conditions you enjoy music, and when you are tired of it you can stop the machine, and beat your wife, and break some furniture and have a good time generally. That the phonograph is abused and ridiculed is largely the fault (?) of the manufacturers. If they would record only good music, and cut out the rag-time monstrosities and the silly talking records, their wonderful machines would enjoy a better reputation, and the policy would pay in the long run.

* * *

[Perhaps Walt Mason overlooks the fact that most manufacturers would prefer to record only the highest class of music, but they aim to supply the market with what is demanded, and popular songs and talking records are good sellers. The manufacturers are not in business for the benefit of their health, nor as musical educators pure and simple.—Ed. T. M. World.]

FREE MOVING PICTURES.

Dr. Leipziger Suggests That Public Lectures Include Them.

A number of the members of the New York public lecture corps got together last week at the Astor to whoop it up for Dr. Henry M. Leipziger, their chief. He was at the speakers' table and heard all the demonstration in his behalf. After he had made his speech some one got up and proposed the Chautauqua salute for the doctor. He got it.

All the speakers joined in praising the New

York system of free public lectures. Dr. Leipziger told of the necessity of educating the adults as well as the younger generation. He favored illustrated lectures and read testimonials from people who had been benefited by some of the 5,400 lectures given during the past year.

He thought that the rivalry of the moving picture shows which were taking many away from the lectures would not last long, especially after moving pictures were added to the lectures, as he proposed they should be.

The other speakers were Justice Isaac Franklin Russel, Egerton L. Winthrop, Jr., and Dr. George W. Knox, of the Union Theological Seminary. Dr. Willis F. Johnson presided.

"RUSH" BUSINESS AT THE EDISON PLANT.

Business at the factory of Thomas A. Edison, Inc., Orange N. J., during the month of April was splendid—far in excess of that of April, 1910; in fact, it was a banner month, and the company are encouraged in the belief that May will be equally as heavy, if, indeed, not heavier. This augurs well for summer business. There was a brisk upward movement among the higher-priced instruments—the special Triumph equipment and the Amberola—and a demand for the modern-priced instruments with Model "O" and "R" equipment. The factory is considerably behind in orders for these reproducers, both as separate instruments and as part of Amberol attachments, and although production has been increased they cannot yet see light. They have managed, however, to supply all jobbers with at least part of their initial orders and expect in a week at the most to entirely cover the trade. The demand for Music Master horns has been very heavy, and the manufacturers have so far been unable to supply the requirements of the Edison trade. Record orders took a tremendous spurt with the announcement of the new record exchange plan, and have been climbing steadily ever since.

Goods and prices are not all that go to make up a successful business. People nowadays like to trade at a store that is up to date in business methods; one that has a system of arranging and displaying goods artistically; a store that has a reputation for being strictly honest and honorable in all its dealings, and a store whose reputation and character stand for something more than dollars and cents.

A bank will help a dealer who has a clean, attractive store much quicker than it will a dealer who doesn't give a tinker's damn whether the store is clean or not.

**The Voice of
the Talking
Machine is
Through the
Diaphragm**

The New Art Diaphragm

MADE IN BOTH FIBRE AND ALUMINUM

is full of holes and music, and constructed on entirely new principles. Produces wonderful, clear, rich and musical tones, better than anything yet used. Made to fit all Talking Machines and Phonographs. ¶ Will help to sell more machines and records than any other device yet brought out of any description.

WRITE FOR PRICES AND TERMS TO

**The Talking Machine Co. 218 Worthington St.
SPRINGFIELD, MASS.**

VALUE OF PRICE MAINTENANCE.

Why It Is Best for Manufacturer, Retailer and Purchaser Discussed by L. B. Jones, the Well-Known Advertising Expert of Rochester—Restrictions on Retail Price Does Not Mean the Elimination of Competition but Puts Trade Battle on Basis of Quality and Service Rather Than on Mere Cheapness.

Does the restriction of retail prices benefit or injure the public?

The right of the manufacturer to maintain a restricted price policy must, in the last analysis, depend upon the answer to that question. If such price restriction actually throttles competition, it is a bad thing—if, on the other hand, it encourages competition in quality and in service, it is a good thing.

There is more than one kind of commercial competition. There is competition in price, with its ever-attendant danger of loss in quality. There is, where established, maintained and published prices prevail, a healthy competition in quality. The former is sometimes and the latter almost universally to the benefit of the ultimate consumer.

The manufacturer who restricts the prices at which his goods are to be retailed to a certain figure, is just as much in competition with other manufacturers of similar goods as are those who do not restrict prices—but in a more healthful way. Bear in mind, however, that this discussion refers only to an individual concern or corporation—not to a combination between natural competitors to create an artificial price. That's another and quite foreign subject, though, unfortunately, likely to be confused by some people with the real question at issue.

The manufacturer who publishes a price list on his goods, allows a certain discount to the dealer in those goods and then insists on that dealer selling his goods at the list price, is by no means free from competition. If he sells wisely, he has familiarized himself with the average percentage that it costs the dealer to handle his goods, and he makes his discount large enough to pay the dealer a normal profit—a profit that will be satisfactory to him, but not big enough to prove a constant temptation to cut prices. In making his list price, this wise manufacturer will put it at a figure that will pay him a normal profit, after giving a discount to the dealer that will likewise pay him his normal profit. Such manufacturer is as much in competition with other makers of goods as though he had no established price—but his consumer customers get a square deal; they all buy his goods at the same price.

The retailer must make a certain percentage of profit over and above the cost of doing business or go into bankruptcy. Isn't it manifestly fairer to the consumer if the dealer nets 5 per cent. on what he sells to Smith and 5 per cent. on what he sells to Brown than it is for him to lose 5 per cent. on what he sells Brown and make it up by netting 10 per cent. on what he sells Smith? And that's just what happens every day where retail prices are not restricted. Every retailer knows this, though the buying public does not. The restricted price plan is, in fact, particularly favorable to the small consumer, the man whom the courts are ostensibly trying to protect. It has been decreed that the railroads shall not discriminate against the small shipper by giving a lower rate, whether directly or by rebate, to the big shipper than the small shipper enjoys. Carried to its logical conclusion, the price restriction policy means the same thing. All retail purchasers are treated alike. It means the square deal.

And how is the manufacturer affected? He has a widely advertised article at say \$10. It is generally known that his goods are sold at list price only. The dealer is already receiving a normal discount. This manufacturer usually keeps ahead in improvements in his line, but, for the sake of argument, we will admit that a competitor announces an important and genuine improvement. What happens? One of three things: An improvement in the article in question to meet the competition, a cut in price in order to pick up the cheaper trade in this line, or, if the margin of

profit will not admit this, an entire abandonment of the manufacture of such article. In cutting the price, if that method be followed, the price at which the goods are to be retailed may still be restricted at whatever lower level may be decided upon as a normal price at the new level forced by the competing improved product. Price restriction has in no way prevented a general lowering of price; it has simply maintained a uniform price.

A restricted price means that the goods are to be sold at a certain price, that the retailer is not to go either above or below that price; but if the established price is abnormally high for the quality of the goods, it cannot live. No mere restricting of price can annul the laws of supply and demand or of commercial competition. Indeed, goods that are sold at known prices offer themselves to the keenest competition because it is so easy for the manufacturers of competing articles to figure just what can and must be done.

The result is that the manufacturer of restricted price goods is alive to the fact that he must constantly back up his prices with quality. He is averse to changing his methods or permitting the retailers to change their methods of handling his goods, because he takes an honest pride in his one-price-to-all policy. The result is a constant effort to better his products, a constant effort to give his customers more for their money. It is a competition just as keen and far-reaching, as bitter if you like, as a competition in price-cutting. Because one manufacturer of automobiles restricts the retail price of his car to \$4,000, another to \$3,000, another to \$2,000 and another to \$1,000 does anyone maintain that there is no competition in automobiles? And similarly there is competition between dealers even though they maintain prices—a competition in service to their customers that makes or ruins their business, and, locally, the business of the concerns whose cars they handle.

Take hats. Dunlap and Knox derbies are restricted at \$5. You can't buy one for less, yet you can buy a pretty good-looking derby for \$1 and a better one for \$2, and something really good for \$3. But Dunlap and Knox are by no means free from competition. It's a competition of quality. They just put style and goodness into their hats, else men would buy the cheaper ones. They compete with each other and with the imported hats and with, perhaps, some other \$5 hats. They compete with the cheaper hats by offering better style and quality. But it would be absurd to say that hats cost more because Knox and Dunlap don't permit the retailer to cut prices on their goods until the season is over.

To the careful observer there can be but one conclusion as to the merits of the policy of price restriction. That policy means a square deal to the ultimate consumer. It means that one man's money is as good as another's. It means that those manufacturers who adopt the policy must make good goods in order to maintain their prestige, must be ever on their mettle to anticipate competition, must forestall it by making improvements and making them before the other man does. The market is still open for those who do business on the other basis, but if their goods do not equal or better the restricted price goods, the public will buy the restricted price goods.

Competition began with commerce. Competition must continue to exist so long as there are two or more separate concerns manufacturing similar goods for the same market. If one of these concerns makes highly superior goods and is equally alert in its selling methods, it will, by reason of the law of the survival of the fittest, get the big share of the trade. Whether prices are restricted or not has nothing to do with the case further than the fact that the concern that makes the goods of known quality is in a position to make its prices known and stick to them. Having quality, it can afford to compete on a quality basis. No underhanded methods by which one customer is gained at the expense of another need be resorted to.

The price restriction policy means a square deal for the consumer, a reasonable profit to the dealer and a constant effort toward betterment of the product on the part of the manufacturer.—Printers' Ink.

READY FOR BUSINESS.

Ohio Concertophone Co. Prepared to Make Contracts with Dealers to Handle Their Concertophones—Some of the Details.

(Special to the Talking Machine World.)

Cincinnati, O., May 7, 1911.

The Ohio Concertophone Co., owner of the Concertophone, which is being manufactured at Rising Sun, Ind., and will also be partly made at 641 Main street, this city, have just opened up a suite of offices in the Grand Hotel building, West Fourth street.

After having gone through a great amount of experimental work the company are prepared to do business. The officers are: President, John J. Dittgen; vice-president, Otto Zimmerman, music printer of this city; secretary and treasurer, J. F. McFee; and general manager, A. L. Irish. Among the directors are prominent Cincinnatians. Mr. Irish is well known to the talking machine industry, being the one who put the Talkophone on the market at Toledo.

The Concertophone, which will run 25 records, has been tested out for hotels and grill rooms, barber shops and poolrooms, and other places where men congregate. One was recently installed in the lobby of the Gilsey Hotel, Cleveland, and \$8.45 was collected the first day. The one in the poolroom, basement of the same building, averages \$30.40 per week.

DISPLAY AT REAL ESTATE SHOW.

The Columbia Phonograph Co. Made Handsome Exhibit at the Real Estate and Ideal Home Show at Madison Square Garden Recently.

The Columbia Phonograph Co. had an exhibit of their entire line at the Real Estate and Ideal Home Show, which was held in Madison Square Garden recently. The company occupied a space 17 x 20 feet, on the main aisle, and made a special exhibit of the Grafonolas, particularly of the new \$50 model, which is peculiarly adapted for use aboard yachts, motor boats, in summer cottages and camps. A complete stock of grand opera records, including those by Mary Garden, Fremstad, Cavalieri and others were also featured. The space was appropriately furnished and decorated, as it would be naturally, when such a master in effective display as Hayward Cleveland, manager of the company's Twenty-third street store, is in charge. The latter, by the way, made something of a hit with a special record used by the McKnight Realty Co., to exploit their exhibit. It was kept going constantly in connection with a Grafonola.

VISITORS AT THE EDISON FACTORY.

Among the visitors at the plant of Thomas A. Edison, Inc., at Orange, N. J., recently were: F. H. Van Duzer, Port Richmond, S. I.; H. F. Dutcher and Mr. McManus, Nyack, N. Y.; H. G. Stanton, of R. S. Williams & Sons Co., Toronto, Ont.; F. H. Putnam, of Putnam-Page Co., Peoria, Ill.; O. G. Andrews, with J. H. Barney, Jr., & Co., Newport, R. I.; A. W. Toennies, of Eclipse Phonograph Co., Hoboken, N. J.; W. E. Henry, Covina, Cal.; C. Howell, of Rudolph Wurlitzer Co., Chicago; Rudolph Wurlitzer, Jr., of the same company, Cincinnati, O.; E. H. McFall, of the National Automatic Fire Alarm Co., New Orleans, La.; Louis Buehn and E. B. Buehn, of Louis Buehn & Bro., Philadelphia, Pa.; L. L. Goodman, A. B. Smith, C. E. Robertson and G. S. Schnell, Philadelphia, Pa.; George Weichel, North Wales, Pa.; A. B. Butcher, Camden, N. J., and G. A. Wurtele, manager phonograph department of Gimbel Bros., Philadelphia.

A commercial traveler is on friendly terms with the porter of a sleeping car that he uses frequently. "Well, Lawrence," announced the salesman one morning, gleefully, "I have good news for you. We've had a birth in our family—twins." "Dat am no birth, sah," said Lawrence; "dat's a section."

BUSINESS IN AUSTRALASIA.

Craven-Taylor Co. Achieving Big Success with The Columbia Phonograph Co.'s Line in the Development of a New Market.

Of the many activities of the Columbia Phonograph Co., General, its commercial relations with Australia and New Zealand, through its representatives, Craven, Taylor & Co., headquarters at 226 Clarence street, Sydney, N. S. W., tend to assume remarkable importance, judging by the results that have been accomplished by this progressive firm during the very short time it has represented the Columbia in these two countries.

After scarcely nine months' Columbia business, Craven, Taylor & Co. have found it necessary to secure a long lease of a five-story building giving accommodation for three times the quantity of stock their former Sydney premises allowed, and in addition to this, wholesale premises have been secured in Melbourne to enable them to better care for the trade in that city and Victoria.

These most gratifying results have been accomplished despite the fact that the disc type of machines and records which Craven, Taylor & Co. are pushing the more extensively are but little known, and that the bulk of the dealers are more than comfortably stocked with old-type cylinder machines and records, which have not found an over-ready demand.

Craven, Taylor & Co. are conducting wholesale business only, and have been extremely fortunate in securing very able retail representation in Sydney, the metropolis of the commonwealth, through Cameron & Hill, who have opened a splendid store on George street, right in the heart of the shopping district, where they are featuring the complete Columbia line—disc and cylinder graphophones, double-disc and indestructible cylinder records—exclusively.

A thorough survey of the New Zealand territory, covering both the North and the South Islands, has proved immensely satisfactory, showing strong indications of a steadily increasing market as the Columbia product and the Columbia policy, which is fully maintained by Craven, Taylor & Co., become better known.

The Columbia Phonograph Co. are certainly wide awake to the business possibilities in these two countries and have good reason to expect a steadily increasing business with such a progressive representative as Craven, Taylor & Co., who are thoroughly familiar with local conditions and requirements, to look after their interests.

SLOT MACHINE COMBINATION.

Authorized Capital Will Be \$6,000,000 Stock and \$3,600,000 Bonds.

Allotments to the syndicate underwriting the Autosales Gum & Chocolate Co. have been made, and it is stated that the subscriptions were so large that they had to be scaled down. This company were recently incorporated to merge about thirty different concerns operating slot machines and manufacturing chewing gum and chocolates.

The authorized capital of the new company will consist of \$6,000,000 stock and \$3,600,000 6 per cent. bonds. Not all of that amount, however, will be issued at the present time.

While there are still some details to be closed up in regard to the merger, it is believed that the following companies will be included: Stollwerck & Co., which manufacture and own automatic vending machines operating throughout the United States and Canada; Cogan Gum Co., of Louisville, Ky.; Bon Bon Co., of New York; Bon Bon Co., Ltd., of Canada; Ripe Fruit Gum Co., of Chicago; Newton Gum Co., of San Francisco; United States Coin Lock Co., of New York; Union Vending Machine Co., of New York; Boston Coin Machine Co., of Boston; Franco-Swiss Chocolate Co., Franco-American Chocolate Co., United States News Co., of New Jersey; Green & Fish Co., of Boston; Automatic Beam Scales Co., Grover & Haskell Co., of Boston; Individual Drinking Cup Co., Automatic Vending Co., of New York; Inter-

national Vending Co., Bloodberry Gum Co., Bradshaws, Ltd., Railway Automatic Scales Co., Keystone Trading Co., Royal Remedy & Extract Co., National Automatic Weighing Machine Co., Gum & Sweet Meat Co., Champion Scale Co., Manhattan Introduction Co., and the Gum Supply Co.

THE CIRCULARIZING DELUSION.

Some Pertinent Comments Upon the Waste of Time and Money Spent in Endeavoring to Get Business by Means of Circulars or "Dodgers"—Hard to Kill Superstition.

However open-minded an advertising man may be concerning the proposed second-class postal changes, he cannot help feeling how utterly amateurish has been almost all of the opinions put forward by critics of publishing and advertising.

It was said, for instance, before the close of the recent Congress that it should matter little to the Government even if the proposed tax on magazine advertising did drive advertisers out of the magazines. They would then use circulars, it was blithely urged, and Uncle Sam would get still more postage!

The spectacle of the National Biscuit Co. or the Procter & Gamble Co. circularizing the American housewife through the mails is almost comical if it were not so nearly imbecile. Assemblyman Fry introduced into the New York Legislature recently a bill providing a penalty for stuffing handbills into letter-boxes and doorways. This bill simply represents a now universal distaste for the circular, as well as concern for municipal cleanliness and conservation of energy. In the old days, when circularizing was popular, one of the shrewdest of the circularizers declared that he was perfectly aware that two-thirds of the circularizing was pure waste, but he didn't know how to do any other kind! Needless to say, this same advertiser years ago learned how to do periodical advertising and has long, long ago quit circularizing except through dealers.

The circular sent through the mails is not one whit less of an intruder than the "dodger" distributed locally. It has no standing in the consumer's mind, even if it gets to him. The periodical, on the other hand, is deliberately chosen, sought out and paid for by the reader with the complete understanding that it is to be partly advertising. The fact that the average reader wants his advertising just as much as his reading matter was rather lost sight of in the recent postal excitement.

If advertisers should suddenly, by some unimag-

inable calamity, be compelled to go back to circularizing again, a more severe dent in business progress would be made than any panic which Wall Street gymnastics have ever been able to accomplish. There are still too many who have a hankering for circularizing. A Western manufacturer asked C. M. Post not long ago where he could get a list of names to circularize his product, and Post told him in no uncertain words how mistaken he was and how expensively foolish his proposal. As Printers' Ink aptly says: Old superstitions are hard to eradicate.

HONORED BY HIS ASSOCIATES.

Gift of Handsome Watch Fob with Gold Locket Set with Diamond to Paul H. Cromelin by His Associates of The Columbia Co. Previous to Formally Severing Connection.

On the Thursday before he formally severed his connection with the Columbia Phonograph Co., General, Paul H. Cromelin, vice-president, was presented with a very handsome watch fob, with a gold locket set with a beautiful solitaire diamond. The inside was engraved with the lettering, "Paul H. Cromelin, from His Associates in the Columbia Phonograph Co., Thursday, April 27, 1911."

No formal presentation was made, but the fob was placed on Mr. Cromelin's desk, with a letter signed by everyone of the staff at headquarters, from the junior office boy, all of the young ladies, the heads of departments, with their respective corps, to General Manager Geo. W. Lyle and President Easton, about 55, so that each contributed a share and participated in the graceful tribute. It is unnecessary to add that the recipient was nearly overcome with pleasure when he arrived in the morning and found the gift and what it meant.

Price maintenance is based upon the broad principle that the manufacturer, the jobber and the retailer, are entitled to a just living profit in the sale of a commodity, and it goes further than this: it takes into consideration the consumer.

Judicious advertising does not consist in spending a whole lot of money, but rather in taking advantage of opportunities and making every dollar invested in advertising an actual asset to the business.

No matter how good the line you are selling and how reasonable your prices are, until you enthrone a dealer with the value of your goods and their merits you cannot hope for the largest possible amount of business.

THIS LINENOID RECORDING HORN

WILL DEVELOP YOUR RECORD BUSINESS.

In every city there are hundreds of people who would like to have their voices or music recorded—The Linenoid Recording Horn



**MAKES
RECORD
MAKING
EASY—**

BECAUSE it is especially designed for that purpose. It is made of pure linen, *seamless*, and has the greatest carrying qualities of any phonograph horn on the market.

This is because of its peculiar textureless and non-metallic construction. It carries to or brings from the record only the pure unmixed sound of the voice or instrument. The length gives carrying qualities and wonderful volume.

Just tell your customers what this horn will do. You will be surprised by the number of people who will want it to make records with. Made of pure linen, moulded in one piece without seam or joint. Size, 25x6, the correct proportion for record making. Don't neglect this feature.

THE PARDEE-ELLENBERGER CO., New Haven, Conn.

The Columbia Grafonola "Regent" has had a high class of business all to itself. It still *keeps* that monopoly; the new "Regent Junior" suits a little different taste, at a little lower price, and takes a little less space.



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

TRADE NEWS FROM BALTIMORE.

Business Fair During the Past Month, but Not Up to Dealers' Expectations—Some of the Alleged Reasons for Dulness—Good Reports from Surrounding Country—What the Various Houses Are Doing to Capture Sales.

(Special to The Talking Machine World.)

Baltimore, Md., May 4, 1911.

"The past month has not been a very lively one with the talking machine dealers in Baltimore," said one of the well-known dealers in speaking of trade conditions with a representative of the Talking Machine World. We expected to have the rush continue until well on into the summer, but it looks now as though we are in for the usual late spring and summer falling off. This is particularly the case with the high-priced machines, which went fine during the fall and winter. In fact, figures show that the past six months have been among the best for the big fellows, while the sales of high-priced records kept up in excellent shape all through the cold months. It is impossible to say what has caused the falling off during the latter part of April and the first part of the present month, unless the unseasonable weather and the various big attractions which have been in progress during the past month have figured against the trade. Baltimore has been the center of many big conventions and other meetings during April and the first section of May, while the races and various Wild West shows and circuses have held the boards. It may seem strange to say so, but it is a fact that the talking machine dealers always suffer when these special spring attractions come to town. Then the weather has been most peculiar and I have no doubt whatever that this has had something to do with the present condition of trade. Personally, I do not look for any big rush again until the Fall, although I expect the Summer trade to be better than it was at that time last year."

This statement about expresses the general sentiment of the local talking machine men. The bulk of the business has been with the small machines, although there has still been a good demand for the high-priced records. Baltimore seems to have become a great city for opera and all the new selections in this line as well as many of the old favorites have been in constant demand.

Manager Laurie, of the local branch store of the Columbia Phonograph Co., stated that while business locally has been more quiet than for several months' past, the reports from the out-of-town sections handled by the local branch have been very satisfactory. Some idea along this line can be gleaned by the announcement of the company's traveling representative who has just returned from a trip through the States of Virginia and North Carolina. He informed Manager Laurie that he had signed up several new contracts while on the trip and that business all through the sections in which he visited was particularly brisk. Mr. Laurie stated that the Columbia Favorites are having a nice run, but there has been noticeable a decrease in the demand

for Grafonolas. The high-priced operatic records are popular, while the greatest hits in the popular song records are those of the airs sung by Bert Williams.

At Cohen & Hughes, who handle Victors, it was stated that the month has not been as heavy in the way of sales as for the several preceding periods. They still look for some good weeks though before the usual Summer lull sets in.

Manager Albert Bowden, of Sanders & Stayman, who handle both the Victor and Columbia lines, announced that the month has not been up to what has been generally desired. He says that he has several good prospects which should help along the Spring trade.

At E. F. Droop & Sons Co., Manager Roberts in his usual optimistic manner, said that while the month did not show up quite as well as March or February, he still looks for good results during the balance of the Spring, and has hopes for the early Summer trade showing up well.

GRAFONOLA REGENT, JR.

Is the Name of a New Style to Be Put on the Market by the Columbia Phonograph Co.

The Columbia Phonograph Co., General, New York, have notified the trade that they have placed on the market the Grafonola "Regent Junior." This machine will list at \$150. In style it resembles somewhat the Regent, though it is smaller in size and without record capacity. Its equipment is a regular four-spring motor with 12-inch turn table and slide drawer, and for the present will be furnished in mahogany only. This new table Grafonola is unique and very attractive. Its size and compactness will be found an advantage which will give it a market where a larger table will not serve, and with all its other advantages and at the reasonably low price they have fixed.

CATCH RECORD THIEF.

Persistent Detective Work Results in Capture of Culprit "with the Goods on Him"—Held for Trial—A Previous Conviction on Same Charge.

The Blackman Talking Machine Co. have solved the mystery of the disappearing records, which has been the source of considerable trouble during the past few weeks, and as a result of some real Sherlock Holmes stuff the gatherer of waste paper who visited the store each morning is now out under bail awaiting trial before the Court of General Sessions. The theft of the disc records, chiefly Red Seal, had reached a point where on several occasions over \$50 worth of records were stolen in one day, so an elaborate trap was laid and the culprit caught in the act after over a week of steady waiting. As he left the store with the records concealed in a large bag with the waste paper two detectives on watch outside made the arrest. All the records were secretly marked in order to avoid all chance of the evidence proving faulty, for in a previous case a conviction was lost owing

to the fact that there was no mark by which the records could be identified as belonging to the company. In a previous record-stealing case in which the Blackman Co. figured the thief was convicted and received a three years' prison sentence.

OUR FOREIGN CUSTOMERS.

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

(Special to the Talking Machine World.)

Washington, D. C., May 10, 1911.

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

APRIL 18.

Bahia, 65 pkgs., \$2,442; Berlin, 69 pkgs., \$1,604; Bluefields, 3 pkgs., \$136; Brisbane, 14 pkgs., \$947; Callao, 7 pkgs., \$478; Cienfuegos, 3 pkgs., \$119; Curacao, 6 pkgs., \$120; Demerara, 18 pkgs., \$707; Havana, 13 pkgs., \$977; 6 pkgs., \$135; 6 pkgs., \$512; Havre, 3 pkgs., \$307; Iquique, 4 pkgs., \$293; Limon, 2 pkgs., \$101; Liverpool, 6 pkgs., \$500; London, 22 pkgs., \$2,750; 185 pkgs., \$3,438; 55 pkgs., \$2,425; Rio de Janeiro, 62 pkgs., \$4,591; Sourabaya, 23 pkgs., \$851; Surinam, 6 pkgs., \$317; Vera Cruz, 27 pkgs., \$856; Vienna, 12 pkgs., \$120.

APRIL 23.

Barranquilla, 6 pkgs., \$316; Berlin, 26 pkgs., \$585; Buenos Ayres, 19 pkgs., \$1,164; Colon, 9 pkgs., \$161; 4 pkgs., \$160; Gothenberg, 4 pkgs., \$99; Guayaquil, 21 pkgs., \$717; Havana, 2 pkgs., \$397; Havre, 56 pkgs., \$796; London, 2 pkgs., \$120; Macoris, 11 pkgs., \$228; Manila, 112 pkgs., \$5,091; Vienna, 39 pkgs., \$850; 51 pkgs., \$1,806.

APRIL 30.

Berlin, 76 pkgs., \$2,072; Buenos Ayres, 182 pkgs., \$11,527; Callao, 3 pkgs., \$163; Ceara, 16 pkgs., \$887; Colon, 8 pkgs., \$340; Demerara, 3 pkgs., \$150; Havana, 13 pkgs., \$400; 1 pkg., \$102; Kingston, 5 pkgs., \$256; La Guayra, 20 pkgs., \$1,197; La Paz, 8 pkgs., \$584; London, 106 pkgs., \$3,454; Southampton, 2 pkgs., \$127; St. Kitts, 6 pkgs., \$152; Sydney, 76 pkgs., \$3,455; Vera Cruz, 92 pkgs., \$2,859.

MAY 7.

Antigua, 3 pkgs., \$129; Cartagena, 23 pkgs., \$1,290; Guayaquil, 5 pkgs., \$372; 23 pkgs., \$575; Havana, 3 pkgs., \$167; 2 pkgs., \$259; Havre, 104 pkgs., \$1,172; Jacmel, 2 pkgs., \$158; London, 180 pkgs., \$3,659; 12 pkgs., \$297; 1 pkg., \$100; Manzanilla, 2 pkgs., \$416; Milan, 5 pkgs., \$141; Singapore, 1 pkg., \$362; St. Petersburg, 9 pkgs., \$167; Sydney, 1,178 pkgs., \$9,051; Valparaiso, 1 pkg., \$131; Vera Cruz, 136 pkgs., \$4,830.

Thomas Goggan Bros., of Houston, Tex., who handle such well-known pianos as the Chickering, have a handsomely arranged Victor department as a feature of their store. In addition to talking machines they handle a full line of small goods and sheet music.

Your advertising should be news; information about the goods you are offering. *And quote prices.*

NEWS FROM SOUTHERN CALIFORNIA.

Trade Rather Uncertain During April—Some Recent Trade Changes—Various Personal Items of Interest—Mischa Elman Proves an Attraction—The Talking Machine in the Mexican Insurrection—Visitors of the Month—New Stores Being Opened.

(Special to the Talking Machine World.)

Los Angeles, Cal., May 4, 1911.

April, which is generally an uncertain month, has been both good and bad. Some dealers have fared well, while others are complaining of a little quietness, which, however, seems passed, since the rainy season is practically over. A few changes are reported in the trade since that writing, among which we find Richard M. Hendee has taken over the business of W. R. Walsh & Co., Otay, Cal., who have handled phonographs for several years. Chas. G. Fairbanks is the successor to Farley & Wilson at San Dimas, Cal.

Ed. E. Parker, of Sisson & Parker, Lindsay, Cal., paid a visit to Los Angeles a few days in view of making several additions to their store and stock.

F. Clausen, of Templeton, Cal., who is an Edison dealer in that city and who never before visited Los Angeles, was a recent caller upon the local jobbers.

R. L. Rochefort, Holtville, Cal., Imperial Valley, visited Los Angeles. Mr. Rochefort has been ill for some time past, but is now fully recovered and is working up a trade in machines and records.

Thomas H. Macdonald, of the Columbia Phonograph Co., has been spending several days in and about Los Angeles. In company with Wm. F. Stidham, manager of the local branch, he has visited many of the adjoining towns. Mr. Stidham reports a splendid trade, especially in Symphony records, which are now being issued by his company.

The recent visit to Los Angeles of Mischa Elman, the famous Russian violinist, is worthy of considerable mention, his appearance here having caused a great demand for his Victor records. Albert D. Wayne, manager of the retail department of the Southern California Music Co., supplied a Victrola and a special selection of records for his use in his apartment at the Alexandria and had the pleasure of visiting him as well as entertaining him in the Victor department. Mr. Elman allowed Mr. Wayne to display his famous \$10,000 Amati violin in the Broadway windows of the company, where it was a great public attraction during his stay in this city. Mr. Elman was detained in Los Angeles several days longer than expected on account of a slight illness. Percy Kahn, his worthy accompanist, who is also known for his assistance in making Victor Red Seal records, was a visitor and shared the pleasure of the Victrola in Mr. Elman's apartments. The instrument was autographed by both Mr. Elman and Mr. Kahn and has been displayed to the many patrons of the talking machine department.

We regret to note the death, during the middle of the month, of P. A. Collins, proprietor of the Pasadena Music House, Pasadena, Cal., which came after a long illness. Mr. Collins was a long established Victor and Edison dealer, which lines were carried in connection with his piano store.

There are two new dealers on Hill street which is now recognized as a new shopping district. These are the Baxter-Northrup Co., 514 South Hill street, Columbia dealers, and The House of Jones, 610 South Hill street, which has a splendid line of Victor goods, including Victrolas and Red Seal records. Both new concerns report gratifying trade.

The Andrews Talking Machine Co., 422 South Broadway, are enjoying a good share of trade and have recently added the Columbia line.

The South Western Sales Co., with offices in the Security building, are doing nicely with the Dictaphone, for which they are agents.

E. S. Deble, of the Southern California Music Co., San Diego, Cal., was presented with a nine-pound baby boy which he intends to make a talking machine man of.

W. A. Voltz, of Thomas A. Edison, Inc.,

is now in Southern California after a long stay in the northern part of the State. He is meeting with prosperity on every hand.

K. I. Okada, 313 Jackson street, is one of the many prosperous Japanese talking machine dealers in this city.

Frank A. Ingersoll, of the Wm. R. Gratz Import Co., who sells talker needles, has his headquarters at 502 Jeffries building, in this city. Mr. Ingersoll has just returned from a trip up the coast to British Columbia.

Geo. P. Austin, of Oxnard, is again breaking records for sales in his vicinity.

Normandie Avenue School gave a delightful May festival entertainment a few days ago for the purpose of raising enough money to buy a talking machine. All told, the school raised \$250.

A. G. Farquharson, special representative of the Columbia Phonograph Co., who has just returned to Los Angeles after an extended trip in Arizona and along the Mexican border, reports the following unique conditions at the seat of war:

"It is a well known fact that the average adobe house of the Mexican peon is severe in its simplicity," says Mr. Farquharson. "A string of chili peppers, a picture of the Saviour and a graphophone constitute, in most cases, the entire furniture. On the occasion of the capitulation of a town or village, some pillaging necessarily takes place, and the Federal soldier or fire-eating Insurrecto has very little use for the chilis, being already well supplied therewith, nor does the emblem of religion tempt him; but a graphophone, to take the place of a much needed band, an instrument whose martial music will enable him with flying colors to march, 'e'en to the canon's mouth,' or whose soft strains of 'La Golondrina' or 'La Paloma' at the bivouac, 'mid camp fires and cigarette gleaming,' will waft him to hacienda and home. Hence it is no uncommon thing to see a fierce Insurrecto, mounted on his sturdy mustang and arrayed cap-a-pied, with a graphophone swinging from his saddle bow, or to find at least one transport wagon of the Federal army loaded with a complete talking machine department."

At Naco, Ariz., a small town on the Mexican border, Jacob Marks, a Columbia enthusiast, entertains Uncle Sam's troopers with a Grafonola Favorite, to whom he has already sold several. At the town hall every week a dance is given and Mr. Marks, attired as Captain Sousa, presides over a "B C" machine, the strains from which entrance the merry couples and waft far away across the line to the land where stalks the spectre of war.

George T. Fisher, of Tucson, whose beautiful music store is the finest in the territory, reports good business in his Columbia, Edison and Victor departments.

Bisbee, in the heart of the copper mines, shows its appreciation of the well stocked Muir Music House.

The Redewill Music Store of Phoenix are erecting a fine \$50,000 building and have planned an up-to-date talking machine department.

B. Tilton, of Prescott, enthuses over the future prosperity of his city and is kept busy supplying his many music-loving patrons.

W. Andrew Jones & Co., of Flagstaff, report brisk business, which is steadily growing.

Among the callers of the month at the Columbia headquarters were: W. F. Kiel, of San Jacinto, Cal.; J. R. Brakey, Ventura, Cal.; Mr. Caldwell, of Caldwell & Thornburger, Whittier, Cal.; C. E. King, Santa Paula, Cal.; Mr. Pendleton, of Pendleton & Clark, Barstow, Cal. All are pleased with business conditions and enthusiastic over the future outlook.

SET THE WIRES AFIRE.

Fire in the office of the United States Telephone Herald on the fourth floor of No. 132 West Thirty-fourth street, at the luncheon hour the other day, blocked traffic on Broadway in the shopping district for over half an hour.

The United States Telephone Herald is a corporation that furnishes musical compositions to subscribers over the telephone. In response to a call, A. E. Memmert, the chief engineer, had just turned on a song called "I'm All Alone," when

there was a flare and an explosion and the wood-work of the instruments caught fire from the defective insulation. Memmert didn't wait to see if "I'm All Alone" had been properly connected, but yelled "Fire!" and ran for an alarm box. The fire was put out with little trouble.

VICTROLA SHIPPED TO INDIA.

The talking machine department of Chas. H. Ditson & Co., 8 and 12 East 34th street, New York, recently made a sale of a Louis XVI Victrola and three hundred Red Seal records to A. W. Ogden, Madras, India. The goods were shipped May 8 in a special zinc-lined case. It was a cash sale, and John J. Wood, the manager of the department, feels a little bit proud of the clean cash transaction.

No great sale has been made without fighting again—and again—until the arguments went home.

SONORA

HIGHEST CLASS
Talking Machines and Records

The
Latest



And the
Best



Showing Soundbox in position for 14, 15, 16

STYLE O—OAK
STYLE P—BIRCH MAHOGANY
Price \$25

Other Machines: \$40, \$50, \$60, \$75 and \$100
Record Stands and Cabinets: \$12, \$30 and \$50

SPECIAL ADVANTAGES OF SONORA PHONOGRAPHS

PLAY ALL DISC RECORDS PERFECTLY

INVISIBLE HORN: To make them Convenient and Beautiful.

COVERED CASES: To Eliminate the Scratch of the Needle.

MOTORS: Of Highest Quality, built by the top-notch factory of the world, whose experience is not approached by others.

DUPLEX SOUNDBOX: Of Superb Tone, whether used with Needle or Sapphire.

SPEED REGULATOR AND INDICATOR: Simple, Reliable and Uniform.

PATENTED TONE MODIFIER: Affording Surprisingly Pleasant Modulations.

PATENTED AUTOMATIC STOP: Acting directly after the tune is finished. A positive necessity after its advantage is once realized.

The Sonora Phonograph is the only make of machine on the market equipped with this attachment.

We want responsible live agents in some remaining territories whom we will treat liberally.

Write for Catalogue and Discounts to
Sonora Phonograph Co.
78 Reade Street, New York

THE TRADE IN THE SAINTLY CITY.

Volume of Business During April and for Opening Days of May Pleases Dealers—Much Interest Shown in the Victrola IX—News of the Salesmen and Managers—Considerable Price Cutting Charged by Dealers—Record Noise of Skating Rink for Use in Court—Visiting Dealers Place Good Orders.

(Special to The Talking Machine World.)

St. Louis, Mo., May 8, 1911.

Local talking machine men appear in the best of spirits and speak of especially good business in April and of May opening with a rush and several of them reported sales for May day, which was unseasonable enough to be almost wintry, that were very exceptional for any season of the year.

With the Victor agents the talk is all of what the new Victrola IX will do when it is put on sale. Manager Levy, of the Aeolian Co., wholesale department, said that the new machine was meeting with exceptional demand and that less than 20 per cent. of the dealers had not placed orders. The first shipment of the new machine is due here May 8 and it will require a good many shipments to catch up with the demand already established. "It is the machine we have been wanting for a long time," said Mr. Levy, "and I fully expect that it will set a new record for talking machine selling. We are looking for a big run in our retail department and what the wholesale department will do is already shown by our order books."

Manager Robinson, of the talking machine department of the Thiebes Piano Co., has a large placard in the show window inviting any and all to come in and ask about the new \$50 Victrola. He says that this sign has brought many callers and they have been very enthusiastic when told what was promised and that he has quite a list of persons who are to come for a demonstration as soon as the machine can be shown. "I think that this machine means the end of the horn," said Mr. Robinson. "The hornless machines have proven popular from the first, but the price keeps many persons away from them. This machine comes at a price that is within the reach of scores of persons who can appreciate quality and who have felt that they could not pay the price asked. It will prove a great winner."

L. A. Cummins, who went to the Aeolian Co. as a traveling salesman when that company bought the St. Louis Talking Machine Co., a year or more ago, has resigned. At this writing he is not yet attached, preferring a few days' vacation before he finally accepts one of several places open to him. The Aeolian Co. has not announced his successor.

Thomas A. Edison Co., Inc., have not yet announced a successor to J. H. Allgaier, their traveling salesman in this territory, who killed himself by jumping from a hotel window in Quincy. Mr. Allgaier had been in the local field but about a year, but had impressed the local trade with the fact that he knew his business and had made many friends. It is thought that his determination to die was due to ill health and domestic troubles. His family came here from Philadelphia shortly after he came, but soon became dissatisfied and returned to that city. While here Mr. Allgaier made his headquarters with the Silverstone Talking Machine Co., in this city.

Retail dealers report excellent sales of Easter records, especially vocal selections. Two concerns

which profited greatly by window displays were the Bollman Bros. Piano Co. and the Thiebes Piano Co. The former concern had an especially handsome design worked out in a large window with an abundance of lilies and rabbits and a scroll design and mentioned "Open Ye Portals" and the "Hallelujah Chorus" as specialties. The Thiebes Piano Co. mentioned especially "Jesus Christ Is Risen To-Day" and "Angels Ever Bright and Fair." Both of these houses report large sales of talking machines with good sales of expensive records. Most of these records went for home use, but a greater number than for any previous years were understood to be bought for special Easter services and entertainments.

In speaking of record sales, it is freely commented that there is a lack of educational records to be sold. The correspondence school advertisements have caused many foreigners who own machines to drop into local stores and ask if they have lessons in English grammar for sale, stating that they have seen such lessons advertised for foreign languages, but they would like to get a few for English. In this connection also is the constantly widening field for school work. The St. Louis schools have not yet made the advance in taking up the talking machine that local dealers would like to see, but many teachers, especially high school teachers, are buying machines and are using them to a certain extent with their classes. The feeling is, however, that if there were more records this trade could be pushed harder.

R. E. Thompson, of East St. Louis, has taken a position with the wholesale taking machine department of The Aeolian Co.

Along the line of the interview published in last month's World with a local retailer complaining that the wholesalers were permitting too many neighborhood men to get on their lists as dealers is a complaint from all of the downtown retailers that the neighborhood men have become especially active in price cutting. They say that it is next to impossible to get direct evidence upon which to base a complaint, but that they know from conversation of persons who come to the stores inquiring about machines that they have been offered a cut price on any machine that they select, but that this neighborhood dealer has impressed upon the customer the necessity of saying nothing, and as the dealer is usually an acquaintance or a friend, the customer keeps still, and after examining the machines and mentally deciding which is wanted, leaves the big store to get a \$10 or \$25 off, according to the bond of friendship and the price of the machine. The dealers complain that with the manufacturers keeping prices at narrow margins and the small dealer cutting prices, there is not as much joy in life as there should be with an increasing trade. In this connection, however, it should be said that retail dealers are praising the recent service given them by local jobbers and that the improvement within this calendar year has been especially noticeable.

The Silverstone Talking Machine Co., wholesale and retail Edison agents, had an unusual commission a few days ago in an order to make records of the roller skating noises that reached a lively stable from an overhead rink. The Langan & Taylor Moving Co. keep forty-five horses in a stable at 3313 Olive street and the upper story this winter has been rented for a roller rink. Recently Langan & Taylor have noticed that their horses were ailing and they put the problem up to their veterinary, Dr. S. I. Schwab, who declared it was neurasthenia. Langan & Taylor decided they would sue somebody, the owner of the building or the owner of the rink, and to prepare their case consulted Mark Silverstone and he sent a machine to the stable and got some excellent records of a skating rink. The noise uttered by the machines when these records were put on were truly wonderful. But when the rink folk heard of the noise records (it may be that they were permitted to hear them) they decided to shut down the rink and the case will not go into court, so a jury misses one of the most novel talking machine shows that was ever billed.

Ambassador Conover, of the Talking Machine Co., Chicago, recently spent several days with the trade here.

The Aeolian Co.'s wholesale talking machine department has moved the greater part of the stock into the new quarters at 1009 Pine street, directly in the rear of the main store, but the plans for the new department have not as yet been completed.

Manager C. B. Walthall, of the Columbia Phonograph Co., reports a splendid business for April in all departments of the local store. The \$50 Favorite model, hornless, is living up to its name so well that it cannot be kept in stock and advance orders are booked for both local delivery and shipment. Record sales are especially satisfactory, the Gay, Garden, Baklanoff and Fremstad records proving the leaders.

The Columbia Phonograph Co. supplied a \$200 machine that was offered by the Knights of Columbus for a voting contest at their recent carnival, which ran for two weeks in one of the large halls and drew city-wide crowds. The machine was kept in use during the entire run of the carnival and during the afternoons was the only music in the building and drew many surprised comments as to the satisfactory music it furnished for a large gathering. Miss M. Crowley, of 2940A Clark avenue, was awarded the machine and when she called at the Columbia store to select the library of records that accompanied the gift she expressed great gratification over her prize and commented that she was one of many who learned for the first time during the demonstration of the machine at the carnival that the Grafonolas were really hornless and, in fact, that there were hornless machines that were satisfactory.

Marion Dorian, treasurer and auditor of the Columbia Phonograph Co., spent a week in the St. Louis store in April checking up the books. Upon leaving for Kansas City he expressed his satisfaction at the business gains in this territory.

W. W. Fisher, Columbia dealer at Murphysboro, Ill., was a recent caller in St. Louis.

E. D. Easton, of New York, president of the Columbia Phonograph Co., spent one day in St. Louis in company with District Manager W. C. Fuhri, of Chicago. Mr. Easton came from Kansas City and departed for New York.

Miss A. Traube, of the Traube Furniture Co., of Alton, Ill., Columbia dealers, was a recent caller at the Columbia store here to select an order of records and discuss promotion of record sales with Manager Walthall. She was greatly impressed with the possibilities of the 10-cent demonstration record.

George A. Crisp, recently with the Aeolian Co.'s talking machine department, is now connected with the Columbia Phonograph Co.'s retail department.

THE COLUMBIA POSITION DEFINED.

Manager Lyle Makes a Statement Concerning Recent Talking Machine Litigation.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., in an interview with a representative of The World, made the following statement:

"Our attention has been called to a circular letter recently sent out by the Victor Co. under date of April 12, referring to Johnson patent No. 896,050, covering the manufacture of disc records.

"Some of our dealers have inquired with reference to the effect of this decision on the talking machine industry, and especially with reference to the handling of our product.

"In our opinion Johnson patent No. 896,050 referred to, together with Jones patent No. 688,739, owned and controlled by us and under which the Victor Co. were licensed, means the protection of the American market against foreign manufacture for a long time to come.

"Our trade need have no fear regarding the effect of the decision on our product, as we will now, as heretofore, hold harmless anyone handling goods of any description manufactured and sold by us."

Change your ads. the moment one begins to look shop-worn. And quote prices.

JOKERS' NOVELTIES

AS A SIDE LINE
WILL NET BIG PROFITS
TO TALKING MACHINE DEALERS

Everyone appreciates a harmless joke, and our novelties sell fast. Send for our proposition on 60 Kinds of Jokes. Samples of any of the following sent prepaid on receipt of price, or the entire \$1.30 worth for \$1. Write us before turning this page!

Cigarette Box that explodes a cap.....	\$0.25
Box of 60 "No-Burn" Matches.....	.10
The Great Nail Puzzle.....	.10
Take Revolving Picture (eye blacker).....	.25
Water Squirting Coat Button.....	.15
Trick Lighted Cigarette Butt.....	.10
Nested Boxes (special for suckers).....	.25
Pencil that Doubles Up.....	.10

Entire list, \$1 postpaid, see above.
Jokers' Supply Co., P.O. Box 1753, Boston, Mass.

CONDITIONS IN QUAKER CITY.

While Past Month Did Not Come Up to Expectations It Was Better Than Same Period a Year Ago—Buehn & Bro. to Open House in Pittsburg—Dealers Awaiting Victor IX Machines—Excellent Reports from Heppes—Max Landay a Visitor—Budget of Columbia News Tells of Business Activity.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 8, 1911.

The talking machine dealers have felt the April dulness, but not to the extent as the other lines of the trade. Most of the dealers admit that the month did not come up to their expectations, but it was better than April of last year, and for this they seem duly thankful.

The purchasers of records have switched off again from the grand opera music to that of a lighter character, which is as true a sign of the return of spring as the coming North of the robins. The Victor, Edison and Columbia companies have gotten out an unusually attractive list of records, as represented in the May catalog.

Last week the merchants and manufacturers of Philadelphia held another excursion, covering the Lehigh Valley. The Buehn firm were to accompany the excursion as usual as the representatives of the talking machine interests, but Mr. Buehn was unable to go on account of other business, but they sent one of their finest Victrolas along with the part for their entertainment and to exhibit it when possible.

The Buehn firm have arranged to open up a branch house in Pittsburg for the jobbing in that section of the Edison line. Edmund Buehn, a member of the firm, will go to Pittsburg temporarily. Just how long he will stay will depend on circumstances, but he expects to remain until the business is thoroughly established. It will be opened on May 15, and the warerooms will be located at 713 Penn avenue.

The firm are anxiously anticipating the arrival of the new Victor IX. machine, on which they expect some very good results. The advance sale on these instruments has been very satisfactory. The models R and O, reproducers supplied by the Edison Co., have made an emphatic hit. The model R particularly is going to meet with a very large majority of success, Mr. Buehn believes.

E. C. Miller, president of the Penn Phonograph Co., has been elected president of the Philadelphia Stock Exchange for the fourth time. This is an honor which does credit to Mr. Miller.

The Heppes report that business in April in their talking machine end was not quite up to the notch, but then the first three months of the year had set such a pace that they could hardly hope that it was going to continue in the same way during the entire month. "But," as Mr. Elwell, the manager, says, "it was not so bad as to make us put up a holler about it." May has also started a little quiet, but Mr. Elwell believes that it is going to be a very satisfactory month and will go considerably ahead of last year. The business, he says, is more or less spasmodic. For two or three days they will make a "ten-strike," and then it will drop off for a few days, resume and drop in a way that is hardly understandable.

Max Landay, of Landy Brothers, of New York City, was here the past week showing the trade the firm's patent attachment for fiber needles. The dealers generally look upon it as a good thing, and Mr. Landay was very much encouraged over his first trip.

T. K. Henderson, manager of the Columbia Phonograph Co., says that their April business was way ahead of April of last year. He also notes that there is an encouraging improvement in collections. Mr. Henderson made quite an extensive trip among the Columbia dealers, both in this and adjoining States last week. The first week in May, he says, the retail business was a little quiet, but it is picking up again. George W. Lyle, the general manager of the company, was here last week on his way to Chester to visit his son, who is a student at the Chester Military Acad-

emy. Edward D. Easton, the president of the company, was also here last week, as was also C. W. Woddrop, assistant treasurer of the company. R. B. Cope is on the road for the firm and is sending in some good orders. The firm have secured a new Columbia dealer in the West Philadelphia Camera Shop, who are in a position to do much business for the company. They also have several large dealers in contemplation. O. C. Dorian has just returned from a trip to Wilkesbarre, Hazleton and that section, calling upon the trade. Mr. Henderson notes that the Mary Garden records have been wonderful sellers, and also the records made by Guido Deiro on the accordion, the latter being a feature at Keith's the past week. The records of Amato's voice have also been very much sought after.

SECURE NEW STORE IN SPOKANE.

Kohler & Chase Lease Buiding Adjoining Their Present Quarters on Sprague Avenue—Plan Series of Talking Machine Recitals.

(Special to the Talking Machine World.)

Spokane, Wash., May 16, 1911.

Kohler & Chase, the well-known piano and music house who handle the Columbia line extensively and who have built up such a successful business in this city, recently closed a deal whereby they secured a long-time lease on the building 816-818 Sprague avenue, which has been handsomely re-

modeled. The work will be completed this week, when the firm will take possession. The deal means annexing the adjoining store to the piano company's present quarters and secures a frontage of 50 feet on Sprague avenue and a total of 10,000 square feet of floor space, over double that heretofore occupied by them, in addition to the warehouse, which will add 7,000 square feet.

It is planned to give talking machine and piano recitals every two weeks. The Columbia department will be in charge of Willis Storms. S. S. Hayes, manager, says that when completed the warerooms will be the most complete as well as the handsomest in the Northwest.

U-S PHONOGRAPH CO. RECORD LIST.

The U-S Phonograph Co., of Cleveland, O., with New York headquarters at 5-7 Union Square, have issued a very complete booklet containing lists of selections including grand opera records by Signor Giuseppe Peratori, tenor; Cav. Carlo Cartica, tenor, and Mme. Louise Barnolt, soprano. These artists are represented by selections from all the leading operas in both two and four-minute records. The volume also contains a number of interesting band records, vocal solos and duets, as well as a number of instrumental numbers that must find a large market. Their foreign selections include records in Bohemian, Hebrew, German and Italian, while their line of popular musical is extensive and interesting.

IMPROVE YOUR SYSTEM

AND

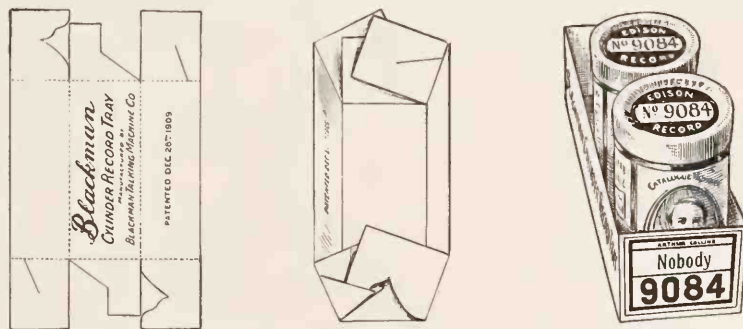
INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(Patented Dec. 28, 1909.)

A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. Write for prices.

NET PRICES TRAYS ONLY

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2	2 Records.	\$6.00	60 lbs.
3	3 Records.	7.50	73 "
4	4 Records.	9.00	87 "
5	5 Records.	10.50	105 "
6	6 Records.	12.00	116 "

NOTE.—Price less than 1,000, same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1909.....\$3.50

Per month, thereafter (postpaid), payable in advance (2 min. and 4 min.)..... .22

FREE SAMPLE of Tray with Label to who writes on business letterhead.

SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK



INCREASE YOUR HARMONICA SALES 100 PER CENT.

THE talking machine dealer who is displaying this Hohner Harmonica Assortment realizes that it is the greatest Harmonica selling proposition the trade has ever known, and that he needs only to replenish his stock in order to satisfy the demands made upon him for these goods.

The Assortment consists of a beautiful display stand, lithographed in many colors and gold, together with 12 excellent selling Hohner Harmonicas of various styles and assorted in seven different keys. There are three different assortments, one containing Harmonicas to retail at 25 cents each, one with 35-cent instruments and another with 50-cent Harmonicas. Any one of these Assortments will return 50 per cent. cash profit and you possess a decidedly attractive stand that will last indefinitely.

If you have not received our catalog, we will send you a copy, post-paid, upon request. It will tell you of the many advantages to be gained by getting better acquainted with the world-famous Hohner Line.

M. HOHNER

114-116 E. 16th St., New York

(NEW ADDRESS)

Canadian Office: 76 York St., Toronto
Mexican Office: Apartado Postal 851,
Mexico, D. F.

OUTLOOK PLEASURES MILWAUKEE.

Some Developments Which Tend to Make Talking Machine Men Optimistic—Many Changes and Improvements in Talking Machine Departments—Player-Piano Used with Victrola Interests at Gimbel Bros.—U-S Phonograph Co. Line Doing Well with Hoeffler Co.—Local Retail Talking Machine Dealers' Association Reorganized—Some Recent Visitors—The News of the Month.

(Special to the Talking Machine World.)

Milwaukee, Wis., May 9, 1911.

Milwaukee retail talking machine dealers are more than pleased at the way business has improved this spring. One prominent retailer goes so far as to say that his trade at the present time is just double that of a year ago. Good weather and a better tone in all lines of business have reacted favorably upon the talking machine field, and the prospects are bright until the hot weather season at least.

Genuine improvement has taken place in the local industrial field, and this has been one of the most potent factors in creating general confidence. Many of Milwaukee's heavy machinery manufacturing plants have been operating at a low stage for several months, and this has meant that hundreds of men have been out of employment. Orders are now coming in briskly at all of these plants, working forces are generally at a normal stage, and the prospects are favorable.

Dealers in the smaller cities and towns of the State are predicting a big season. Crop prospects in Wisconsin were never brighter than they are this spring, and there is every indication that there will be plenty of ready money, much of which will go into the coffers of talking machine dealers. Local Milwaukee wholesalers report that country dealers are ordering well in both machines and records, indicating that dealers have plenty of confidence.

The spring building season has opened most auspiciously in Milwaukee and contractors and architects say that a record number of residences, flats and apartment buildings are going up this season. In view of the fact that practically every talking machine dealer has sales prospects which will be closed just as soon as the prospective customers have completed their new homes, this state of affairs is exceedingly bright.

There has been some complaint in the collection line during the winter and early spring months, but money seems to be easier at the present time. Bankers say that clearings are unusually satisfactory and that the amount of money in circulation about the State is much greater than at this time a year ago.

Several Milwaukee retail establishments have entered upon the spring trade with improved or remodeled quarters. The Joseph Flanner Music House, 417 Broadway, has spent nearly \$5,000 in remodeling its talking machine department. The second floor has been fitted up and at least half given over to this department. New soundproof parlors have been installed, new furnishings purchased, and the stock of Victor machines and records more than doubled. Alfred Hille, manager of the talking machine and musical merchandise departments of the house, announces that particular attention will be paid to the talking machine end of the business and it is expected that the trade will be increased remarkably. The Joseph Flanner music house is one of the best known in Milwaukee, and Mr. Flanner feels that he will be able to build up an extensive talking machine trade. A few machines have been carried on the first floor in the past, but no efforts have been made to accomplish much in the line.

The new parlors of the William A. Kaun Music Co., 209 Grand avenue, have been thrown open to the public under the charge of Joseph F. Gannon, brother-in-law of Lawrence McGreal. The parlors are located on the second floor of the Gram building and are fitted in elegant style. The entire Victor line is carried and an excellent business has been secured in the short time that the department has been opened. Mr. Gannon reports the sale of several Victrolas to well-known Milwaukeeans.

The remodeled quarters of Gimbel Bros.' talking machine department have been completed and more than double the space is now available, making the largest talking machine establishment maintained by a department store. Four new soundproof parlors have been erected and equipped. The acoustic properties of the new parlors are especially fine, and Manager L. C. Parker says that business has taken on a decided gain since the facilities of his department have been increased and improved. Mr. Parker uses the fiber needles altogether and finds that they give satisfaction for demonstration purposes. Mr. Parker has prepared an interesting table showing the exact location of sales made by his department, which is attracting much attention. A large map of the city has been made use of, the location of each sale being designated by colored points.

A. G. Kunde, Columbia jobber, 516 Grand avenue, has improved the exterior and interior appearance of his store at least 100 per cent. by the installation of a handsome new front. Various improvements have been added to the interior, including the installation of a new electric lighting system, and Mr. Kunde says that a steadily increasing business is the result of improved appearances. Mr. Kunde announces that a formal opening will be held in the near future. W. C. Fuhri, of Chicago, district manager of the Columbia Co., was in Milwaukee recently congratulating Mr. Kunde on the steady gains which are being made by the Columbia line in Milwaukee county.

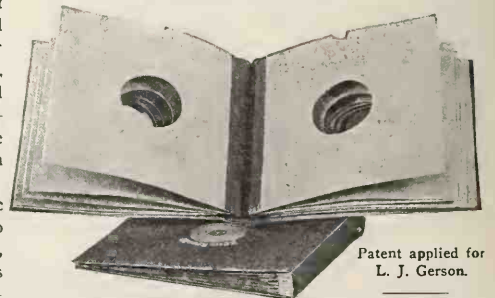
The Columbia Mercantile Co., recently organized, have moved from the Mack building, where they conducted offices, to 829 Winnebago street, where they have opened a new Columbia store. Manager Balsch reports a good business, with prospects fine.

E. F. O'Neil, representative of the Victor Talking Machine Co., was in Milwaukee recently, looking over the remodeled talking machine department of the Joseph Flanner music house. Mr. O'Neil carried away a good-sized order for Victor goods.

An interesting series of concerts is presented to the public daily by L. C. Parker, manager of the talking machine department of Gimbel Bros., who, for the first time in Milwaukee, is using the player-piano as an accompaniment to the Victrola. The experiment is attracting no end of attention and the new Victor recital hall on second floor is filled at the time of each scheduled concert. All the best and newest grand opera records are played. The Angelus player is used in the concert work, and Manager Parker himself generally presides.

The steady increase of business has forced the New Idea Cabinet Co. to seek larger quarters, and they have secured a lease on a factory building at 3306-08 North avenue. The newly acquired structure is 60 x 110 feet, one story and basement, and will permit the company to increase their output to at least 150 cabinets per week. The plant is now being remodeled and the company expects to be located in their new home within a short time. Considerable new equipment is being added, all to

**KEEP RECORDS IN
ECHO RECORD ALBUMS**
GET THE NEW STYLE, STRONGLY BOUND,
WITH 16 POCKETS AND FLEXIBLE BACK



Will hold both double and single face discs of any make. Two sizes made to fit 10 and 12-inch Records. Fits the Victrola exactly or any record cabinet. Sold by all Progressive Talking Machine Stores. Send for illustrated circular and price list. Discounts to the Trade on application.

ECHO ALBUM COMPANY
926 Cherry Street, Philadelphia, Pa.

be motor driven, and the plant will be one of the finest of its kind in the Northwest.

"We are meeting with a brisk demand for the 'New Idea' cabinets," said Lawrence McGreal, one of the officials of the company, "and despite the fact that we are turning out 50 to 60 cabinets weekly, we are behind on orders. We are now getting out a new cabinet for the new Victrola IX and hope to have it completed by the time the first consignment of the new Victrolas makes its appearance. We have been securing some fine orders for the Victrola IX and I am doubtful as to whether or not we will be able to secure machines enough to satisfy the dealers."

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., reports a successful business in the United States Phonograph Co.'s line. Mr. Becker has secured two new dealers in Milwaukee for this line and their reports are gratifying. Mr. Becker expects that by next fall he will have doubled the business in the U-S machines and records.

The McGreal baseball team, of which Lawrence McGreal, well-known Milwaukee jobber, is president, is still leading all the teams in the Milwaukee city baseball league. The team has all but captured first place in the league for the past two seasons and Mr. McGreal believes that the time is ripe this year for carrying off the banner.

George D. Ornstein, manager of salesmen of the Victor Talking Machine Co., was in Milwaukee recently on business. Mr. Ornstein's mother and sister are residents of Milwaukee.

Leslie C. Wiswell, manager of the talking machine department of Lyon & Healy, of Chicago, was in Milwaukee recently, accompanied by his daughter.

Lawrence McGreal recently made a business trip to Chippewa Falls, Wis., and Winona, Minn., calling upon several of his dealers. By the time this is in print Mr. McGreal will have returned from a short business trip to the East.

News has been received in Milwaukee that the Chippewa Phonograph Co., of Chippewa Falls, Wis., which suffered the loss of its establishment by fire some time ago, has opened up in new and larger quarters. A satisfactory settlement has been made with the insurance companies and the loss not covered by insurance was not as large as earlier anticipated.

The Milwaukee Retail Talking Machine Dealers' Association has been brought to life and has been reorganized upon a firm basis. George H. Eicholz has been elected president, and says that he will prevent the association from meeting with another untimely death. All the dealers in Milwaukee have joined the organization in the belief that co-operation will result in general benefit. Present plans

are that regular meetings shall be held for the discussion of trade topics.

J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co., has issued 5,000 colored postals bearing an excellent view of the interior of the Hoeffler store at 306-308 West Water street. Mr. Becker, as usual, has a very interesting window display at the Hoeffler store. Seven large photographs of Caruso, Melba, Calve, Tetrizzini, Schuman-Heink, Semlrich 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 Hoeffler store included: Roy J. Keith, of The Talking Machine Co., of Chicago; Manager Barnes, of the Business Phonograph Co., of Chicago; J. D. Wilde, U. S. and Victor dealer, of Ripon, Wis., and H. H. Lueck, U-S dealer, of Grand Rapids, Mich.

TRIBUTE TO COLUMBIA RECORDS.

Henry Russell, Consulting Director of the Operatic Department of the Company, Writes in Praise of Records by Noted Artists.

The Columbia Phonograph Co. have recently received the following letter from Henry Russell, director of the Boston Grand Opera Co. and consulting director of the operatic department of the Columbia Co., which was written on board of the steamship George Washington on March 30 while Mr. Russell was on his way to Europe:

"In the hurry of my departure for Europe I failed to give you my impression of the work accomplished by the Columbia Phonograph Co. since my association with it in the capacity of consulting director of the operatic department.

"I visited your laboratory and heard the new records of Miss Mary Garden which, from every point of view, were truly a remarkable reproduction of her voice. What was more surprising and of even greater consequence was the fact that her records convey some of the subtle charm of her personality, a proof of the perfection to which your company has brought the art of recording.

"I also listened to new discs by Mme. Nordica, and I congratulate you on the admirable results obtained and the fact that you are the only company that has succeeded in making successful records of this great singer.

"The records of Alice Nielsen, Olive Fremstad and other eminent singers who have sung for you are all on the same level of incomparable excellence. I do not hesitate to say that records of this kind will do more to develop the operatic

taste of the American public than anything I know of."

HANDSOME NEW QUARTERS

Of the Geo. J. Birkel Co., in Los Angeles, Cal. —Entire Floor Given Over to Talking Machine Department—Sound-Proof Booths and Recital Hall Handcome'y Fitted Up.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 6, 1911.

The new store of the Geo. J. Birkel Co. in this city is one of the handsomest on the Pacific Coast, having been designed especially to meet the requirements of the business in which the company are engaged. The building consists of six floors and basement, the latter being given over to the storage and receiving departments. The first floor is occupied by the offices and the musical merchandise and sheet music departments. The remaining floors, with the exception of the third, are given over to the display of the various lines of pianos being handled by the company, while the third floor is occupied entirely by the talking machine department. In the talking machine department there are eleven sound-proof booths and a large recital hall in which weekly recitals will be given, and the whole is fitted up in a most elaborate manner.

PRAISE OF EDISON WINDOW DISPLAYS.

The Edison Window Display Department is a most emphatic success. Jobbers and dealers who have used the Edison displays are lavish in their praise not only of their artistic quality, but particularity of the ingenuity of the basic fixtures which are part of the displays. These fixtures are entirely adjustable and interchangeable and permit of the displays—or at least some part of them—being used in any size window, no matter how small or large. The initial displays are still being supplied to the trade, and in such numbers that Mr. Rinehart, manager of the display department, has been obliged within the past two weeks to almost double his working force.

A special Decoration Day window display is being prepared—of a patriotic character, of course, typical of the holiday—and parts of this display, following the idea of economy upon which the service is based, will be used to construct the regular monthly display for the month of June.

M. Gaumont, the French savant, has invented some further improvements in a machine called the chronograph, which consolidates the phonograph and the moving pictures so that their effects are produced simultaneously, the action being suited to the word.

Salter Mfg. Co.

337-343 North Oakley Avenue

CHICAGO

Makers of

Salter's Patent Felt Lined Shelf

Cabinets

For other styles, write us for our New Catalogue

If your jobber don't handle our line we can supply you.



No. 788.

The top of this cabinet is 21 inches square and made especially for the new \$50.00 Columbia Favorite Machine.



No. 776.

Made for the three Victor Victrolas, 9, 10 and 11. We put rim on this cabinet, if wanted, to fit any machine.

FROM OUR CHICAGO HEADQUARTERS

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

Chicago Jobbers and Dealers Are Well Pleased with General Condition of Business for the First Four Months of the New Year—Material Gains Shown Over Corresponding Period of 1910—A Larger Trade Movement Expected—The Masses Again Buying Talking Machines—Some Opinions of Prominent Members of the Trade Confirmatory of the Foregoing—Permanent Jewel Needle Co. Takes Over Business of Permanent Needle Sales Co.—Additions to Lyon & Healy Sales Force—Sales Manager Keith's Good Record—News of the Month in Detail.

(Special to the Talking Machine World.)

Chicago, Ill., May 6, 1911.

Local jobbers are particularly optimistic regarding present business. Considering the reports they hear regarding other and even more staple lines of trade, they are decidedly gratified at the showing they are making. The first four months of this year made a material gain over the corresponding period of 1910, and April in some instances is reported as having broken former records for that month. While it is true that the bulk of the business seems to be coming from the larger towns, yet business in the smaller places seems to be reviving to some extent.

Whatever the contributing causes may be, there can be no question that we are on the eve of a larger trade movement in the talking machine field and that there is a keener and more general interest being shown than for a long time. Possibly the introduction of the lower-priced hornless machines may have something to do with it, and it is a singular fact that, notwithstanding the heavy demand for these types, the more expensive machines seem to be in as great demand as ever.

There seems to be a feeling abroad that the masses are coming back as large purchasers of talking machines and that the trade is entering upon a new period of larger prosperity.

April made a good showing from a local retail standpoint, and in one or two instances is said to have exceeded that of February or March. Business so far this month shows the usual effect of the "moving" period, but is fully as active as last year, if not more so.

Wiswell Optimistic.

"It is an actual fact that the talking machine trade is making a wonderful showing, in this territory at least," said L. C. Wiswell, of Lyon & Healy. "All of our travelers have been having the most successful trips for this season of the year that they have ever had, and at the same time they all tell of having listened to tales of woe from salesmen in other lines. Last month was the biggest April we have had. Although shipments of hornless machines have been more liberal of late than for some time, there is still a shortage, and the manner in which the demand is running would indicate that the capacity of the factories will be crowded to the utmost for months to come. The advance orders on the new Victrola IX, \$50 machines, are the largest that we have ever had on any new type which has made its appearance, although we have not yet even received samples."

A Four Months' Record Breaker.

"We have certainly every reason to be satisfied with our business so far this year," said Arthur D. Geissler, general manager of the Talking Machine Co. "Our books show that the first months of 1911 have made a very large increase over the corresponding period of 1907, the biggest year we ever had. Whatever may be the experience in other lines of trade, the talking machine business, at least that of the Victor Co., the only line we handle, is certainly experiencing a demand for phenomenal proportions. Of course, we are working hard and energetically, and the various systems adopted by this company for aiding their dealers in their business, together with our own

specialties, have, of course, much to do with the results."

The company have adopted "Tamaco," a contraction, of course, of "Talking Machine Co.," as a trade name in connection with the "cabinet that matches," and other specialties brought out by them. The latest addition to the line is a particularly handsome new style of cabinet designed to match the Victrola X and XI. An illustration will be found in the company's advertisement in this issue. They are peculiarly attractive examples of the cabinet-making art, are of genuine mahogany, beautifully figured and highly finished. They are equipped with the new Tamaco record album, which needs to be pulled out only a few inches to be opened, are particularly attractive in appearance, and can be supplied by the company separate from the cabinet if so desired. With each cabinet is furnished a Tamaco record index, in full imitation leather binding and cut-out thumb indices.

Columbia Business Good.

W. C. Fuhri, district manager of the Columbia Phonograph Co., reports business with him as excellent. April made a much better showing than they had expected all over the Western and Southern territory. Mr. Fuhri made a flying visit to New York a week or so ago. He found everyone enthusiastic regarding conditions, and reporting that Columbia factories were working double shifts to supply the demand.

C. F. Baer, manager of the Chicago office of the Columbia Co., reports that the wholesale business in the territory covered by the Chicago office increased 25 per cent. in volume in April over the corresponding month of last year. Retail business also showed a healthy increase, and the indications are that they will do a much larger retail business in the new quarters at Washington and Wabash than in the new location. "The large number of new Columbia dealers being established in this territory is encouraging," said Mr. Baer. "In the last week of the last month alone we established no less than five new \$500 dealers."

"We are having a remarkable sale on the latest Columbia grand opera records, those by Nordica, Fremstad, Nielsen and Gay. The demand for the various types of Grafonolas is remarkable, the \$200 recent library table type being still in the lead. The \$150 Mignon is having a wide sale, which is also true of the \$100 Elite model, while the new \$50 Favorite machine is proving an immense seller."

U-S Co. Making Headway.

W. C. Patrick, Western representative of the U-S Phonograph Co. at Cleveland, is conducting an energetic campaign locally from their recently established Chicago warehouses at 219-225 West Washington street. He has put four salesmen out in the city, and reports having already established a number of local dealers.

President Easton a Visitor.

President E. D. Easton, of the Columbia Phonograph Co., spent Tuesday of last week at Chicago headquarters. He was on a trip among the branch stores of the Central West, and was accompanied by Mrs. Easton.

Keith's Interesting Trip.

Roy J. Keith, sales manager of the Talking Machine Co., returned the middle of last month from his very successful trip to the Pacific Coast. He found the Far Western trade doing an excellent business. The Coast dealers, he says, are live wires, all of them. They go after the trade aggressively, carry big stocks, and make forceful displays. Mr. Keith spent a day at his alma mater, Leland Stanford University, and also Sunday at San Raphael, the guest of Peter Bacigalupi. Together they visited Leon F. Douglass, whose beautiful home is also at San Raphael.

Reports Good Edison Business.

A. V. Chandler, who travels Illinois for Thomas A. Edison, Inc., says that there is a distinct improvement in business with the majority of dealers

on whom he calls. "Last year there was considerable complaint, and I seldom find a dealer now that does not speak of having had a very satisfactory winter and spring business. The way orders have been coming forward the past few weeks is exceedingly encouraging. They show that stocks are low and that dealers are looking for good, brisk trade. Dealers have taken hold of the Edison wagon proposition with avidity. A number of the Illinois trade have signed up within the last few weeks, and those who now have the wagons are doing an excellent business with them."

N. G. Kreusch, the Edison traveler for Indiana, was a recent Chicago visitor.

Victor Visitors.

George Ornstein, manager of traveling salesmen for the Victor Co., is on a special trip to Denver, was met here by Mr. Fitzpatrick, the Michigan traveler; Mr. Hipple, the Iowa traveler, and C. L. Price, who covers Indiana.

Sam Goldsmith, district manager of salesmen for the Victor Co., is on a special trip to Denver, Salt Lake City, and other Western points.

Walter Scott, comptroller of the Victor Co., was a visitor to Chicago last week.

Cecil Davidson a Benedict.

Cecil Davidson, of the Talking Machine Shops, and Miss Catherine Madden, who had been George Davidson's assistant at the Jackson street store for some time, were quietly married last month. Mr. Davidson is one of the most popular young men in the retail trade of Chicago, and he has been deluged with congratulations on his good fortune by those who have had the acquaintance of the charming bride.

Good Record Album Business.

Lyon & Healy report an excellent demand for the new disc record album introduced last month and which is described in their advertisement in this issue.

Good Dictaphone Business.

In addition to the big deal made last month in the installation of Dictaphones for the Illinois Central Railroad Co., George D. Smith, who is in charge of the Dictaphone railway department of the Columbia Phonograph Co., has just closed a contract for furnishing Dictaphones to the Chicago & Eastern Illinois offices.

W. W. and E. A. Parsons have closed some big Dictaphone deals recently, and the company's commercial machine business in Chicago is brisk.

New Lyon & Healy Traveler.

H. M. Lansdowne, who has been added to the talking machine force of Lyon & Healy, covering Northern Indiana and Michigan, is giving a good account of himself.

Will Market Direct.

The Permanent Jewel Needle Co., of Highland Park, Ill., who have hitherto distributed their product through the Permanent Needle Sales Co., have taken over the business of the latter company, and will hereafter market the Permanent Jewel Needle for disc machines. The company will manufacture as heretofore at Highland Park, but will conduct general and sales offices at 222 North State street, between Lake and South Water, Chicago.

Seaman's Cincinnati Trip.

F. H. Seaman, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., has been spending the week at the Lane headquarters in Cincinnati. The company, like the other jobbers, report a very satisfactory talking machine business. In the retail department the sales force has been considerably increased, and Manager L. Kern Cameron reports a greatly increased business as compared with last year.

The Wade Fibre Needle Cutters.

The Talking Machine Co., of Chicago, have just placed on the market a new fiber needle cutter, shown in an illustration appearing elsewhere, and which is the invention of Mr. Wade, who is in charge of their repair department. As will be seen

(Continued on page 44)



The "Tamaco Cabinet That Matches"

Here is something absolutely unique!

A Cabinet with a Record Album interior at the same price that the old style rack interior was furnished.

It should revolutionize the cabinet business. It makes it possible for you to furnish a Victrola IX, X or XI "Outfit" worthy of a place in any drawing room.

"Tamaco Cabinet That Matches" Victrola IX and X \$37.50 List
 " " " " " XI " XII \$40.00 "

Your regular Victor discount applies.

We guarantee them. Order a sample—if not absolutely satisfied, return it to us at our expense.

The "Tamaco" guarantee is worth something.

THE TALKING MACHINE COMPANY
 137 N. Wabash Avenue : : : Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS.
(Continued from page 42.)

by the cut, it is very simple in construction and works on the same principle as a pair of scissors or pliers. It is exceedingly accurate in operation and produces a clean, sharp point. One of the

peculiar advantages claimed for this cutter is that with it the needle can be pointed without removing the latter from the needle arm of the machine. This cutter is handsomely nickel-plated and the retail price has been placed at the moderate figure of \$1.50.

AEOLIAN CO.'S TALKING MACHINE SALESROOMS

Two Views Which Give the Reader an Idea of the Attractive and Effective Equipment of the Talking Machine Department in the Chicago Branch of the Aeolian Co.

The accompanying illustrations show the beautiful talking machine warerooms of the Chicago branch of the Aeolian Co., which have already

which are of exceptionally pleasing architectural design, are practically all glass, the first of the kind introduced in Chicago. The reception room is



WAREROOM VIEW SHOWING BOOTHS.



GENERAL VIEW OF AEOLIAN CO.'S RECEPTION ROOM.

been described in this paper. The prevailing tones of the decorations are white and gold. The booths,

beautifully furnished, and the whole effect is one of quiet elegance. They constitute ideal quarters for the high-grade exclusive class of trade to which the company cater.

ANENT THE JOBBERS' CONVENTION.

Arrangements Nearing Completion for Meeting in Milwaukee in July—The Present Program—Record Attendance Expected—Many Matters of Importance Will Be Discussed—Special Rates Secured for Hotels—Something of the Convention City Itself—A Few "Roushisms" That Make Time y Reading.

Preparations for the great convention of National Association of Talking Machine Jobbers, to be held at the Pfister Hotel, Milwaukee, Wis., July 10, 11, 12 and 13, are rapidly nearing completion.

Much interest in the convention session will center in the many important questions that are now pending before the talking machine trade. Chairman McGreal, of the arrangement commit-



PFISTER HOTEL—CONVENTION HEADQUARTERS. . .

tee, has things well in hand, especially the banquet. He has appointed various committees, who have charge of each day's doings. This will assure an event brimful of special features and interest. There will be something doing every minute, as you will see from the following program:

First Day, Monday, July 10.

- 9:00 a. m. Getting acquainted.
- 11:00 a. m. Special address of welcome by Mayor Seidel.
- 12:30 p. m. Luncheon.
- 2:00 to 4:00 p. m. Association meeting.
- 6:00 p. m. Dinner.
- 8:00 p. m. Theater party (special).
- 11:00 p. m. to 4:00 a. m. Palm Garden (special program)

Second Day, Tuesday, July 11.

- 10:00 a. m. Visit to Milwaukee breweries in automobiles.
- 12:30 p. m. Luncheon.
- 2:00 p. m. Boat ride on Lake Michigan; meeting of association on boat; lunch and refreshments. Return at 7:00 p. m.
- 9:00 p. m. Dreamland—a beautiful Milwaukee resort.



LARGEST LAKE EXCURSION STEAMER AFLOAT.

Third Day, Wednesday, July 12.

- 10:00 a. m. Ball game—Eastern and Western Jobbers.
- 12:30 p. m. Luncheon.
- 2:00 to 4:00 p. m. Association meeting.

(Continued on page 46.)

THIS IS THE FAMOUS "TIZ-IT"



**All-Metal
Horn
Connection
for Phonographs**

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

Regular Discount to the Trade.
Send for descriptive Circular and printed List of Jobbers who carry "TIZ-IT" in stock.
If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60
Free sample to Jobbers
KREILING & COMPANY
1504 North 40th Avenue
Cragin Station Chicago, Ill.

CHARGE 12 PER CENT. INTEREST.

How Utah Credit Men Manage to Have Bill's Met Promptly.

Those who have difficulty in having their bills met when due and often have to carry the purchaser along for a considerable time after the limit of credit has expired should be interested in a recent move of the Utah Association of Credit Men, whereby the members of that body have agreed, and what is more, hold to the agreement, to charge 12 per cent interest on all over-due accounts. The important part of the matter is that the ruling has had the effect of reducing the number of delinquents materially and has proven most satisfactory. There is little doubt, however, that the strength of the organization back of the movement has contributed in no small degree to its success, for to get on bad terms with one credit man means that the retailer or consumer gets on bad terms with the association as a body.

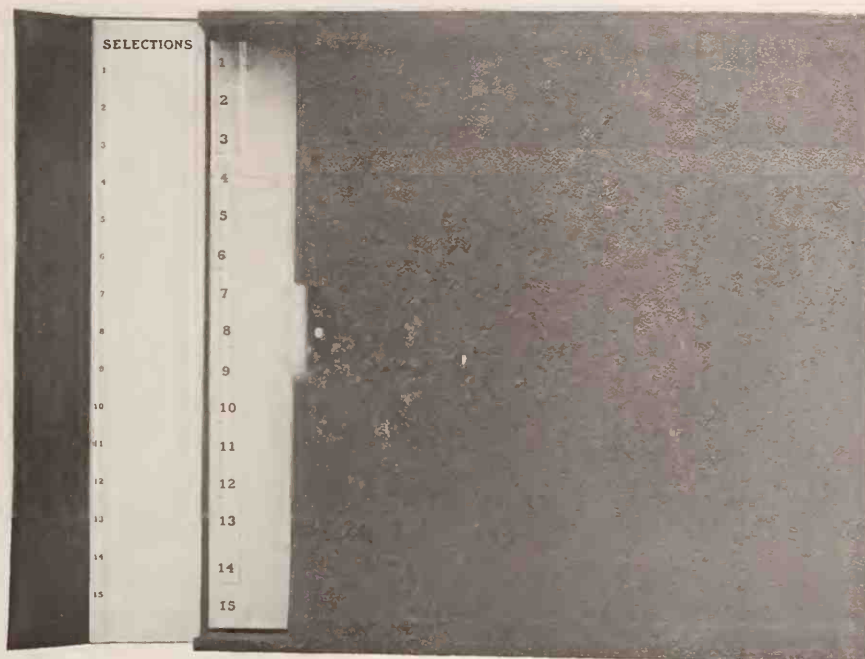
60 YEARS' EXPERIENCE

PATENTS

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

Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.



PATENT APPLIED FOR

Record-Breaking Sales Prove that the
Lyon & Healy Disc Record Album

IS THE MOST PRACTICAL AND CONVENIENT ALBUM
 ON THE MARKET

FIVE SALIENT POINTS

1. Opens from the end, thus overcoming the necessity of taking the entire album from the cabinet to obtain the records desired.
2. Patent Stop keeps the records always in place.
3. Keeps records free from harm and dirt.
4. Made to fit in Victrola style 16 and 14 as well as regular record cabinets.
5. Price is reasonable. Retail 10 or 12-inch size \$1.50 with regular Victrola discounts to both distributors and dealers.

Send us a trial order for a dozen Albums now.

Largest Exclusively Wholesale Victor and Edison Departments in the Country

Lyon & Healy

WABASH AVENUE AND ADAMS STREET
CHICAGO

ANENT THE JOBBERS' CONVENTION.

(Continued from page 44.)

- 5:00 p. m. Automobile ride in Donge's Grove (Donge's Grove is about 12 miles from Milwaukee, and most of the ride is along the lake front.)
 6:30 p. m. Chicken dinner will be served at grove.
 11:00 p. m. Palm Garden (by special request the Jobbers' Quartet)
Fourth Day, Thursday, July 13.
 10:30 a. m. Pathing at McKinley Beach.
 12:30 p. m. Luncheon.
 2:00 to 3:30 p. m. Open meeting.
 4:00 p. m. Seeing Milwaukee, either in automobiles or rubber-neck wagons.
 7:00 p. m. Banquet (special speakers).
 10:30 p. m. to 1:00 a. m. ball.



VIEW OF MILWAUKEE RIVER.

Hotel accommodations have been arranged at a number of hotels, but the Pfister, of course, will be the headquarters.

THE HOTEL RATES.

The rates for rooms at the Pfister are as follows: \$2 per day and up for single rooms without bath; \$2.50 per day and up for double rooms without bath; \$3.50 per day and up for single rooms with bath; \$5 per day and up for double rooms with bath; \$1.50 to \$2 extra for each additional person occupying each room.

The rates at the Plankinton are as follows: \$1.50 per day and up, without bath, single rooms;



FOUNTAIN IN MITCHELL PARK.

\$2.50 per day and up, with bath, single rooms; \$2.50 per day and up, without bath, double rooms; \$4 per day and up, with bath, double rooms.

The rates at the St. Charles, European plan: \$1 per day and up.

The rates at the Republican House, the only American hotel, are \$2 per day and up.

The Plankinton and St. Charles are within four



SOLDIERS' HOME.

blocks of the Pfister, while the Republican House is nine blocks from the Pfister.

It behooves the various State commissioners to urge every association member and those jobbers

and distributors who are not members to be present at this convention.

Milwaukee is centrally located and can be reached easily from the North, East, South and West, hence no one has an excuse for not being in attendance.

Everyone should not fail to arrange a liberal stop-over at Chicago, as there are many points of interest in and around Chicago that are well worthy of seeing.

Milwaukee, the metropolis of Wisconsin, is a city with a population of about 400,000. In a business way, Milwaukee may be classed as an industrial city. While its jobbing interests are large, the basis of its strength is in its manufacture. It leads the country in the manufacture of machinery, household tinware, tanning, brewing, etc.

Milwaukee is a beautiful city. It is located on the bluffs overlooking Lake Michigan, on Milwaukee Bay, a beautiful sheet of water bent like a curve in horseshoe form, which has often been likened to the bay of Naples. One may drive for six miles along the shore of the lake on the high bluffs, beginning at Juneau Park and ending at Whitefish Bay, one of the most beautiful drives on the American continent. The city is fringed by a belt of parks, Lake Park, on the northeast corner of the city, being one of the most beautiful. Among the other parks which are worth a visit are Lindworm Park on the upper river; Washington Park on the west side, and Mitchell and Humboldt Parks on the south side.

A spot which is always of interest to visitors is



HOME OF MILWAUKEE YACHT CLUB.

the National Soldiers' Home, just on the western suburbs. Here on a broad tract of five hundred acres of park land are numerous buildings in which are housed 2,500 veterans of the Civil War, where they receive every care and attention from the United States Government. Band concerts are given in the afternoon during the summer, and the Soldiers' Home is well worth a visit.

Secretary Roush is sending out some very interesting as well as spicy talks on "Why Every Member of the Association Should Be Present at the 1911 Convention."

Don't disregard his epistles, for they bear reading and rereading. Food for thought in them all.

"ROUSHISMS"

"An optimist is a man who doesn't care a rap what happens, so long as it happens to the other fellow."

"It was worth the price of admission to see that 'Crowd' speeding toward first base when Moffitt gave the Milwaukee Baseball Magnate a free ticket."

"The Chalfonte was a fine place, but—Oh. You Regular Places."

"It was probably the size of his 'assist' that saved Dolbeer from the mob's violence."

"If you have appendicitis you don't go to a cheap surgeon to be operated on. When your business has the appendicitis, for Heaven's sake, don't go to a cheap advertising surgeon to have it operated on. Have one with brains and skill—forget the few cents you may save on his services. In other words, get wise and attend the National Association of Talking Machine Jobbers' Fifth Annual Convention, and Protect your talking machine appendix."

"Testimony by Rapke: 'I suffered from monkey-hydrophobia, was dragged from a state of coma by a liberal absorption of Roush Hot Air Tablets, made old Vienna on crutches, and after twenty-four hours of Convention treatment—to sea with the crutches, and hence I became almost human.'"

"There is a Reason for Everything, but we wonder why in Blazes they make Ginger Ale Bottles round on the end."

"Round bottomed bottles are barred during the Convention."

"Experience is the name everyone gives his mistakes."

Announcement

The Permanent Jewel Needle Co. have taken over the business of the Permanent Needle Sales Co. and will hereafter market the Permanent Jewel Needle direct.

All communications should be addressed to the Permanent Jewel Needle Co., 222 North State Street, Chicago.

Permanent Jewel Needle Co.

Sole Manufacturers

Factory, Highland Park, Ill.

General Offices:

222 North State Street (New Number), Chicago

1866 **NYOIL** 1910
FOR

Talking Machines, Type-writers, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

A fine polish for varnished surfaces on cabinets, etc.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



"CREATIVE ADVERTISING."

This Was the Subject of the Very Interesting Address Delivered by H. C. Brown, Advertising Manager of the Victor Talking Machine Co. at the Last Quarterly Meeting and Dinner of the New York Piano Manufacturers' Association.

At the last quarterly meeting and dinner of the New York Piano Manufacturers' Association, April 19, at the Murray Hill Hotel, New York, on special invitation H. C. Brown advertising manager of the Victor Talking Machine Co., Camden, N. J., delivered the appended address on "Creative Advertising."

"I believe all advertising is creative if it is honest. Advertising must be honest in order for the goods to live, and anything creative must live. You, as piano manufacturers, have many problems, and many of them are different from ours in the talking machine field. One of your greatest problems is that of price maintenance. Let me tell you that we—the Victor Talking Machine Co.—are probably the one-price house of the world. Every one of our dealers knows that our goods are placed in his store at one price and that they are going to move out at another price. He knows that these prices are the same for all dealers; that no other dealers can sell for less. He knows that he is protected in these prices; that he is safe. I believe that this policy has upbuilt the Victor Co. to the point where it now is. That is one thing.

"Again, our advertising has always been creative; it has never been anything else. It has been honest. We have never misrepresented. We have always tried to give more than could be expected of us.

VICTOR USERS!
PROTECT YOUR RECORDS FROM GETTING SCRATCHY



Patented June 28, 1910
Dealers should Use the

Velvet Tone Needle Balance

On All Demonstrating Machines and Victrolas

The "Velvet Tone" will reduce your operating expenses—for it protects your record stock from injury or careless handling, especially when playing for customers.

No separate demonstrating sets of records necessary when the "Velvet Tone" Needle Balance is used.

Your customers will buy the "Velvet Tone" after seeing you use it, especially because it prevents wearing out their records.

Price, Mailed (Postpaid) \$2.00. (Gold Color or Nickel.)
For sale at all Victor Talking Machine Stores. Send for illustrated circulars. Discount to the Trade.

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

That has been the policy and practice of the house. One of our secrets of success is that no matter how great the expectation of the purchaser of any of our products, we try to have him find more in it or get more out of it than he has expected. When he buys he will be surprised and pleased. He will tell his friends. They in turn will become patrons and tell others. It is the nearest approach to an endless chain I know of.

"In this connection I believe you have a responsibility resting upon you to assist in raising the United States as a musical nation. I believe you should, each of you, do some creative advertising and impress upon the public the great power and potentiality of music for pleasure and good. There are a great many silent pianos—pianos bought as ornaments, stuck in the parlor and left untouched. This should not be, and it can be changed by advertising.

"I think you will bear me out in the statement that a good deal of piano advertising is not honest, and that it is the dishonesty in advertising and some trade customs that is working great harm to your big industry. The fact that pianos are sold at any old price is working great detriment. When Mrs. Smith, say, buys a piano at \$290, and a neighbor of hers who is a better bargainer gets the same piano for \$225 the neighbor is going to let Mrs. Smith know all about it, and Mrs. Smith is not going to be pleased, either, with the piano or with the dealer.

"I believe creative publicity would greatly help the player-piano industry, which now occupies so large a portion of the entire piano industry. It seems to me a great mistake for dealers to handle so many different pianos. According to my observation, most dealers handle from six to eight different kinds. I believe this is wrong. Three grades ought to be better—a high-priced, medium-priced and low-priced instrument. If the dealer would concentrate on these, I believe he would do better and that it would be better for the manufacturers.

"I notice that many pianos are distributed through an exclusive territory arrangement. That is not a practice of ours. It has been our experience that where we did this we suffered for it. As soon as the dealer found that he was protected in his territory he lay down. When we put a second dealer into the territory, dealer No. 1 woke up at once, with the consequence that both dealers did a large business—more than double that of the first. I am sure that this general condition in the piano trade could be corrected by creative advertising—advertising, that is to say, which creates new interest and new patrons.

"It is true, as your president, Mr. Lawrence, says, that the Victor Co. is 170,000 instruments behind in their orders to-day, and that 70,000 of these are the Victrolas, which are priced at \$200 each. This is because we have manufactured the very best instruments it is possible to make, and told people about them. One of our dealers in New York City pays a rental of \$25,000 a year and maintains an expensive organization. You can understand that he must have to sell a good many instruments to do that.

"Our business has been a feeder to the piano trade, although some of you feel that your business has been a feeder to us. We do not feel that we have hurt the piano business at large, but, instead, helped it a great deal by enlarging the number of music lovers. We know we have helped piano dealers financially by helping them over dull seasons in the piano business, and bringing to their stores a class of trade which otherwise would not have come.

"In conclusion, all advertising is good. Only dishonest advertising reacts. It is one of the best possible investments that any man can make. In closing, let me cite one instance of how a firm started a business on a small scale and have built it up in a short time to a tremendous industry. The Cudahy Packing Co., Kansas City, put the 'Old Dutch Cleanser' on the market less than ten years ago. The total investment required was not more than \$100,000 or \$200,000, but you couldn't buy that business to-day for \$10,000,000. If they could do it, I believe you could accomplish similar results also in the same length of time."



ROAD TO SUCCESS

Your jobber holds the reins

of your progress along the road to success. If he has not the ability to handle your orders properly, your progress will be slow. We will give you service that will send you along at a gallop.

A jobber who fails to fill orders promptly places your business in as much, if not more, danger than his own. There is no more certain way of driving your customers to your competitor than your failure to fill an order when promised. Neglect on the part of your jobber may be responsible, but your customer does not look that far. He blames you.

The orders we fill are never late or bungled, and, no matter of what size, are given the same careful attention. We ship every order the same day it is received.

If you want to please your trade all the time let us be your source of supply. Victors, Victor-Victrolas, Victor Records, record cabinets, horns, needles, repair parts and accessories of every sort, always on hand. No delay while we "send to the factory."

Give us a chance to prove these assertions, and you will congratulate yourself. At any rate send for our catalog, and our booklet: "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



CINCINNATI'S SUMMER TRADE

Promises to Be Active Owing to the Demand for Records by Campers—Trade Is of Fair Volume with Excellent Prospects—Victrola Concerts in the Home—Grand Opera Records and High Priced Machines Have Call.

(Special to the Talking Machine World.)

Cincinnati, O., May 8, 1911.

Although the summer season has been somewhat delayed by the inclement weather, the campers are already preparing their plans and at all the talking shops one hears of the visits of those who adopt the "back to the simple life" method during the heated season. There is every reason to believe that more machines will be used in the Middle West by campers this year than ever before. None of the dealers have made any special effort towards reaching this class and it appears that the demand is a genuine recognition of the merits of the "talker" as an amusement device. Business in general appears to be fair, the demand being greater for machines than records.

"April business has been like April weather," said Manager R. J. Whelan, of the Columbia Phonograph Co., "plenty of sunshine and plenty of showers, but take the month as a whole in all departments, retail, wholesale and Dictaphone, the business shows a substantial increase over April of last year.

"The new grand opera symphony records by Nordica, Fremstad, Mary Garden, Baklanoff, Maria Gay and Alice Nielson, have played a very important part in the record trade. The piano records by Scharwenka have had an enormous demand, and large express shipments from the factory have been necessary to keep up with our orders for them. Another record that has proven unusually popular is 'Schubert's Unfinished Symphony,' A5267, 12 inch blue label, which has taken well with all classes of trade."

The new "concert grand" reproducer is attracting much attention, many pronouncing its repro-

duction the most perfect they ever heard. Several very interesting sales have been made of the Grafonolas in April, the Grafonolas Regent and Favorite being the most popular instruments in demand.

The wholesale trade is more than holding its own; many dealers have been in the store recently inspecting the latest line of Grafonolas and graphophones, selecting what they desired while there. C. F. Brower & Co., one of the largest and best known furniture firms in Lexington, Ky., have just put in their complete line of Grafonolas and high grade records. They pronounce their opening a big success and say they are going after the business in the "Blue Grass" country.

C. G. McNeill, manager of the Dictaphone department, states things are moving nicely, and he has several large deals on hand.

The following gives one an idea of what is being done at the Victor department of the Aeolian Co.: "Our plan of giving complimentary Victrola-concerts right in the fashionable homes in the evenings is working out just fine," says Manager Ahaus. "One recently given for the Schuster School of Dramatic Art and Expression was unusually interesting from an educational standpoint as well as a producer of sales. We undoubtedly impress our guests in their most receptive mood and believe more seriousness is indulged in than during a demonstration (commercially given, as a rule) in the store. While the salesman tries to impress most favorably the artistic virtues of the Victrola during business hours, there is always that tendency of the customer to have as little time as possible, while at a concert your patrons come for the express purpose of hearing the Victrola, which is decidedly a pleasant advantage. We have had several concerts in the past two months, for which the host had very beautiful programs printed, and the intense interest and enthusiasm manifested by our listeners is bound to have a telling effect for us. Business generally has been fair and we have added H. B. Drabelle, formerly with the Rudolph Wurlitzer Co., to our forces."

The talking machine department of the Rudolph Wurlitzer Co. report a most satisfactory April business directly traceable to increased efforts along these lines: Window displays have been excellent. "The Pink Lady" window installed on the 27th is one that has been universally admired. A life-sized picture of a lady in pink forms the center piece of the window, while the background and floor draperies consists of pink silk. A scroll studded with electric lights and two handsome Vernis Martin Victrolas complete an artistic display.

The record business, which was somewhat slack early in April, picked up so that the delivery department was forced to supplement their messenger calls with assistance from the telegraph company later in the month.

A number of Victrolas were sold and the trade in small sized 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. Pelton has been placed in charge of the talking machine shop of the Lyric Piano Co. in this city.

New Idea Record Cabinets for Victrolas X and XI



A Beautiful Piece of Furniture

You will sell one every time you sell a X or XI. One dealer in Milwaukee has sold thirty-six New Idea Cabinets since February 15th. Another sold 11 during the same period. Every Distributer, so far, to whom we have made shipments, has sent duplicate orders. This looks like it's selling some, doesn't it?



Finished in Mahogany or any style Oak, to match X or XI Victrolas; Capacity, 140 ten or 12-inch records.

Weight, crated, 80 lbs.



The Sliding files are indexed and are faced and finished in wood to match the cabinet. They can only be drawn out far enough to admit taking out and replacing records.

Write for Catalogs, Prices and Discounts.

LAWRENCE MCGREAL, - Milwaukee, Wis.

The Columbia Exclusive Selling Rights policy is all that any dealer could think it ought to be: It safeguards our dealers against unfair competition.



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

VICTORS FOR THE SCHOOLS.

Recently Organized Educational Department of the Victor Talking Machine Co., Under the Direction of Mrs. F. E. Clark, Begins Operations—Some Points Brought Home to the Dealers Regarding Their Opportunities in That Direction.

The Victor Talking Machine Co. have launched their latest campaign, which has been carefully worked out, for the installation of talking machines in the public and private schools of the country, and in view of the tremendous strides made by the talking machine as an educational factor, up to this time, it seems as though the new campaign cannot fail of success.

In a recent letter to the trade the Victor Co. have the following to say regarding their latest move and what it means to the dealer:

"The Victor in the public schools is assured. In the cities of Chicago, Minneapolis, Milwaukee and many others they are already a most important feature in the school curriculum, and we are simply overwhelmed with inquiries from schools in every section of the United States.

"To develop this immense business, which at present is coming to us practically without solicitation, we have inaugurated an educational department, and have placed at its head Mrs. Frances Elliott Clark, one of the most brilliant women in the educational world of America.

"Mr. Clark resigned as supervisor of music in

the public schools of Milwaukee, Wis., to enter upon this great work, which she is well qualified, by many years of successful experience as supervisor and lecturer on musical topics, and by wide acquaintance with the supervisors of the country and school conditions generally, to carry to a successful issue in every detail.

"The problem of ways and means of using the Victor to advantage in schools has been admirably demonstrated by Mrs. Clark, and she will undoubtedly organize such a campaign as will result ultimately in placing a Victor in nearly every school in the country."

A special school information sheet was enclosed with the letter to be filled out by the dealer, and giving detailed information regarding the schools which have already purchased Victor machines or Victrolas and the names of those in charge. These sheets are to be returned, filled out, to the Victor Co., who through their educational department will take up the subject of music study by means of the Victor with the school authorities and thereby materially increase the business of the dealer in that particular direction.

The Victor Co. have also issued a folder which explains to the dealer just how the Victor fits into the musical departments of the schools and how the fact may be brought home to those in charge. One of the most convincing paragraphs names a few of the things the Victor can do for the schools, which are given as follows:

Sacred songs for opening of schools.

Marches for assembling and recess use.

March, waltz and two-step rhythms for calisthenics and gymnasium work.

Illustrate the different instruments of the band or orchestra.

Illustrate the kinds of voices: soprano, alto, baritone, tenor and bass.

Teach a great number of old familiar American songs right from the record.

Teach a great number of folk-songs of other lands from the voices of artists.

Study aria, recitative, art song, oratorio and opera.

Give five complete operas and numerous excerpts from a hundred others.

Give concerts especially arranged for parents.

Give social center dances under proper conditions.

Bring to the hearing of the children the marvelous art of the greatest singers in the world, in the greatest songs ever written.

"The possibilities are boundless," say the company. "Just as fast as the school people can be informed of the uses of the Victor they will put them in. Who will make the sale? You? If you do not see the sign-board pointing the way to big business, some other fellow will get busy.

"Do not be put off because the school year is nearing its close. Many will buy for use during the closing exercises, and the bright dealer will make his demonstrations now, get a promise and a big list of prospects all worked up for September 1."

VICTOR AT IDEAL HOMES SHOW.

Very Effective Display Made by J. T. Bremner of the Bremner-Chalmers Co.—Sold a Number of Victrolas—Bremner-Chalmers Co.'s Business to Be Reorganized.

J. G. Bremner, of the Bremner-Chalmers Co., who have a store in New York and another in Brooklyn, exhibited a line of Victor goods on the balcony of the Ideal Homes Show, recently held at Madison Square Gardens, New York. It was in the personal charge of Mr. Bremner and his sales were very gratifying. He sold a Victrola XVI to a prominent real estate concern, who made effective use of it in connection with their exhibit. Mr. Bremner, who has bought out the interests of Mr. Chalmers, will reorganize the concern under a new name with increased capital. He also handles a full line of small goods, and has recently added pianos. A new place will be opened in Cranford, N. J.

WHERE ADVERTISING PAYS.

There is one way in which advertising helps the salesman, and that is, it helps to sell the finer, better grade of goods—the more profitable products of the factory. When it comes to casting up salesman's accounts at the end of the year, not only are his salary and traveling expenses and amount of sales taken into consideration, but the amount of profit that he made is probably the determining factor in rating him for the next year's business.

PROTECTION

Regina Pneumatic Cleaners

are manufactured under the Kenney (Basic) Patents, insuring ample patent protection to all dealers who handle them. They are licensed to be sold at a reasonable and uniform restricted price which allows the dealer a nice margin of profit.

They are extensively advertised in the principal magazines for the benefit of the trade, and inquiries are referred to dealers whenever possible.

REGINA PNEUMATIC CLEANERS all have double suction pumps and are furnished in hand operated or electric models.

They are easy to operate and easy to sell—built for long and hard service and fully guaranteed.

NOW IS THE TIME to get started in the Vacuum Cleaner business.

If your jobber does not carry REGINAS write to us for full particulars.

The proposition is an inviting one.



**Broadway and 17th St.
NEW YORK**

DEPT. M.

**218 So. Wabash Ave.
CHICAGO**

After May 15th, 1911, our New York address will be 211 Marbridge Bldg., Cor. 34th St. and Broadway



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The Charm of a Talking Machine or Phonograph is real Music, this can be realized with a

"Music Master Wood Horn"

The authorities have long recognized that the MUSIC MASTER WOOD HORN meets the demands as an amplifier of Musical Tones of a Talking Machine. It offers by far the best value of any Horn in the market. There are no shams, no cheapness, no concealed faults in any part of the MUSIC MASTER WOOD HORN. Besides, this is the only HORN which carries a *GUARANTEE*.

It has paid Jobbers and Dealers and it has paid us—this our policy of always holding quality above sales, and worthiness above price. Show the MUSIC MASTER to your customer. They will tell you that there is not a more honest or more beautiful wood horn made than the MUSIC MASTER.

Should your Jobber be unable to supply you, write us at once.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

HORACE SHEBLE HONORED

By the Heads of Departments of the American Graphophone Co. Upon His Return from Europe—Novelty Offered by Means of Grafonola-Mignon—Interesting Speeches Made.

(Special to The Talking Machine World.)

Bridgeport, Conn., May 6, 1911.

Last Friday night the heads of departments of the American Graphophone Co. gave a banquet in honor of the return of the factory manager, Horace Sheble, who has been traveling in Italy, Switzerland and southern Europe for the last two months. The table was tastefully decorated with flowers and national colors, and the menu suggestive of the places he had visited.

One of the unique features of the dinner was music by the Grafonola Mignon. The records consisted of choice selections by talented artists, descriptive of the people Mr. Sheble had been among. The musical selections referred to started

with "My Mariuccia Take a Steamboat." As his first landing was Gibraltar, in Spain, the "Toreador Song" was given suggestive of this first country; "Visions of Salome" and "Bedouin Love Song" as suggestive of Algiers; "Ave Maria," "Carnival of Venice" and "La Forza del Destino" typified Italy; a Swiss yodel, as well as overture from "William Tell," for Switzerland, and "Marsellaise" for France, ending with "Take Me Back to Old New York" and "Home, Sweet Home."

After the dinner was over a little "talkfest" followed and this was started off with a record by Bert Williams, "You Are Going to Get Something You Don't Expect."

Short speeches of welcome were made and humorous happenings which occurred during his absence related, to which Mr. Sheble replied in an interesting description of his journey. Mr. Sheble had with him a large number of photographs which he had made at different points of his trip, and as he described scenes and places in a very entertaining and personal way, the photographs were

circulated around the table and examined by each one.

H. A. Budlong, executive officer, acted as toastmaster. The front cover of the menu card was decorated with blue label double disc records in reduced fac-simile, one selection being "Home, Sweet Home," and "I Was Happy When the Band Played Dixie" and the legend "Hail to the Chief." The back cover was similarly decorated, the selections being "Say Au Revoir, but Not Good Bye" and "Sing Me to Sleep, the Shadows Fall."

The unique menu is appended: "And bring hither the fatted calf, and kill it; and let us eat and be merry; and they began to be merry." Vesuvius cocktail (golden oak or mahogany), Mediterranean oyster cocktail, chicken-okra, a la Dago (Italian colors), River Po planked shad, Nile-green cucumbers, chicken Pompeii—Sicilian peas, filet-mignon—Vatican, hearts of lettuce—French dressing, Spanish ice cream, a la Gibraltar, Swiss cantons—Alpine icing, north African coffee, Florentine cigars, Venetian cigarettes, smuggled beer.

The toasts are subjoined: H. A. Budlong, toastmaster, permanent address: Missouri; J. I. Brereton, "If you want to know who's boss start something;" F. L. Capps, "Life is one demnition grind and yet I still press on;" W. E. Parker, "E'en tho' it be the just estimation of a hair, thou shalt by the laws of Venice hang;" R. L. French, "My orders are to rush;" W. P. Phillips, "It's up to me to raise the devil;" W. S. Tyler, "Whose chemistry could quickly tell who's fit for heaven and who for h—l;" Chas. Morison, "Our records, like the hairs of our heads, are all numbered;" A. C. Wright, "It is naught, it is naught," saith the buyer; Homer Reid, "Pass the hat for your credit's sake and pay, pay, pay;" Horace Sheble—from a far country, "Tell us about it."

THE REGINA LICENSE

And the Conditions Under Which the Regina Pneumatic Cleaners Can Be Sold May Interest Trade.

The Regina Co., of New York City, are doing an immense business with their Regina pneumatic cleaners. These specialties appeal especially to talking machine dealers as a profitable side line—one which will pay them well and also interest visitors to their store. The copy of the license issued in connection with the Regina pneumatic cleaners, and the conditions under which they are sold are herewith set forth:

"This machine is covered by United States patent No. 847,947, dated March 19, 1907, and is licensed under the following restrictions controlling this and also all future sales and use thereof; any violation of these license restrictions revokes and terminates the license for use of this and all other Regina pneumatic cleaners in violator's possession and forfeits the title to said machines to the Regina Co., and also subjects the violator to suit for infringement of said letters-patent. Any purchase is an acceptance of these conditions.

"Conditions.—Dealers may advertise, sell and dispose of this machine only at the price and conditions established by us; nor is any discount, rebate, premium, donation or bonus to be allowed or given in connection with any such sale; this notice must not be removed or defaced.

"No guarantee given by us shall be valid in case of violation of any of these restrictions."

THOSE WHO SUCCEEDED.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces and took the chances and changes of this mortal life like men, facing rough and smooth alike as it came, and so found the truth of the old proverb, that good times and bad times and all times pass over.—Charles Kingsley.

Advertising is news—news more vital to the family than nine-tenths of the so-called news that goes into the newspaper.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., May 8, 1911.

SOUND-BOX FOR TALKING MACHINES. Alex. Fischer, Kensington, London, Eng. Patent No. 989,139.

This invention relates to bearings for mounting a stylus on sound boxes of talking machines, and has for its object the improvement of the bearings and coating parts described in former Patent Number 904,523, November 24, 1908, sound boxes for talking machines.

In former patent above, the spindle c is mounted in brackets b provided with bearing surfaces concentric with the curved portion of said spindle c and the centers of which lie within said spindle. In the present improvement, however, there is substituted for those other curved surfaces with their centers outside of the spindle c, as will appear below.

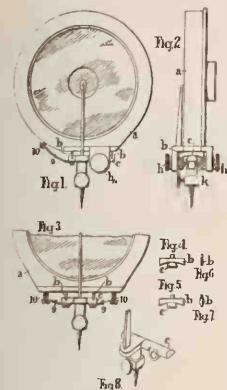
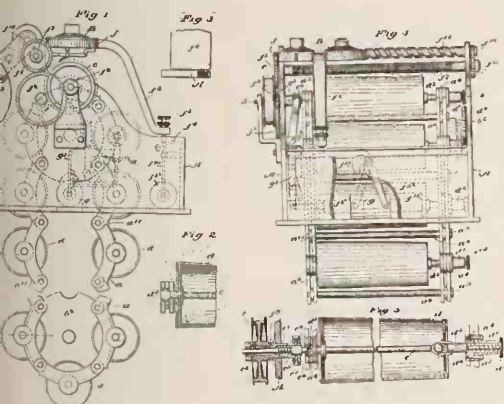


Figure 1 is a front elevational view of a sound box with improvement applied thereto; Fig. 2 is a side elevational view of the parts shown in Fig. 1; Fig. 3 shows a modified form of construction according to the present invention; Figs. 4 to 7 show details of the bearings, and Fig. 8 shows a perspective view of the stylus and associated parts.

SOUND-REPRODUCING OR SOUND-RECORDING MACHINE. George H. Underhill, Boston, Mass. Patent No. 989,737.

This invention relates to improvements in sound-reproducing and sound-recording machines. While applicable in many of its features to sound-reproducing machines of various types employing but a



single record, it is directed more particularly in certain of its features to multiple record machines or those wherein there are employed a plurality of records adapted to be brought successively into reproducing or recording relation to suitable reproducing or recording mechanisms.

This invention will be best understood by reference to the following description, when taken in connection with the accompanying illustration of one specific embodiment thereof selected for illustrative purposes only.

In the drawings, Figure 1 is a side elevation of the embodiment of this invention selected for illustration, certain of the parts being broken away for clearness; Fig. 2 is a detail showing in section the swivel or jointed attachment of a record cylinder support; Fig. 3 is a detail of the tilting sound box rest; Fig. 4 is a front elevation partially broken away, of the machine illustrated in Fig. 1. Fig. 5 is a section, partially broken away, taken on the line 5-5 of Fig. 4, but shown on an enlarged scale. Fig. 6 is a plan view of the machine illustrated in Fig. 1.

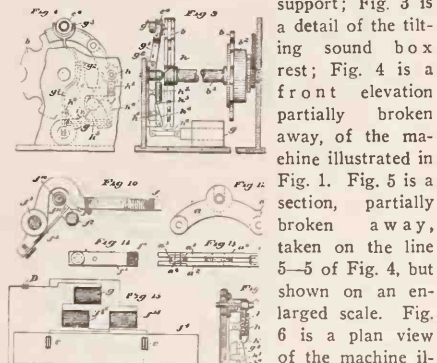


Fig. 7 is a detail of the feed screw gearing. Fig. 8 is a side elevation, and Fig. 9 a front elevation of the details of the device for locating and locking the record carrier. Figs. 10 and 11 are details of the feed mechanism for the sound box. Figs. 12 and 13 show the links or units of the endless record carrier respectively in elevation and plan. Fig. 14 shows a separate detail of the carrier locking device. Fig. 15 is a diagram of the electric circuits. Figs. 16 to 22 show details of the improved sound box.

PRODUCING PHONOGRAPHIC RECORDS. Isidor Kitsec, Philadelphia, Pa. Patent No. 990,144.

This invention relates to an improvement in means for producing phonographic records.

One of the objects of the invention is to produce a record without actual contact between the means actuated by the vibrating diaphragm and the material on which the record is produced.

A second of the objects is to produce a recording device provided with means to adjust the same for the purpose of enlarging or reducing the undulating recording lines.

In this device, 10 is the sound collector and 9 the vibrating diaphragm. The recording means are here illustrated as the siphon 1 dipping with one terminal into the liquid 6, the other terminal being in juxtaposition to the plate adapted to have recorded thereon the record. The means to suspend the siphon 1 are here illustrated as consisting of the horizontal thread 5 secured to the uprights 4, 4. To this thread is secured the plate 3, and on this plate is the tube 2. One of the legs of the siphon is carried through this tube. The plate 3 is connected through the rod 8 with the vibrating disc 9.

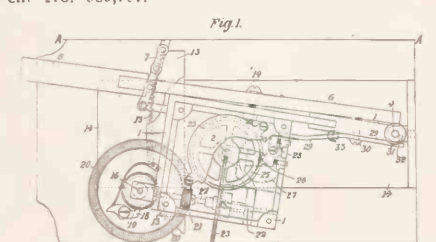
AUTOMATIC MAGAZINE NEEDLE HOLDER. Max Graft, Philadelphia, Pa. Patent No. 898,544.

The invention applies to all disc talking machines and consists of a multiple revolving needle holder mounted on a supporting arm by which attachment is made to the reproducer of the talking machine.

The whole contrivance operates in such a way as to allow all the needles to be used consecutively and afterward removed all at one time, and others put in their place. This device may be made of gun metal, aluminum, brass, iron, steel, nickel or other material or materials.

Figure 1 represents a rear elevation. Fig. 2 a front elevation with outer plate and thumbscrew removed. Fig. 3 represents a central section, and Fig. 4 is an assembly of all the parts showing the connection with the reproducer M of the machine, as the device would appear in actual use with needles in place resting upon the record P, which is supported on the turntable R.

SOUND RECORDING AND REPRODUCING MACHINE. Julius Harris, Liverpool, Eng., assignor of one-half to Thomas King Emery, Liscard, Eng. Patent No. 989,707.



This invention has reference to phonographs, gramophones, and other similar auto-musical instruments, and instruments driven by spring motors, and especially those in which the records are



of the disc type, and the general object of the invention has been to provide improvements in connection with such instruments by which they are more easily worked and at the same time the mechanism is simple, inexpensive and effective, and capable of giving uniform and reliable results or effects, both in the taking of records and in playing them.

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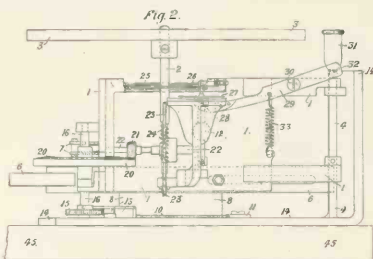
Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

If your business is any part *cylinder*, the Columbia Indestructible Cylinder Record will liven up that part of it like a bonfire under a balky horse.

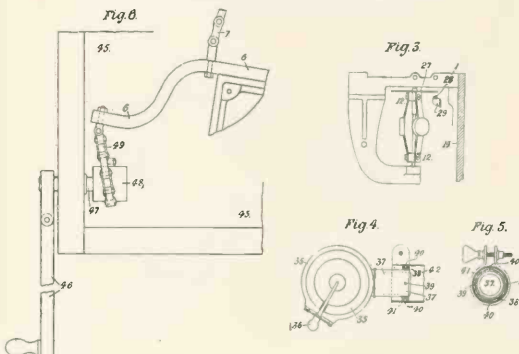


Columbia Phonograph Co., Genl., Tribune Building, New York

In these drawings, Figure 1 is a plan of one part, and Fig. 1A a plan of the other part of the improved mechanism, and Fig. 2 is an elevation



partly in section of the improved mechanism. Figs. 3, 4 and 5 are details described, and Fig. 6 shows a part of the hand actuating means.



SHAVING MACHINE FOR SOUND RECORDS. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 990,366.

This invention relates to certain improvements in graphophone and phonograph shaving machines, intended for shaving off the surface of a cylindrical sound record in order to obtain a smooth surface for use in further recording.

The apparatus is especially useful in connection with so-called "dictaphones" or machines for dictation purposes.

One object of the invention is to enable the operator to obtain a very minute and accurate adjustment of the shaving knife, even while the machine is running, whereby sufficient material will be removed from the cylinder, but no more material than is necessary. By this economy in the material shaved off the cylinder can be shaved and used a greater number of times. The result of this invention is to prolong the lifetime of a dictation blank.

Another object of the invention is to prevent clogging of the knife by chips or shavings.

Fig. 1 is an end view, partly broken away, of the parts of a shaving machine containing the invention; Fig. 2 is a detail, showing the knife-holder carrying the shaving knife and mounted in the knife-bar, the view being from the direction II of Fig. 5; Fig. 3 is a side view of Fig. 2; Fig. 4 is a plan of the knife-holder and knife; Fig. 5 is a front view of the knife-bar, showing the diagonal position of the knife; and Fig. 6 is a diagram to indicate the direction of the operation.

PHONOGRAPH REPRODUCER. Charles P. Carter, Kingston, N. Y., assignor by mesne assignments to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 991,424.

This invention relates to phonograph reproducers of the Edison type in which a floating weight is pivoted to the body of the reproducer and the stylus is carried by a lever pivoted to the floating weight and connected to a reproducer diaphragm or other means for producing sound vibrations.

This invention has for its object the mounting of the said lever in such a way that the stylus shall be free to move up and down and also horizontally or laterally in order to follow the sound record groove faithfully. The lever is mounted upon a horizontal pivot pin in such a manner that the stylus lever is free not only to rock about the said pin in a vertical plane in tracking the sound record groove but also to rock about the said pin in a horizontal plane and also to move bodily laterally upon the said pin in following the irregularities of the record groove. This construction also employs an elastic or spring means for maintaining the stylus lever centrally in alinement with the record groove and for returning the lever to said position after deviation therefrom and for restraining its lateral movement upon the pivot pin.

Reference is hereby made to the accompanying drawings of which Figure 1 is a central vertical section of a phonograph reproducer constructed in accordance with the invention, certain parts being shown in elevation. Fig. 2 is a bottom plan view of the same, certain parts being shown in section; and Fig. 3 is a detail view similar to Fig. 2 of a modified form of my device.

PHONOGRAPH REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 991,361.

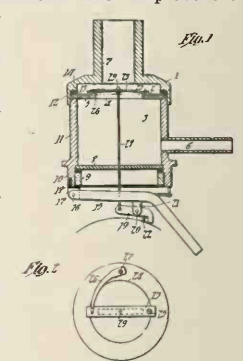
This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suit-

able valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove.

The object of the invention is to improve the quality of sound reproduction of a novel valve structure, the valve being extremely thin, very flexible, and of inconsiderable weight, so that defects due to momentum and inertia of parts are avoided and a more faithful reproduction obtained.

Reference is hereby made to the accompanying drawings forming part of this specification, illustrating a preferred embodiment of my invention, in which—

Figure 1 is a central vertical section through a phonograph reproducer embodying my invention, certain parts being shown in side elevation; and Fig. 2 is a plan view of the port plate with the valve mounted thereon and covering the port.



NEW YORK OFFICE FULLY EQUIPPED.

The New York Phonograph Co. Showrooms at 5 and 7 Union Square in charge of E. E. Prairie—To Cover Eastern Territory.

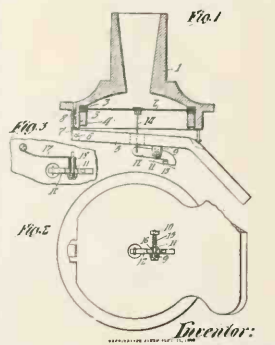
The New York office of the U-S Phonograph Co., 5 and 7 Union Square, is now fully equipped, and as stated before, is in charge of E. E. Prairie, under the general management of L. E. Green, manager of the Bishop-Babcock & Becker Co. Mr. Prairie has a full exhibit of the line and this week stated to The Review that business was developing very rapidly, better than he expected in new territory, which covers the entire eastern part of New York State, including the Greater City, etc., eastern part of Pennsylvania, Delaware, New Jersey and Virginia. He is assisted by D. Calish, looking after outside sales.

LATEST COLUMBIA DEALERS.

Quimby & Quimby, music dealers, Claremont, N. H., have recently joined the ranks of Columbia dealers, ordering a good stock of machines and records to start with. They will handle the line exclusively.

Another piano house who have taken on the Columbia line exclusively is the Lauter Co., Newark, N. J.

When writing ordinary advertising copy the object of the writer is to say something, or use an illustration, which will arrest the attention, then tell his story in a manner which will hold interest, and say things in the advertisement which will arouse the buying instinct and cause the name or trade-mark of the advertiser to be remembered.



RECORD BULLETINS FOR JUNE, 1911

VICTOR TALKING MACHINE CO.

SINGLE-FACED RECORDS.

No.	Artist/Title	Size.
	Vessella's Italian Band.	
31825	A Vision of Salome—Waltz.....Joyce	12
31826	The Last Hope—Religious Meditation.....Gottschalk	12
31858	Moonlight Sonata—First movement (Sonata in C# minor, op. 27, No. 2).....Beethoven	12
5831	I'm Crazy 'Bout the Turkey Trot.....Collins and Harlan.	12
5841	Dreaming.....Reed Miller, Tenor.	10
5842	Virginia Lou.....Charles King, Comedian.	10
5843	Let Me Stay and Live in Dixieland (from "The Slim Princess").....Brice-King	10
5844	That Fellow with the Cello Rag.....Smalley	10
31820	Contes d'Hoffmann Selection (Tales of Hoffman).....Victor Light Opera Co.	12
31821	Gems from "The Balkan Princess".....Rubens	12
31822	The Two Beggars.....Valdeman-Wilson	12
31827	Gems from "Girofle-Girofla".....Lecocq	12

DOUBLE-FACED RECORDS.

16849	Burhank, the Wizard (Humorous Specialty).....Murry K. Hill	10
	Two Ruhes Swapping Horser (Porter) Comic Dialogue.....Steve Porter-Byron G. Harlan	10
16854	Love Is Like a Red, Red Rose (from "He Came from Milwaukee") (Jerome-Hirsch).....Stevenson-Burr	10
	My Hero Waltz (from "Chocolate Soldier") (Os. car Strauss) Whistling.....Gialdini	10
16855	Cupid's Arrow—Concert Polka (Paul Eno). Banjo (Piano Accomp.).....Fred Van Eps	10
	Polish Dance, No. 1 (Scharwenka). Xylophone.....William H. Reitz	10
16856	1. Good News. 2. Wasn't that a Wide River? (Work, Ryder, Meyers, O'Hara) Fisk Jubilee Quartet	10
	In Bright Mansions Above.....Fisk Jubilee Quartet	10
	(Work, Ryder, Meyers, O'Hara) Fisk Jubilee Quartet	10
16857	Will the Roses Bloom in Heaven? (Harris).....Henry Burr	10
	Lil' Gal (Parks).....Chicago Glee Club	10
16858	When the Corn Is Waving, Annie Dear (Blamphin) (Arranged by Dudley Buck).....Apollo Quartet	10
	Lindy (Christan-Neidlinger). Marguerite Dunlap	10
16859	Baby Rose (Weslyn-Christie).....American Quartet	10
	Why Adam Sinned (Rogers).....Lilian Homesley	10
16860	Old Nassau (Princeton College Air) (Peck-Langlotz).....Werrenrath and Haydu Quartet	10
	Yale Boole Song (Hirsch).....Haydu Quartet	10
16861	My Yiddisha Colleen (Madden-Edwards).....Walter Van Brunt	10
	Adventures in a Department Store. Comic Talk. Murry K. Hill	10
16862	Give Your Smiles to All the Boys But Keep Your Heart for Me (Mohr). Walter Van Brunt Rag Pickings (Arranged by Van Eps). Banjo. Fred Van Eps	10
16863	Mother Goose Songs (Elliott). Elizabeth Wheeler	10
	1. Hey Diddle Diddle. 2. Little Bo-Peep. 3. Ride a Cock Horse. 4. Little Jack Horner. 5. Twinkle, Twinkle. 6. Lullaby.	10
	1. The Moo Cow Moo (Cook). 2. His New Brother (Lincoln).....Henry Allan Price	10
35187	Medley Two-Step—No. 9.....Victor Dance Orch.	12
	La Fiancée Waltzes (Waldteufel).....Victor Dance Orch.	12
35196	Kentucky Babe (Buck-Geibel)....."That Girl" Quartet	12
	Knee-Deep in June (James Whitcomb Riley) Recitation.....Henry Allan Price	12

PURPLE LABEL RECORDS.

60088	Serenade Falet.....Imperial Russian Balalaika Court Orch.	10
60039	Toreador et Andalouse (from "Bal Costume").....Rubinstein	10
70036	Lucia—Sextette.....Victor Opera Sextette.	12
	THE MAY SPECIAL LIST.	
	Three "Pink Lady" Records.	
60040	My Beautiful Lady (Waltz from "The Pink Lady") (Purple Label).....McLellan-Caryll	10
5839	By the Saskatchewan (from "The Pink Lady").....McLellan-Caryll	10
31823	Gems from "The Pink Lady".....McLellan-Caryll	12
31824	Gems from "Madame Sherry".....Hauerbach-Hoschna	12
	"The Smile She Means for You" "The Butterfly," "Every Little Movement," "The Birth of Passion," "For We're Only Poor Weak Mortals," "We're Off for an Ocean Sail."	

NEW RED SEAL RECORDS.

88307	Luisa Tetrazzini, Soprano (with orch.). Proch's Air and Variations (In Italian, with Flute Obligato by C. Barone).....Proch	12
88308	Martha—The Last Rose of Summer (In English).....Moore	12
87077	G. Mario Sammarco, Baritone (with orch.). Neapolitan. Uocchie de suonno ("Sleepy Eyes").....Costa	12
88310	Africaine—Adamastor, ré dell' onde profonde (Adamastor, Ruler of the Ocean) (with orch.).....Meyerbeer	12
88309	There Is a Green Hill Far Away.....Gounod	12
64180	Believe Me If All Those Endearing Young Charms.....Moore	10
64181	Mother Macbrree (from "Barry of Barrymore").....Alma Gluck, Soprano (with orch.)	10
64182	Tu—Habañera (To You)—A Song of Havana—In Spanish.....Sanchez-Fuentes	10
64183	My Laddie—In English.....Princess Trouhetskoy-W. A. Thayer	10
64184	Otto Geritz, Baritone (with orch.).—In German. Königskinder—O du hehliche Einfalt du! (Thou Innocent One).....Humperdinck	10

COLUMBIA PHONOGRAPH CO.

10 INCH DOUBLE-DISC BLUE LABEL RECORDS.	
A994	King of the Bungaloes—Green and Straight. Baritone Solo, Orch. Accomp.....Gene Greene
	Cancel that Wedding March—Snyder. Baritone Solo, Orch. Accomp.....Gene Greene
A995	The Old Jokes—Murry K. Hill. Comic Specialty, Orch. Accomp.....Murry K. Hill
	Some Talks and Songs—Murry K. Hill. Comic Specialty, Orch. Accomp.....Murry K. Hill
A1001	Don't Wake Me Up, I Am Dreaming—Ingraham. Vocal Quartet, Female Voices, Orch. Accomp.....Savoy Girl Quartet
	Let Me Live and Stay in Dixieland—Price and King. Vocal Quartet, Female Voices, Orch. Accomp.....Savoy Girl Quartet
A1002	The Lass from the County Mayo—Browne. Counter-Tenor Solo, Orch. Accomp.....Will Oakland
	You Can't Make Me Stop Loving You—Mills. Counter-Tenor Solo, Orch. Accomp.....Will Oakland
10-INCH DOUBLE-DISC RECORDS.	
A995	Ragged Robin—I Used to Believe in Fairies—Spink. Counter-Tenor Solo, Orch. Accomp.....Frank Coombs
	The Cottage by the Sea—Thomas. Counter-Tenor Solo, Orch. Accomp.....Frank Coombs
A997	"The Kiss" Waltz—L. Arditi. Whistling Solo, Orch. Accomp.....Guido Gialdini
	Die Fledermaus—Most Noble Marquis (Mein Herr Marquis)—Strauss. Whistling Solo, Orch. Accomp.....Guido Gialdini

A998	Virginia Lou—Taylor. Tenor Solo, Orch. Accomp.....Henry Burr
	That Was Born Before I Met You—Van and Meyer. Soprano and Tenor Duet, Orch. Accomp.....Ada Jones and Walter Van Brunt
A999	The Ballet "Sylvia"—Intermezzo et Valse Lente—Delibes.....Prince's Orchestra
	The Ballet "Sylvia"—Pizzicato—Delibes.....Prince's Orchestra
A1000	I'm Looking for a Nice Young Fellow—Henry. Looking for a Nice Young Girl—Henry. Soprano Solo with Quartet Refrain, Orch. Accomp.....Ada Jones and Brunswick Quartet
	Alamo Rag—Wenrich. Vocal Quartet, Male Voices, Orch. Accomp.....Columbia Quartet
A5285	The Spring Maid—Fountain Fay—Reinhardt. Soprano Solo, Orch. Accomp.....Alice Parsons
	The Balkan Princess—Dear, Delightful Women—Rubens. Mezzo-Soprano and Tenor Duet, Orch. Accomp.....M. Mayhew and Henry Burr
A5286	The Spring Maid—Two Little Love Bees—Reinhardt. Soprano and Baritone Duet, Orch. Accomp.....Leila Hughes and Clarke Braine
	The Balkan Princess—Selections—Rubens.....Prince's Orchestra
A5287	Dream Faces—Hutchinson. Contralto Solo, Orch. Accomp.....Mrs. A. Stewart Holt
	Past and Future—De Keven. Contralto Solo, Orch. Accomp.....Mrs. A. Stewart Holt
2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.	
1475	Lights Out March—Earl McCoy.....Band
1476	The Chocolate Soldier—My Hero—Oscar Strauss. Soprano Solo.....Inez Barbour
1477	Heaven Is My Home—Taylor and Savage. Baritone Solo.....J. F. Harrison
1478	The Cuckoo. Banjo Solo.....Fred Van Eps
1479	Won't You Love Me, Molly Darling—Will S. Hays. Tenor Solo.....Henry Anthony
1480	Winter—Bryan and Gumble. Vocal Quartet, Male Voices.....Male Quartet
1481	Some of These Days—Shelton Brooks. Tenor Solo.....Walter Van Brunt
1482	Glory Song—O, That Will Be Glory for Me—Chas. H. Gabriel. Tenor and Baritone Duet.....Anthony and Harrison
1483	They're All Good American Names—Jerome and Schwartz. Baritone Solo.....Bob Roberts
1484	German Patrol—Eilenberg.....Band
4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.	
3215	Barber of Seville—Selection—Rossini.....Band
3216	I Feel Religion Comin' On—Robinson. Baritone Solo.....Arthur Collins
3217	The Longest Way Round is the Sweetest Way Home—Kerry Mills. Counter-Tenor Solo.....Will Oakland
3218	Jigs and Reels—Medley—Arranged by F. D. Wood.....Orchestra
3219	Naughty Marietta—I'm Falling in Love with Someone—Young and Herbert. Tenor Solo.....Walter Van Brunt
3220	The Vale of Dreams—Baer and Schnied. Tenor and Baritone Duet.....Anthony and Harrison
3221	The Golden Crown—Overture—Herman.....Orchestra
3222	Elijah—It Is Enough—Mendelssohn. Baritone Solo.....J. F. Harrison
3223	Silver Tinsel Among the Gold—Danke Company Tenor Solo.....Will Oakland
3224	Ernani—Selection—Verdi.....Band

THOMAS EDISON, INC.

EDISON AMBEROL RECORDS.

690	Triumphal March.....New York Military Band
691	Some of These Days.....Sophie Tucker
692	That's Why I Never Married—"The Slim Princess".....Billy Murray
693	Song-Bird—Intermezzo.....Charles Daab
694	Geel But the Moon Makes Me Lonesome.....Manu Romain
695	There's Something About You, Dear, That Appeals to Me.....Ada Jones and Billy Murray
696	Don't Wake Me Up, I Am Dreaming.....A. C. Clough
697	Virginia Reel (For Dancing).....Nat'l Promenade Band
698	Below the Mason-Dixon Line.....Arthur Collins
699	Rainbow.....Ada Jones and Billy Murray
700	Uncle Fritz's Birthday.....L. Spencer and Company
701	Birds of the Forest—Gavotte.....Guido Gialdini
702	For Killarney and You.....Frank X. Doyle
703	On San Francisco Bay.....Billy Murray and Chorus
704	The Wild Rose—"When Sweet Sixteen".....Victor Herbert and His Orchestra
705	Homeland—"Katie Did" Elizabeth Spencer & Chorus
706	What a Friend We Have in Jesus.....Edison Mixed Quartet
707	Spinning Song.....Karel Bondam
708	The Bridge.....Knickerbocker Quartet
709	'Tis But a Little Faded Flower, Anthony & Harrison
710	Wait Till the Clouds Roll By.....W. Oakland & Chorus
711	Shepherd's Dance.....Charles D'Almaine
712	Darling Nellie Gray.....Metropolitan Quartet
713	In Good Time Town.....Premier Quartet
714	Ouverture des Dragons de Villars.....Garde Republicaine Band
EDISON STANDARD RECORDS.	
10406	Temptation Rag.....New York Military Band
10497	The Garden of Roses.....Arthur C. Clough and Chorus
10498	Put on Your Slippers, Your In for the Night.....Ada Jones
10499	Casey Jones.....Billy Murray and Chorus
10500	The Cubanola Glide.....Collins and Harlan

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

5724	A—Bridal Song from Symphony "Rural Wedding".....C. Goldmark
	B—Dragon's Call (Ulanenruf).....R. Eilenberg
5725	A—Patrol of the Guardsmen.....F. H. Losey
	B—Rain Drops—Intermezzo.....August Saumell
ZON-O-PHONE ORCHESTRA.	
5726	A—Pikanterien Waltz.....Franz Lehar
	B—Georgia Sunset—Two-Step.....Albert W. Brown
5727	A—Gorham's Collection of Jigs.....A. Schlegel
	B—Paddy—Characteristic Two-Step.....T. C. Bennett
VOCAL SELECTIONS WITH ORCH. ACCOMP.	
5728	A—The Wild Rose, from "When Sweet Sixteen".....Victor Herbert
	B—Twilight.....Evans Lloyd
5729	A—Steamboat Bill.....Leighton Bros.
	B—Anybody But You.....Jean C. Havez
5730	A—It's Got To Be Someone I Love.....Alfred J. Doyle
	B—Honey, Don't Go Out the Gate.....Newton Alexander

(Continued on page 54.)

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Talking Machine Needles

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FR. REINGRUBER
Schwabach, Bavaria

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

RECORD BULLETINS FOR JUNE.

(Continued from page 53.)

- 5731 A—Toddling the Todalo, from the "Hen Pecks".....A. Baldwin Sloane
B—How'd You Like to Be the Elevator Boy,
Going Up, Going Down.....Samuel Lehman
Alice C. Stevenson.....B. Godard
- 5732 A—Berceuse from "Jocelyn".....Arthur A. Penn
B—The Nightingale.....Walter Van Brunt
- 5733 A—That Was Before I Met You.....Geo. W. Meyer
B—Night and Day.....Arthur Collins and Byron G. Harlan
Arthur Collins and Byron G. Harlan.....Evans Lloyd
- 5734 A—The Mississippi Dippy Dip-W. Raymond Walker
B—Rain-in-the-Face.....Benj. Hapgood Burk
Ada Jones and Billy Murray
- 5735 A—When Cupid Comes a Tapping.....Samuel Lehman
B—Herman, Let's Dance That Beautiful Waltz
(Ada Jones).....Ted Snyder
Miscellaneous Vocal Selections, with Orch. Accomp.
- 5736 A—In the Summertime (W. H. Thompson).....
Albert Gumble
B—The Dear Old Farm (Billy Murray).....
Jerome Schwartz
- 5737 A—Dear Delightful Women, from the "Balkan
Princess" (Miss Merle Tillotson and Henry
Burr).....Paul A. Rubens
B—June, from the "Hen Pecks" (Peerless Quartet)
.....A. Baldwin Sloane
Peerless Quartet with Orch. Accomp.
- 5738 A—The Son of God Goes Forth to War.....H. S. Cutler
B—O, Mother Dear, Jerusalem.....C. F. Roper

UNITED STATES PHONOGRAPH CO.

ENGLISH SELECTIONS.

- Four-minute Records.
- 1176 Selection from Aida.....U. S. Concert Band
- 1172 A Bunch of Nonsense (Vaudeville Sketch).....
Marry K. Hill
- 1173 'Tis Not True.....George Carre
- 1201 "Amo" (Intermezzo).....U. S. Peerless Orch.
- 1196 Love Beams (Duet).....Miss Smith and Mr. Thompson
- 1244 Drink to Me Only with Thine Eyes.....William Wheeler
- 1239 Dixie Gray (March Song) W. H. Thompson and Chorus
- 1209 Dorothy (Schottische) (Cornet Solo).....William Barnes
- 1236 Tout Passez Waltz (Whistling Solo).....Guido Gialdini
- 1235 I'm Looking for a Nice Young Fellow Who Is
Looking for a Nice Young Girl.....Minnie Emmett
- 1240 Dear Heart (Violin, Flute and Harp).....
U. S. Instrumental Trio
- 1203 Rendezvous Waltz.....U. S. Peerless Orch.
- 1232 You Can't Make Me Stop Loving You.....Will Oakland
- 1197 By the Dear Old River Rhine (Duet).....
Burr and Campbell
- 1181 Those Evening Bells (Bells of St. Petersburg).....
James McCool
- 1180 Doan You Cry, Ma Honey (Male Voices).....
Peerless Quartet
- 1198 The Old Time Street Fakir (Vaudeville Sketch).....
Porter and Harlan
- 1174 Kerry Mills' Barn Dance (Duet).....Collins and Harlan
- 1207 Dream Girl Waltzes.....U. S. Peerless Orch.
- 1193 Girl of My Dreams.....Harvey W. Hindermeyer
- 1251 By the Saskatchewan (from "The Pink Lady").....
Henry Burr and Campbell
- 1241 Thais Meditation (Violin Solo).....Giacinta della Rocca
- 1199 The Battle Cry of Freedom (Duet).....Harlan and Parsons
- 1243 Can't You Take It Back and Change It for a Boy?
.....Byron G. Harlan
- 1237 Overture Der 'Ambour der Garde.....U. S. Military Band
- Four-minute Records.
- 021131 Pagliacci Prologo (Prologue) Leoncavallo—In
Italian.....Guiseppe Pimazzoni
- 021132 Forza del Destino Solenne in quest'ora (Swear
in This Hour) Verdi—In Italian (Duet).....
Cav. Carlo Cartica and Cesare Alessandroni
- 021133 Carmen Canzone del Toreador (Toreador Song)
Bizet—In Italian.....Guiseppe Pimazzoni
- 33015 Boheme Racconto di Rodolfo (Rodolph's Narra-
tive) Puccini—In Italian.....Cav. Carlo Cartica
- GERMAN.
- Four-minute Records.
- 21247 Volksliedercaplet.....Oscar Stolberg
- 21248 Kli Kla Klatscherel.....Oscar Stolberg
- ITALIAN.
- Four-minute Records.
- 21124 Tarantella Ciociara (Neapolitan Song).....Eugenio Torre
- 21126 Ndringhete ndra' (Neapolitan Song).....Eugenio Torre
- 21128 Serenatella nera (Neapolitan Song).....Eugenio Torre
- 21129 Ciribiribin (Neapolitan Duet).....
Madame Milesa and Signor Torre
- FINNISH.
- Four-minute Records.
- 21751 Kesapavia Kangasalla.....John Koskelo
- 21752 Sottias Poika.....John Koskelo

SWEDISH.

- Four-minute Records.
- 21570 Sjernan.....John Koskelo
- 21571 Det Gingo tva Flickar I Rosende Lur (Folk
Song).....John Koskelo
- ENGLISH SELECTIONS.
- Two-minute Records.
- 360 The Lizard and the Frog.....U. S. Military Band
- 365 Medley of Reels (Accordeon Solo).....John J. Kimmel
- 368 Virginia Skeddle.....U. S. Symphony Orch.
- 372 They're All Good American Names.....Fred Duprez
- 373 The Glory of the Yankee Navy.....U. S. Military Band
- 374 Oh! Fiddle (Vaudeville Sketch).....Murry K. Hill
- 375 Two Rubes at the Vaudeville (Kube Sketch).....
Collins & Harlan
- 376 All Alone.....Minnie Emmett
- 377 La Balladora (Tango).....U. S. Symphony Orch.
- 378 The Kiss Waltz ("Il Bacio") (Whistling Solo).....
Guido Gialdini
- 379 Steamboat Bill.....Arthur Collins
- 380 Black and White Rag (Piano Solo).....Albert Benzler
- ITALIAN.
- Two-minute Records.
- 5388 Frunniata (Neapolitan Song).....Eugenio Torre
- 5340 'E Cerase (Neapolitan Song).....Eugenio Torre
- 5341 O! Luna Janca (Neapolitan Song).....Eugenio Torre
- 5342 Chitarrata Trista (Neapolitan Song).....Eugenio Torre
- GERMAN.
- Two-minute Records.
- 5460 Das Ping Pong Spiel (Couplet).....Oscar Stolberg
- SWEDISH.
- Two-minute Records.
- 5780 Till Norden.....John Koskelo
- 5781 Till Osterland Vill jag Fara (Folk Song).....
John Koskelo
- 5782 Jag gar I Tusen Tankar (Folk Song).....John Koskelo
- 5783 Allt Under Himmelens Faste (Folk Song).....
John Koskelo
- FINNISH.
- Two-minute Records.
- 5961 Linjali Rattaat (Humoristic Folk Song).....John Koskelo
- 5962 Lypsajan Laulu (Folk Song).....John Koskelo

MAN'S ECONOMY.

How the Feminine Section of the Editorial Household Rubs It In.

One day as a farmer of extraordinary meanness was starting out for the town to do his weekly shopping, for even he has to buy something for the support of his family, his wife came out and asked him to buy her a darning needle.

"What's the matter with the one I bought you last winter?" asked the farmer.

"The eye has broken," she replied.

"Bring the needle here," he said. "I'm not going to allow such extravagance. I'll have the needle mended."

The woman, wise in her generation, made no protest. She brought out the broken needle.

The economical farmer rode away into town, and made his first stop at the blacksmith's shop. He took out the needle and gave it to the blacksmith.

"I want that mended," he said.

The blacksmith knew his customer, and, keeping his face perfectly straight, said the eye should be mended in an hour's time.

The farmer rode away, and the blacksmith walked across the road and bought a new needle for five cents. When the farmer called again the blacksmith gave him the new needle.

The farmer looked at the smooth, polished surface of the steel and remarked that it was a good job. "How much will it be?" said he.

"A quarter," said the blacksmith, and the farmer as he paid it remarked that he knew that the needle could be mended, but his wife would have gone to the expense of buying a new one.

RECORD EXCHANGE PLAN SUCCESSFUL.

The new record exchange plan of the Thomas A. Edison Co., Inc., is reported as having done a world of good in reassuring the timid and redoubling the confidence of the more confident dealer by opening up an outlet for the inactive stocks on their shelves and insuring them full value for every dollar invested in Edison goods. It is said to have re-established their faith in Edison products and Edison policies, and again proved to the trade that they can depend upon the corporation at all times to come to their aid in the solution of vexing business problems—even though it be at a sacrifice on their part, as it is described in this particular instance.

The thing that hampers men, that holds them back more than anything else, is the doubt of their own ability.

An order-taker is a man whose aim is to sell goods. A salesman is one who aims to sell goods at a profit.

EXECUTIVE COMMITTEE MEETS.

Eastern Talking Machine Dealers' Committee Hold First Meeting, Following Annual Convention, on April 26, When President Storck Appointed Important Committees.

The first meeting of the Executive Committee of the Eastern Talking Machine Dealers' Association, after the annual convention on the 12th inst., was held April 26 at the Cafe Lion d'Or, New York. The committee announced subsequently by President Storck follows: Frank C. Storck, Red Bank, N. J.; E. T. Glover, Plainfield, N. J. (vice-president); A. Lasus, New Rochelle, N. Y. (treasurer); A. Lustberg (secretary), Huntington, L. I.; R. Montalvo, Jr., New Brunswick, N. J.; Meyer Goransky, Yonkers, N. Y.; T. Riddell, Brooklyn, N. Y.; C. A. Laureigh, Orange, N. J., and J. G. Bremner, of the Bremner-Chalmers Co., New York. All but the last three named were present.

Besides approving the treasurer's report, indicating the association was in a flourishing condition, routine matters only were attended to, special emphasis being placed upon the new schedule of annual dues, namely, a reduction from \$5 to \$3 for active members, and \$3 to \$1.50 for associates. Since the convention over twenty new members have joined. At the next quarterly meeting of the association, June 14, every dealer in the Eastern territory, irrespective of membership, is invited and urgently requested to be present.

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- Memphis, Tenn., Hollenberg Talking Machine Co., 32 S. Second St.
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