

The **TALKING**
MACHINE
WORLD

AND NOVELTY NEWS

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



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON-O-PHONE

MUSICAL INSTRUMENTS

List Price From \$20.00 to \$75.00

We will equip the \$50.00, \$60.00 and \$75.00 Machines with the Music Master Wood Horn at no extra charge.

Double Record Discs

10 inch—65c.

12 inch—\$1.00

Our new catalogue of foreign Double Records is ready for you on request.

Bohemian, German, Hungarian, Jewish, Roumanian, Italian and Spanish.

We will be glad to mail you catalogue in any language as per above.

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

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

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

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

ARKANSAS

Hot Springs.... Joe Hilliard, 218 Central Ave.
Ft. Smith R. C. Bellinger, 704 Garrison Ave.

CONNECTICUT

Bridgeport..... F. E. Beach, 962 Main St.

FLORIDA

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

ILLINOIS

Chicago..... W. H. Sajewski, 1011 Milwaukee Ave.
Chicago..... Tressch, Fearn & Co., 71 Fifth Ave.

KANSAS

Topeka..... Emahiser-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis..... Globe House Furn. Co.
Baltimore..... C. S. Smith & Co., 641 W. Baltimore St.

MASSACHUSETTS

Boston..... Katz & Hoffman, 9 Portland St.

MINNESOTA

St. Paul..... W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN

Detroit..... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield..... Morton Lines, 325 Boonville St.
St. Louis..... Knight Mercantile Co., 211 N. 12th St.
St. Louis..... D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken..... Eclipse Phono. Co., 209 Washington St.

NEW YORK

Brooklyn..... B. G. Warner, 1218 Bedford Ave.
New York..... Greater New York Phonograph Co., 310 Grand St.
New York..... S. B. Davega Co., 126 University Place.

NORTH DAKOTA

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

OHIO

Akron..... Geo. S. Dales Co., 128 S. Main St.
Cincinnati..... J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny..... H. A. Becker, 601 Ohio St.
Harrisburg..... J. H. Troup Music House, 15 So. Market Sq.
Philadelphia.... Harmonia Talking Machine Co., 1221 Arch St.
Philadelphia.... S. Nittinger, 1203 N. 5th St.
Pittsburgh..... C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

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

WISCONSIN

Milwaukee..... G. H. Eichholz, 553 12th St.
Milwaukee..... Hoefler Mfg. Co., 306 W. Water St.

CANADA

Toronto..... Whaley, Royce & Co., Ltd., 227 Yonge St.
Vancouver, B.C. M. W. Waitt & Co., Ltd., 563 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

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New York, December 15, 1911.

Price Ten Cents

THE SALESMAN AND THE MERCHANT.

The Close Relationship That Should Exist Between These Two Important Factors in the Business World—Good Salesman the Retailer's Best Business Friend, Says Edward J. Courtney in Forceful and Timely Words.

The retailer should learn to look upon the traveling salesman as his best business friend. He should extend to him such courtesies as he can, for in so doing he is adding to his own profits. The present-day traveling man necessarily makes long trips. He must accommodate himself to railway timetables and trolley cars, making such drives only as are absolutely necessary.

He is more important to the retailer than any customer and should receive first attention when he visits your place of business. As he comes periodically into your store he will meet you with a smile and a new story. He is prepared to do business in the shortest space of time. He does not want to waste your time and you should not cause him to waste his. A few words, a survey of his samples, and you soon learn the orders you want sent in. Sent through him, they go promptly. Though his handwriting may not be legible to you the house can understand it, and you always get the goods ordered and in nearly every case they come as promptly as required.

How different, should you be too busy to interview the traveling man and two days later find that you are short in certain kinds of goods. You hustle around and look up the catalog. You have difficulty in selecting the goods wanted from the many varieties. You spend the next day making up your mind just what to order. You send your order in a style of writing that puzzles the house. You are getting out of your line of business. You watch the mail, the express and the freight train, and cannot understand why your order has been delayed. In the meantime your best customers have gone to deal with someone who has on hand the goods which you failed to order at the proper time.

Some few retailers seem inclined to look upon the "drummer" as the source of all their ills. Like the small boy who, when his teacher said, "Willie, you have a new brother at your house," began to cry. His teacher wishing to console him said, "I think you should be pleased to have a brother to play with." Willie answered, "Taint that, pa will blame me. He blames me for everything." They blame the drummer for everything. They meet him with a frown. They suspect that he is trying to "do them." They are surly when he calls. They know all the bad points of the goods they have purchased from him, the good qualities are never mentioned. Someone eventually comes along who does "do them" good and plenty. They invariably invest in a "gold brick" which lands them in the bankrupt court. Suspicious of everyone they become a prey to some smooth shark who sells them an order of staple goods far below cost, in order to get them to bite. And they do bite.

Now, the true salesman does not wish to fill your shelves with dead, unsalable goods. That always injures his future success. He tries to keep in touch with the market in your vicinity. He has wide experience. He wants you to order such goods as you can readily dispose of. He wants increased business. He studies the popular will and in most cases talks to you frankly and truthfully. He wants your confidence. Having obtained that confidence he wants to retain it. This he must do in order to succeed. Your interests and the interests of the traveling salesman are identical. You must succeed together. Of course, it is to be expected that you will closely examine the goods purchased from him, that you will learn that the house from which you purchase always gives you a square deal, that there is no misrepresentation.

In order to do business promptly there must be confidence. You expect your customers to have confidence in you. Give to the salesman and the jobbing house your confidence. Let them know that you rely upon them. Should they deceive you, then turn them down hard and buy elsewhere.

SIX NEW CARUSO RECORDS.

Four Solos and Two Duets with Amato Announced by Victor Talking Machine Co.—The New Selections—Recent Notable Additions to the List of Exclusive Victor Artists.

One of the most interesting announcements made by the Victor Talking Machine Co. for the month is that to the effect that they are now in a position to offer four new solo records by Caruso, the great Italian tenor, and two new duets by Caruso and Pasquale Amato, the well-known baritone. The new Caruso solos are "Ballo in Maschera-Barcarola, Di' tu se fedele" (The Waves Will Bear Me), by Verdi; "Eteramente" (For All Eternity), by Mascheroni; "Boheme-Testa adornato," by Leoncavalla, and "Core n'grato" (Neapolitan song), by Carulli, all the numbers being sung in Italian. The two Caruso-Amato duet records are, "Forza del Destino"—Duetto Atto IV, Invano, Alvaro! Parte I (In Vain, Alvaro), Verdi, and "Forza del Destino"—Duetto Atto IV, Le Minaccie, i fieri accenti! (Your Fiery menaces), Parte II, Verdi.

The Victor Co. are especially pleased to offer the new Caruso records, as during the past few months there has been made a constant demand upon Victor dealers and through them upon the factory for new records by that famous artist to supplement the already large and choice list on the market. Caruso himself was most enthusiastic regarding the choice of selections that had been made for his first engagement of the season at the Victor laboratories, and those who have heard the records themselves share in the singer's enthusiasm. The Victor Co. state that the new Caruso records are one of the many record sensations that they have planned for the coming year.

Among the recent additions to the long list of artists who will sing exclusively for the Victor Co. are included Pasquale Amato, the great baritone, three of whose solo records are to be found in the January list and who will be heard in the near future in duets and concerted numbers; Jan Kubelik, who stands close to the head, if not at the head, of the violin virtuosi of to-day; Vladimir de Pachmann, whose genius as a pianist is not to be disputed and who enjoys an international renown among the lovers of piano music; Edmond Clement, the famous French lyric tenor, who was for many years the leading tenor at the Paris Opera Comique; Boris Hambourg, the distinguished cellist and brother to Mark Hambourg, the pianist; Christie MacDonald, the popular star of "The Spring Maid." All the foregoing are names to conjure with in the making and selling of talking machine records.

OPEN AIR "TALKER" CONCERTS.

British Dealer Who Has Met with Great Success in Giving Free Gramophone Concerts in City Parks Points Out Great Opportunities Waiting for American Dealers.

Wm. Grimshaw, a progressive talking machine dealer of Prestwich, near Manchester, Eng., whose success in the giving of free concerts by means of the Gramophone in the public parks of the city has been commented upon in previous issues of The Talking Machine World, gives it as his opinion, in a recent letter, that there is an immense field for the same sort of exploitation in the United States, and that such an enjoyable method of getting the people into the open air should receive the enthusiastic support of public officials.

In discussing the open-air talking machine con-

certs Mr. Grimshaw says: "As arrangements for the concerts must be made with the authorities several months ahead, now is the time for dealers to begin. Let us impress upon them that they must have the very best records (we use only "His Master's Voice"). They will be astonished at the interest created, and as these concerts take place in the summer when the trade is quieter, they will thank you for your part in introducing to them an innovation which will also produce a stimulating effect upon the trade."

The opportunities for the live talking machine dealer in this country in giving of free open-air concerts are not to be overlooked, for the success of the plan as carried out in a small way in certain sections is proof of what may be accomplished by going into the matter on a large scale. Several cities have already shown encouragement to dealers who have planned such concerts, and others will no doubt be very willing to follow suit. The value of the advertising thus created is incalculable for the name of the machine used and the number and name of the records may be prominently set forth on the program which is distributed at each concert. That the doubting Thomases will have excellent opportunity to learn just what the talking machine can do is also a fact that cannot be overlooked. At every concert given by Mr. Grimshaw in Manchester the park has been crowded almost to suffocation by those anxious to hear the music and who voiced their appreciation in no uncertain manner, as some interesting photographs taken on the different occasions prove.

TALKING MACHINE EXPORTS.

Figures for October Presented—Reports Show Increase as Compared with Last Year.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 8, 1911.

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

The total exports of talking machines, records and supplies for October, 1911, amounted to \$203,211, as compared with \$276,261 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,362,755.

PHONOGRAPH COMPANY ASSIGNS.

(Special to The Talking Machine World.)

Marietta, O., Dec. 7, 1911.

The Marietta Phonograph Co., 153 Front street, made a voluntary assignment for the benefit of their creditors last week and N. B. Putnam was named as assignee of the stock of talking machines, records, musical goods, furniture and furnishings carried by the company.

TO BEGIN OPERATIONS SOON.

(Special to The Talking Machine World.)

Newark N. J., Dec. 9, 1911.

The Vitaphone Co., of New York, have purchased the W. H. Rogers factory in Plainfield and will have their plant in operation some time this month. The company will engage in the manufacturing and assembling of mechanical parts for talking machines and expect to employ about seventy workmen at the outset.

Don't waste life in doubts and fears; spend yourself on the work before you, well assured that the right performance of this hour's duties will be the best preparation for the hours or ages that follow it.—Emerson.

You may be better than the other fellow and still not be what you ought to be.

TRADE IN SAN FRANCISCO.

Benj. Curtaz & Son Featuring Talking Machines in Elaborate Window Displays—Growing Demand for Hornless Machines—Wiley B. Allen Co. Prepared for Heavy Holiday Business—A Sherman Clay & Co. Record—Busy Columbia Men—J. Raymond Smith Co. to Give More Attention to Talking Machines—Shortage of Stock Reported.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 5, 1911.

Benjamin Curtaz & Son are featuring talking machines in one of their show windows, and as an attraction to draw crowds they have engaged a lightning artist, who paints oil paintings in three minutes at work in the window. This firm are meeting with success with their Victor record album, the handy novelty recently put on the Coast market. Business with the hornless machines continues to improve also. W. Gardner, Jr., who was formerly in business for himself in Los Angeles, is now in charge of the talking machine department of Benjamin Curtaz & Son.

Babson Bros. are doing a satisfactory business with the Edison goods as usual, but are making no special advertising campaign at the present time.

Preparing for Heavy Holiday Trade.

The Wiley B. Allen Co. are making preparations for the fine holiday trade in prospect. For some time this company have had difficulty in getting enough Victor machines from the factory, especially the smaller sizes. Business in the various Coast stores of this firm is good both with machines and records. The Portland store, which has hitherto had no separate department for talking machines, is to carry a complete assortment of these goods by the middle of December, when the necessary alterations will have been completed. This department will be modern and up to date in every way. "The tendency of the trade for better-class records," says Frank Anrys, manager of the Allen Co., "is due largely to the introduction of hornless machines. People who have never taken kindly to talking machines because they objected to the horn are now enthusiastic over the hornless machines. Naturally people who are particular about the appearance of an instrument are more apt to be discriminating in musical taste." Mr. Anrys has of late become very enthusiastic over the outlook of the talking machine department.

Best November Trade in History of Department

A. G. McCarthy, secretary of Sherman, Clay & Co., announces that the small goods department of his firm has enjoyed the biggest November in its history, and that the trade is running largely to the higher-priced machines. He expresses great

regret at the inability of the company to take care of orders for some of the new model Victrolas.

Fred Bates, of the talking machine department of Sherman, Clay & Co., was recently married to a young lady of Denver, Col., and is now on the way to Italy with his bride for a honeymoon trip.

Meeting of Columbia Men.

Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has returned from his trip through the Northwest and also from a short trip to Los Angeles. While North he met Geo. W. Lyle, general manager of the Columbia Co. at Spokane, Wash., and came down the Coast with him. At San Francisco the two were met by Frank Dorian, manager of the Dictaphone department, who has been making a visit to the Coast. Both Mr. Lyle and Mr. Dorian have returned to New York, after stopping off at Los Angeles and Salt Lake City.

Strong Demand for Victrolas.

W. M. Ringen, of the talking machine department of the Hauschildt Music Co., expects a large shipment of Victrolas this week. The demand for these goods holds up wonderfully, and the record sales also are heavy. Miss C. Mitchell has joined the sales force of the Hauschildt Co., Miss Marie Smith having resigned about a week ago.

A Popular Double Disc Record.

Peter Bacigalupi & Sons report a fine sale of the new Victor record, which has on one disc the two popular melodies, "Oceana Roll" and "Alexander's Ragtime Band." This firm continue to do a good business with the Edison business phonograph.

Kohler & Chase Featuring Graphophones.

Kohler & Chase have a show window this week devoted exclusively to graphophones and Grafonola goods. This is without doubt one of the most effective talking machine window displays ever arranged in the city.

Hard to Get Sufficient Stock.

A. R. Pommer, of the Pacific Phonograph Co., announces that he has difficulty in getting enough of the latest Edison machines to supply the demand. Mr. Pommer, who has been absent at a health resort on account of rheumatism, is now very busy making plans for the new year. He reports business steadily improving.

To Give More Attention to Talking Machines.

Since the incorporation of the J. Raymond Smith Co., by which Mr. Daniels will take charge of the piano department, it is expected that more attention will be given to the small goods and talking machine lines, as Mr. Smith will have more time free for such work. He has always specialized on small goods, having the most complete stock in the city, and reports an excellent talking machine business at both the Fillmore street and Market street stores.

THE RETURN OF THE DEAD.

Members of the Oak Park Club Listen to Songs and Talks of Aged Residents Recorded on the Phonograph—Hear the Voices of Men Who Long Since Passed Away.

(Special to The Review.)

Chicago, Ill., Dec. 8, 1911.

Two old settlers of Oak Park, both of whom died several years ago, recently kept an audience of nearly 100 members of the Borrowed Time Club of the western suburb in alternate laughter and tears with their jokes, songs and reminiscences of earlier days.

The two men, E. W. Hoard and E. F. Robbins, would have been 99 and 95 years old had they lived. But they died one five and the other six years ago.

The gathering of club members, all of whom are 70 years of age or over, had been looked forward to for weeks with anticipation. When the curtains hung across the platform of the club auditorium were drawn back two large portraits of the former members were shown, while on a table stood a small phonograph.

There was a pause, then after a twirl of the crank by the president of the club the familiar voice of Mr. Hoard was heard through the room.

For several minutes every eye was dim and every voice was hushed as the dead comrade told of his coming to Oak Park and then sang one of his favorite hymns. The record was taken on Mr. Hoard's ninety-third birthday, September 6, 1905.

Then, while the audience sat seemingly spell-bound by the strange reappearing of their former club member, another voice sounded from the past. Mr. Robbins was with them again. His high, quavering notes in an old-fashioned hymn rang through the room for a moment. Then the tension of the situation was relieved by the ghostlike visitor suddenly telling a story which brought forth roars of laughter.

While the old-timers still were smiling through their tears the president of the club announced that the strange program was over. The two former members had made good as entertainers.

FRANKNESS INSPIRES CONFIDENCE.

Frankness inspires confidence. People simply can't resist a sane man who is frank and brave enough to tell the truth when a lie would seem to be better for his own interests. When a man once sweeps away all false notions of deception and exaggeration his business begins to take root in public confidence, and growth is as natural as a healthy plant in proper soil.—Jed Scarboro.

1911 IS DRAWING TO A CLOSE

EDISON
PHONOGRAPHS
RECORDS
AND
SUPPLIES

and it has been for us the most successful year since our incorporation. Our sales for 1911 will far exceed any previous year. For a great measure of our success we thank our dealers for their loyalty to us and take this opportunity to solicit the continued patronage of our regular trade and request a trial order from any who do not know that Eastern Service is *good service*.

And to all we extend our best wishes for

VICTOR
HORN INSTRUMENTS
VICTROLAS AND
RECORDS

A MERRY CHRISTMAS—A PROSPEROUS NEW YEAR

EASTERN TALKING MACHINE COMPANY

177 Tremont St.
BOSTON, MASS.



The first and only instrument of its kind

We invented and developed the Victor-Victrola type of instrument.

And the Victor-Victrola is as supreme to-day as when it was first put on the market five years ago.

The Victor-Victrola is built on merit. It is the product of the Victor Company and is right up to the Victor standard of quality.

It is fully protected by patents and is backed by the entire resources of the immense Victor organization.

It exerts to-day an influence on the development of music which is absolutely without a precedent.

It has educated people everywhere to an appreciation of the world's best music, and made American operatic productions the most stupendous ever known.

And the influence of the Victor-Victrola keeps on growing every day and opens up a greater field for every Victor dealer.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XVI
Mahogany or quartered oak \$200.
Circassian walnut \$250.



Victor-Victrola VIII
Oak, \$40



Victor-Victrola IV
Oak, \$16



Victor-Victrola VI
Oak, \$25

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

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS:

- Albany, N. Y. Finch & Hahn.
- Atlanta Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex. The Talking Machine Co. of Texas.
- Baltimore, Md. Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Sons.
Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsit Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Ia. Chase & West.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- Elmira, N. Y. Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Musical Echo Co.
Wulschner-Stewart Music Co.
- Jacksonville, Fla. Florida Talking Mach. Co.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Louisville, Ky. Montenegro-Riehm Music Co.
- Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Wisconsin Talking Machine Co.
- Minneapolis, Minn. Laurence H. Lucker.
- Mobile, Ala. Wm. H. Reynolds
- Montreal, Can. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Talking Machine Co.
- New Haven, Conn. Henry Horton
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol. Bloom, Inc.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landy Brothers, Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
Benj. Switky.

- Oklahoma City, Okla. Schmelzer Arms Co.
- Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa. The Talking Machine Co.
Louis Buchn & Brother.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
- Portland, Ore. Sherman, Clay & Co.
- Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, Utah Consolidated Music Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange
- Spokane, Wash. Eiler's Music House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
The Aeolian Company of Mo.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

Question: What is the *one* musical instrument that has no substitute?



Chorus: Ask it *right!* There are *three* Grafonola "Regents!"



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

ACTIVITY IN CLEVELAND TRADE.

Approach of the Holidays Serves to Keep Talking Machine Dealers Busy Meeting the Demand—Better Understanding of the Possibilities of the Talking Machine Prevails—U-S Phonograph Co. Plant Rushed with Orders—New Agents for That Line—What the Various Dealers and Managers Have to Report Anent Trade Conditions.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 9, 1911.

The activity in the talking machine trade noted last month still prevails, accelerated by the approaching holidays. The dealers are all unusually busy, and the only expression of discontent heard is the fear that they will be unable to obtain sufficient machines to meet the demand. December started with an impetus to the business indicative of an unusually large trade, and already some of the dealers are keeping their stores open evenings to afford those unable to make purchases in the daytime an opportunity to buy. Increasing inquiries are being made, more interest is manifest and a higher appreciation of the unlimited musical possibilities of the talking machine are in evidence, and sales are larger, including a greater proportion of the higher-priced instruments and records than in any former period.

More and more people are coming to an understanding that during the long winter evenings there is no better way of furnishing entertainment than to treat their friends to a musical feast, and with a talking machine and selection of records hours may be spent pleasantly and instructively.

Business at the factory of the U-S Phonograph Co. is booming, and the manager states they are pressed with orders, which are constantly increasing. The new \$50 hornless called the "Royal" has made an instantaneous hit, and the "Rex," another hornless model at \$25, is now ready for shipment. H. D. Benner has opened a phonograph store at 36 The Taylor Arcade and is handling U-S goods exclusively, both jobbing and retail. The Brooklyn Piano Co., of this city, have just put in a full stock of U-S phonographs and records.

The News, Cleveland's leading evening daily, is conducting a "Book Lovers' Contest." Among the prizes offered are a U-S Peerless phonograph, value \$200, a U-S Royal, value \$50, and a U-S Banner, value \$45.

Whaley, Royce & Co., of Toronto, Canada, have taken on a jobbing stock of U-S phonographs and records, carrying complete stocks at both Toronto and Winnipeg.

The Barfield Piano Co., of Jacksonville, Fla., report great success with U-S phonographs and records. This is a branch of the same concern at Columbia, S. C., and at Augusta, Ga.

The manager of the Talking Machine Co., in The Arcade, reports business, for some unaccountable reason, very dull. He said the conditions were unusual for this season of the year. However, he expressed hopefulness of a profitable holiday trade.

One among the many busy marts of trade in the city is the talking machine store of W. H. Buescher

& Sons Co. The company's large display of Victor machines and elaborate stock of Victor records is one of the attractions of the "Sixth City." "Our present trade," said Mr. Buescher, "is unsurpassed in the history of the company. We are busy from morning to night and find it difficult to keep up our supply of either machines or records."

George R. Madson, manager of the Columbia Phonograph Co.'s store, is very enthusiastic over the present flattering prospects of a large holiday trade. He said: "The new models of Grafonolas are great favorites, and our trade in these, as well as in the various priced graphophones, is very brisk. Our volume of business in November was large and we closed an exceptionally good month. All our retail dealers locally and throughout this section of the State are ordering good-sized stocks for the holiday trade, and report business good and improving."

The Witt Music Co., one of the oldest talking machine dealers of Cleveland and Lorain, have just put in the full line of Columbia products at the latter city.

Among other recent new Columbia Ohio dealers are F. C. Bowman, Collinwood; J. R. Emerick, Nottingham; J. A. Baldwin, Bellevue; E. E. Schaefer, Fairport Harbor, and J. C. George, Gencva.

Geo. W. Lyle, general manager, and Marion Dorian, auditor of the Columbia Phonograph Co., were recent visitors to the company's store in this city.

Activity is manifest at the store of the Eclipse Musical Co., both in the wholesale and retail departments. A. L. Parson, manager of the retail department, said trade was constantly expanding, and that the sales were mostly of the highest-grade Victor and U-S goods.

A. O. Peterson, manager of the Lawrence H. Lucker Edison jobbing house, said: "Business is good, better than expected when we opened here, both in machines and records. The retail dealers generally will have a good holiday trade this year, judging from the receipt of daily liberal orders." Mr. Lucker, on his way East and again on his return, stopped over for a few hours at his new store the latter part of November. He stated that business at Minneapolis was unusually good.

The B. Dreher's Sons Co. have met with instantaneous success in the new talking machine department at their piano warerooms in The Arcade. F. B. Guyon, manager of the department, said: "Business is fine—way past expectations in both machines and records. We are delighted with the trade, which is daily increasing."

The talking machine trade at the store of the W. F. Frederick Piano Co. has opened up very satisfactorily. Norman H. Cook, manager of the department, reported a very substantial business, considering the time the department has been open.

Business in the talking machine department of the Bailey Co. is very satisfactory, said Mr. Friedlander. The demand for machines, especially Victrolas, is surprisingly good and is constantly increasing. The combination Edison machines and Cygnet horns are also selling well.

Geo. J. Probeck, manager of the Dictaphone department of the Columbia Co., says business is

good and has appreciably improved since the company placed the new Model 6 on the market. He made the first sale of the new machines, or rather the customer, to whom he showed his samples, insisted he leave them and take a check in payment. Probeck says he couldn't help himself, he had to leave them and telegraph the home office for another set.

Phil Dorn, of the Collister & Sayle Co., reports business good in both departments, retail and wholesale.

O. E. Kellogg, manager of the McMillins talking machine department, also expressed satisfaction with conditions.

H. D. Scroton, manager of the Caldwell Piano Co.'s talking machine department, stated conditions generally were fine and trade good. The demand, he said, for the Victor-Victrola XVI. is greater than ever. The record business is also very good, especially from the Red Seal lists.

The A. D. Coe Piano Co. reports the U-S talking machines of the various models in high favor, and together with the Everlasting records meeting with ready sales. Mr. Coe believes there is a grand future for the U-S products.

R. Svehla, of the West Side Columbia store, is doing a prosperous business in talking machines and records, pianos and musical instruments generally. He carries a large list of foreign records and does an extensive trade in that line.

Flesheim & Smith are making a good display and report an excellent trade in Victor machines and records and Zonophones.

Aldrich, Howey & Co. are doing a fine business in the different grades of graphophones and are having a large demand for records. The company have made preparations for a big holiday trade.

NEWS FROM THE NORTH COAST.

Formal Opening of Branch of Eilers Music House in Spokane—Open House for Apple Show—Eilers Branch in Albany Removes.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 1, 1911.

The new store of the Eilers Music House in this city, which was occupied some time ago, was given a formal opening last week, the celebration to extend over three weeks, during which time special musical programs are to be rendered and special arrangements made for the entertainment of guests.

The local store of Sherman, Clay & Co. is keeping open house this week in honor of the Apple Show now being held here. All out-of-town people are invited to visit the store and enjoy the music which is provided. The store is being kept open evenings throughout the week.

G. H. Graham, outside manager for the Eilers Music House, and A. T. Nunnely, of the Portland store of the same company, are spending the week at Dallas, Ore., assisting at the special sale being held by the Stockwell Music Co.

The Albany, Ore., branch of the Eilers Music House has been moved into fine new quarters in the Odd Fellows building in that city. The management of the Albany store has been put in charge of W. S. Mitchell.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 5.

In our last talk we determined that **MAN-POWER** in **BUILDING** any business was a matter of working in harmony with **NATURAL LAW**.

It was stated that while the **NATURAL LAWS OF SUCCESS** are many, they may be boiled down to **FOUR BASIC INJUNCTIONS**, the first of which is, **MAN KNOW THYSELF AND HOW TO DEVELOP YOUR SUCCESS QUALITIES**.

We promised that in this talk we should discuss that injunction.

SELF-KNOWLEDGE.

MAN is a **BODY** plus a **Mind**. He has a **SOUL**, too, doubtless. Personally I do not doubt it, but that is another story. Its discussion belongs to the clergy, and we shall leave it to them.

We are talking **BUSINESS** and **HOW** to build it, and we shall discuss the **PHYSICAL** and the **MENTAL MAN**. As such, he is a **BODY** plus a **MIND**.

As to the body, this brief series of talks does not permit of an extensive analysis from the physiologist's point of view, nor does it permit of a very long discussion of health laws. The best I can do is to challenge your attention to a few basic facts concerning the body and the care of it.

NO ONE can **OBEY** the **NATURAL LAWS OF SUCCESS** in the **BUSINESS WORLD** unless he takes **CARE** of his **BODY**.

THOUSANDS disobey enough **NATURAL LAWS** at the breakfast table every morning to throw them out of harmony with many other **NATURAL LAWS OF SUCCESS** all day long.

Millions are digging their graves with their teeth—eating too much, and not properly chewing that which they eat.

The cigarette fiend or the man who is constantly frequenting the bar for "bracers" is not going to possess the **PHYSICAL ENDURANCE** or the **NERVES** to stand the strain and stress of modern business.

Millions of men and women are breathing backward—which is only half breathing at best.

Watch the animal or the little baby before it is afflicted with civilization and you will note that when it inhales the abdomen expands; when it exhales the abdomen contracts.

Watch your own, for it may be going just the other way. If so, you are breathing backward.

This is an unnatural breath—a bad habit against the laws of health, therefore a violation of **NATURAL LAW** in the **BUSINESS WORLD**.

Know the **LAWS OF KEEPING WELL**, then follow the **LAWS** and the **HEALTH** that gives **ENDURANCE** and **SUCCESS** will be yours.

However great your **ABILITY**, however high your reputation for **RELIABILITY**, however strong your **WILL TO DO THINGS**, except these splendid powers are backed by **HEALTH**, you will never be able to win **COMPLETE SUCCESS**.

If you have to contend with the "gnawing rat of dyspepsia" or lungs so weak that every draught brings a cold, you are handicapped.

It is said that a sick stomach helped to lose Napoleon the battle of Waterloo.

Ill-health is a cause of pessimism—and it is not the **PESSIMIST** that wins in the great **COMMERCIAL WORLD** to-day, but the **OPTIMIST**.

The man who radiates sunshine, whose handshake is warm and cheerful, whose voice has the ring of satisfaction, who sees the "silver lining"

within the clouds—he is the man you want to buy from; he is the **PROMOTER**, the man whose vibration is so high that he "must be up and doing."

If you would know the real reason this man is so happy—is so inspiring—**IT IS BECAUSE HE IS SO WELL**. His physical machinery is working in order. His lungs, his stomach, his teeth are all right.

HE WEARS THE ARMOR OF PERFECT HEALTH; THAT IS WHY HE IS SO WELL PREPARED TO FIGHT THE BATTLE OF LIFE.

Energy comes from **HEALTH**, and without **ENERGY** what business man can hope to **SUCCEED**?

Endurance comes from **HEALTH**, and without **ENDURANCE** what business man can hope to **SUCCEED**?

Can the carpenter build without tools? He must have all the tools he needs for his craft, or he will be a bungler and a botcher. He can't saw with a hammer or chop with a plane. He must have **THE TOOL FOR THE WORK** if he is to be a **MASTER BUILDER**.

Would you be a **MASTER BUSINESS-BUILDER**? Then you must have the tools for your work—and one of the most **IMPORTANT TOOLS** is a **HEALTHY BODY**.

"**HEALTH IS GOD'S BEST GIFT.**"

To keep his health is the sacred duty of every man who would succeed. Nature offers you the means: fresh air to breathe, clean water to drink, to bathe in, nourishing food to eat. Make your choice wisely—and be well.

ONE OF HEALTH'S CHIEF LAWS IS EXERCISE—USE.

Use your muscles, and your muscles become strong; use your lungs, and your lungs become strong.

Abuse or neglect your muscles, and your strength departs; neglect your lungs—don't breathe properly—and tuberculosis may be the result.

IT IS SO EASY FOR THE NORMAL MAN TO BE WELL THAT IT IS A CRIME FOR HIM NOT TO BE WELL.

The laws of Health are so simple, Nourishment and Use, that it looks as if we should learn to obey them, since they mean so much in the battle of life.

Is not the man mad who in the "**MONEY-CHASE**" destroys his body? Logic says he is; for money, after all, is only **PURCHASING POWER** in the **COMMERCIAL WORLD**, and the **THINGS WORTH WHILE THAT MONEY CAN BUY** are the **THINGS WORTH WHILE TO THE WELL MAN ONLY**.

To the sick man "the earth and the fulness thereof" means nothing.

One Cause of the sick man's failure is his terrible selfishness; the man who is compelled to think continually of "his own ills" is not the **MAN TO GIVE THE WORLD SERVICE**.

To be able to give the world **REAL SERVICE** you must be able to forget yourself and think of **YOUR WORK ONLY**.

Only the **WELL MAN** can **LOVE HIS WORK**, and only the **MAN WHO LOVES HIS WORK** can render **EFFICIENT SERVICE**, and only the man who can render **EFFICIENT SERVICE** can be a **BUSINESS-BUILDER**, and only the **MAN WHO CAN BE A BUSINESS-BUILDER** can be a **SUCCESS** in the **BUSINESS WORLD**.

Since you are in the **BUSINESS WORLD** you want to become a **SUCCESS**, and to get the reward of **COMMERCIAL SUCCESS—MONEY**.

That is a legitimate ambition. You should be proud of it.

THE MAN WHO HAS NO DESIRE TO MAKE MONEY IS UNWISE.

But you are an **AMBITIOUS MAN**, anxious to attain or retain your **SUCCESS**.

The first thing, then, to do is, **BE HEALTHY**. If you are so already, remain so. If not, follow the laws of health and attain it.

Remember, **HEALTH IS THE FIRST STEP IN THE ATTAINMENT OF SUCCESS**.

I shall discuss the second and third injunctions in **TALK NO. 6**.



Won't You Have a Lesson in Spanish?

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

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

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

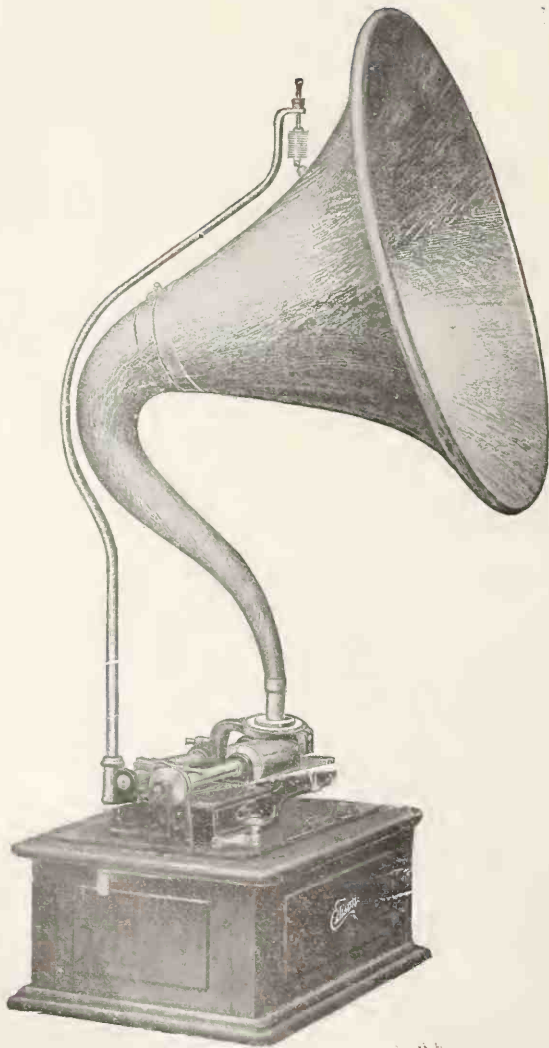
If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

EDI

Keep your Edison Christmas advertising and window display in full bloom right up to the last minute—



In spite of the fact that everybody says "do your Christmas shopping early," nobody does it. Most everybody shops late. Not only late in the month, but late in the day. Keep your store open and keep it bright—gas and electric light bills are a good investment at this season.

Keep your Edison Christmas newspaper advertising on the job—keep your follow-ups working. This is where you get your flying start on next year's business.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

SON

Don't let your Edison stock run low. A complete stock is a good salesman. The Christmas trade will make a hole in it—keep the hole filled. Keep in touch with your Edison jobber.

Don't be afraid of that "everything-slows-up-after-the-holidays" bogey—forget it. January is one of the best Edison Phonograph months there is—it's the month when all the regretters who didn't buy an Edison for Christmas decide not to wait for next Christmas and come back to buy. And it's the month when all the people who did buy an Edison come a-running for the new records.

Write your Edison jobber today.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



BUSY TIMES IN SO. CALIFORNIA.

Purser Talking Machine Co. in New Quarters—Independent Talking Machine Co. Enters Retail Field in Los Angeles—Some Interesting Personal Items—Numerous Talking Machine Concerts Help to Enliven Business—Music as an Aid to Penmanship in the Schools—Victor Machine Entertains Penned-Up Strike Breakers—Other Happenings of Trade Interest from Southern Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 24, 1911.

The past month has been very active with the dealers through all sections of Southern California, Arizona and New Mexico, and all are looking forward to December as the record-breaking month of the year.

The Columbia Nonpareil has created much interest among the people, and the prospects are very encouraging in regard to the future of the instrument.

The Victor Victrola VI is gaining popularity very rapidly, and is expected to hold its own in all parts of the country.

The S. C. Purser Talking Machine Co., with Eilers Music Co., have moved to their new quarters, 344 South Broadway. The talking machine department is fitted up in the most up-to-date manner, with several sound-proof salesrooms. This department occupies a large portion of the floor space on the ground floor. Victor, Columbia and Edison lines are handled.

C. W. Beatty, Edison dealer at Maricopa, Cal., has purchased another new Edison wagon and intends canvassing the entire oil field district on the west side.

The Independent Talking Machine Co., 2310 South Union avenue, of this city, have just opened up with a complete line of Columbia and Victor goods. W. R. Fremersdorf, proprietor, has been connected with the talking machine department of one of the largest music companies in Los Angeles for many years.

E. O. Tetzlapp, Edison dealer at McKittrick, Cal., reports great success in working the free trial offer.

Wm. Morton, traveling representative for Sherman, Clay & Co., of San Francisco, was in Los Angeles last week calling on the trade in general. He reports several new dealers installed in the San Joaquin Valley to handle the Victor goods.

One of the most appreciated concerts held in Los Angeles for several months was given by Mme.

Eames and Emilio de Gogorza at the Temple Auditorium, November 3. The entire audience seemed to be thrilled by the magic notes of both celebrated artists. This concert gave rise to new enthusiasm among Victor record purchasers, who fully appreciate their wonderful art.

R. S. Cadien has taken charge of the phonograph department of the F. E. Huffaker Co., of Visalia, Cal.

George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, accompanied by W. S. Gray, Pacific Coast manager of the same company, spent several days in Los Angeles during his Western trip.

The Delozier Furniture Co., of El Centro, Cal., have enlarged their talking machine department, which is being equipped in the most up-to-date fashion. The Columbia goods are handled with great success, and the Columbia Favorite has been a ready seller.

E. A. Hicks, an oldtime talking machine man of Kansas City, is now connected with the talking machine department of the Wiley B. Allen Co., of this city.

The Talking Machine Shop reports business increasing very rapidly, with large sales of Victor Victrolas and Columbia Grafonolas of the highest type.

J. L. Vinegas, of Yuma, Ariz., has just placed a large order for Columbia graphophones and grafonolas. He is establishing a large trade in this progressive little city.

The Music Store (Inc.) of Tucson, Ariz., is to be congratulated on the unique arrangement of their talking machine department. The record salesrooms are so constructed that they form a bungalow and present a most picturesque appearance, and patrons feel that they are hearing records identically as at home. The Messrs. H. J. Efker and C. E. Rule, proprietors, are enjoying an extraordinarily large sale in their various and exclusive lines, such as Steinway, Packard, Lyon & Healy and Hazelton pianos, and a very large stock of Columbia graphophones and grafonolas.

The Southern Pacific Railway Co. has purchased a Victor talking machine for the sole purpose of entertaining the several hundred strikebreakers which are confined within the stockades of the company's shops in Los Angeles. No expense has been spared for this purpose, for selections chosen were those of the very best that money could buy. The purchase included hundreds of records.

Smith Pharmacy, Norwalk, Cal., have taken the Edison agency for this district, and have installed almost a complete stock of machines and records.

Wm. A. Manson, Victor dealer of San Bernardino, has purchased the phonograph stock of the Le Roy Stationery Co. This gives him exclusive sale of Victor and Edison goods in this vicinity. Mr. Manson is putting two experienced solicitors out to thoroughly canvass the entire district.

A. G. Farquharson, special traveling representative for the Columbia Phonograph Co., General, has returned from a two months' trip visiting the trade in general throughout Southern California, New Mexico and Arizona, and states business conditions are looking very prosperous in all sections.

Fred E. Huffaker, Edison dealer in Visalia, Cal., has secured the services of H. S. Cadien, of Los Angeles, to take charge of the phonograph department. Mr. Cadien is an experienced man.

W. Muir, Bisbee, Ariz., continues to spread music throughout the canyons and pastures of the surrounding country through his Columbia, Edison and Victor lines.

The Dean Hardware Co., of Fullerton, Cal., report several good sales in the oil district in Edison and Columbia machines and records.

Clark Bros., of Upland, Cal., have excellent results from their free trial offer in both Edison and Victor lines. They predict a recordbreaking business for the remainder of the year, and have stocked their store accordingly.

The Palace Drug Co., of Globe, Ariz., reports a most wonderful success in the Victor and Columbia lines. H. C. Hanna, proprietor, relates the following story: "While camping near the Superstition Mountains of Arizona I spent an evening at the great Criswell Ranch. This is a large cattle ranch with a limitless desert range. The adobe ranch house, surrounded by suhwaros, prickly pears, chollas and other cacti, boasts a talking machine, and we, with a dozen cowpunchers, sat down to enjoy some music. We listened to several ragtime and vaudeville hits and then someone blustered out, 'Let's have "The Dog Fight."' No notice was at first taken of the request, but after a repeated call the operator complied with the demand. The record started and then imagine my surprise and consternation when I recognized in the cowpunchers 'dog fight' the immortal strains of the quartette from 'Rigoletto,' with Caruso as the dominating dog!"

James Pritchard, of Highland, Cal., one of the pioneer Edison dealers of this section of the country, is having great success with his line.

The Jewel City Furniture Co., of Glendale, Cal., have lately added a line of talking machines.

Elliott Pharmacy, of Rialto, Cal., reports the sale of several Amberolas during the last month and several good prospects for future sales.

The George J. Birkel Co. are featuring a series of Victrola concerts each week, held in their magnificent concert hall, built expressly for this purpose. Mr. Pittock, who has charge of the concerts, makes a specialty of taking up each opera and gives it as complete as possible. The Welte Mignon is used in connection with these concerts. The hall is always packed to the doors by lovers of high-grade music and the wonderful reproduction of the voice of all the best artists.

Through the kindness of the Southern California Music Co. the bowling teams were presented with a beautiful silver cup to be contested for by the individual team of each department. This has created much interest in the game, and each team is striving to win the cup at the end of the season, which closes April 1, 1912.

A large Victor machine and a number of records were loaned by a local dealer to the purchasing committee for the jury of the noted McNamara brothers' trial, which is now ended by their confession.

A new use has been found for the phonograph in the public schools, so that the students might wield the pen to the entrancing strains of music. E. N. Chickering, principal of the Monrovia High School, is having the students taught penmanship by exercises to the accompaniment of waltz and march music. The muscular arm movement is being taught by means of the phonograph, also by the Eleventh street schools of Long Branch. Results by this method are said to be very satisfactory, pupils writing in rhythm with the strains of music.

"BUEHN Service Excels"

"BUEHN Service Excels"

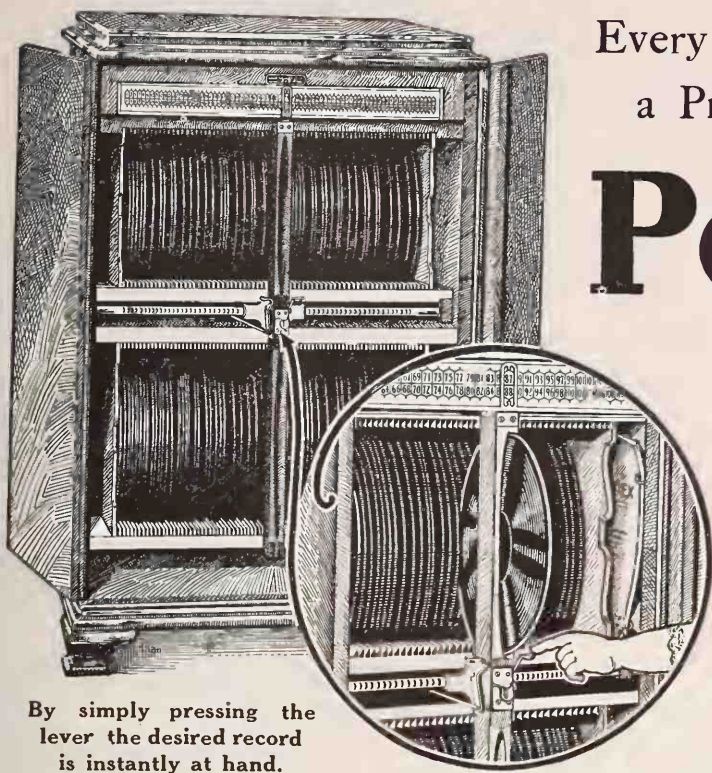
Our *Twelve Years* of "*Edison Business*" combined with our system for filling orders completely and accurately the same day received, should bring your orders to us.

Buehn Service Means Perfect Edison Service and the Only Edison Jobber in Pittsburgh. Exclusively Wholesale.

LOUIS BUEHN & BROTHER
713 Penn Avenue - - PITTSBURGH, PENNA.

"BUEHN Service Excels"

"BUEHN Service Excels"



By simply pressing the lever the desired record is instantly at hand.

Every Operatic Record Buyer is a Prospective Customer for a

Pooley Filing Cabinet

This class of patrons demands the best in music reproduction and naturally they want the best system for handling and preserving their records.

The working perfection of the

POOLEY FILING SYSTEM

needs only to be shown—it will sell itself. If your jobber cannot supply you write us to send you a cabinet on approval.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60

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

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 Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1911.

THE talking machine business is brisk and machines and records are in constant demand.

There is absolutely no question as to the activity incident to the holiday trade.

The record business has shown a tremendous increase during the past month and it is very evident that the new records put out by the great companies whereby the finest musical talent in the world can be brought directly into every home that has a talking machine had a great deal to do with awakening the interests of talking machine owners whose spirit must constantly be kept aroused in order to increase purchases.

A great many dealers and salesmen do not understand that unflagging interest on their part is necessary to supplement the splendid work of the creators of the business.

No matter how enthusiastic a purchaser may be over the possibilities of the talking machine, yet that interest must be kept well maintained else that particular person will not be a good buyer of records, and one strong factor in the talking machine business lies in the fact that when a sale is made the profits do not end—they simply begin to increase and that fact cannot be driven home with too great an emphasis. Talking machine dealers everywhere should bear this in mind.

Salesmen should be ever alive to stimulating interest at all times.

In a special trade the business man has not so many lines to work as the general merchant—hence he must have resourcefulness, tact and ability. He must make the most out of his single line.

There is nothing better to sell than the talking machine.

Its reproductive powers are apparent to everyone who listens.

It is a good profit maker, but every point which will make for increasing the interest of the purchasers must be constantly maintained.

No man can afford to lie down for a moment in a special industry.

He must ever be up and doing.

AN old reader of *The World* writes: "I am always glad to read some of your 'ginger talks' on salesmanship, and I do hope that you will give us from time to time some good, strong points along these lines, because I feel that they do the boys good everywhere."

Salesmanship, like all professions, demands study and research on the part of those who would excel.

A great physician never ceases his study or investigation.

A lawyer's library grows larger every week, whereas most

salesmen who are endeavoring to dispose of some of the finest products of man and brain simply view their profession in a most superficial way.

Now, to succeed a salesman must concentrate all of his faculties upon one unwavering aim and have a tenacity of purpose which will lead right on to victory.

Genius in salesmanship is intensity of purpose. A salesman with a single aim is the salesman who wins.

The world makes way for the man with an aim and a purpose in life.

One must have a purpose in order to succeed and concentration is a mighty good word for the salesman to study.

This is the age of concentration. A man to succeed must have a program and work to it.

The progressive salesman fixes his course and holds to it.

He maps out his plans and executes them.

He goes straight to his goal. Success comes to the man who forces himself to do one thing as well as it can be done.

NOW, if a salesman plans to sell a talking machine he should do it well.

He should post himself thoroughly as to the musical possibilities of his product.

He should know all about musical selections.

He should be able to explain if necessary some of the operas; but to simply put on a record and let the machine do the rest is hardly salesmanship.

Concentration in selling talking machines is just as necessary as in any other product of human brains, and there is plenty of opportunity and a good future in this special industry for young men of brains and ginger.

The constant changing of occupation and position is fatal to success. We have seen young men spend four or five years in one line suddenly change to another, thereby throwing away to a large degree the years of useful experience.

Thus they drift from job to job, learning only part of each, scattering their knowledge and ability, forgetting that experience is worth more to them than money and that men are paid for what they know.

Half learned lines pay half rate salaries. Do not spread yourself too thin.

TO enjoy a vocation or line you must completely master it. We have never yet talked to a big, progressive salesman who has not said that he enjoyed his profession.

In fact, the salesman who has made his place and become master of it, loves his work and gets a positive joy out of it.

To be successful is to find your work and do it, to get into your place and master it.

Do not allow any man to know your line better than you do. If you do he will succeed more than you. Mere energy is not enough. You must have an aim and a purpose—a fixed aim. Nothing can take the place of an all absorbing purpose. The purposeless life is always a failure.

Keeping everlastingly at it is not all of success. Working without a plan is as foolish as going to sea without a compass.

No two careers have the same gauge. Knowledge is not interchangeable.

You cannot jump from occupation to occupation doing one thing to-day and another to-morrow. Any business that is worth while is too complicated to learn in a day or a week.

All eminently successful men make a life work of one thing. It is the single aim that wins. It is the man who does one thing supremely well that comes to the front.

Success in all lines requires the whole man. The ability to concentrate all of your talents upon one point is the difference between success and failure.

The one thing to remember is that the best salesmen make themselves.

They absorb what is round about them, and it is reflected back in their work in an intelligent manner and one that pays.

To sell talking machines and sell them well is a good profession, with an expansive future.

And any dealer who can see through a ladder can guess whether we intend to keep those three "Regents" in the foreground through 1912.



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

BUSINESS GOOD IN OQUAKER CITY.

November Proves Very Satisfactory Month from Point of Sales—Bright Outlook for the Holidays—Shortage of Stock the Chief Complaint—Gimbel Bros. Enlarge Department—What the Various Jobbers and Dealers Are Doing—Strong Demand for Columbia Products—General News of the Month.

(Special to The Talking Machine World.)
Philadelphia, Pa., Dec. 5, 1911.

The Philadelphia talking machine men are entering upon the last lap of the holiday trade in the most happy mood. All of them affirm that the month of November has been the best they have ever had, and they expect that December will wind up the year in a blaze of glory. It will be the biggest year the trade every has had, and they feel that they are to be congratulated, especially in view of the fact that so many other lines of business have had to suffer and that the complaints of business generally prevail so extensively.

Just what November business would have been had the dealers been able to get the goods can only be conjectured, but they have undoubtedly lost considerable money through the inability of the factories to give them the proper supply. But they feel that this business has not been entirely lost, for they are still hoping that in the end they will be able to get the goods, and at any rate feel that this big enthusiasm for machines portends well for the future.

As to next year several of the big dealers are looking with no little anxiety. The changed conditions, they believe, are going to upset business for a time, but they believe they will eventually adjust themselves to the satisfaction of all concerned. There is going to be a great deal of keen competition, and they don't know but that this will help the jobbers and retailers through the old adage that "competition is the life of trade."

Gimbel Bros. report that they more than doubled last November's business—almost tripled it. "The most difficulty we find," says Manager Stewart, "is to get enough of the popular selling records and the most popular machines to supply the demand."

Although Gimbel Bros. recently enlarged their department considerably, they contemplate very shortly to add three more soundproof rooms to the department. The rooms they have at present do not nearly meet the demand and frequently they are compelled to leave customers go away on account of having no opportunity to demonstrate the instruments. Their biggest trade has been on the No. 16 machines of the Victor Co., and the reason they assign for this is their extensive advertising that they will send this No. 16 for a thirty days' trial. The No. 9 is the most popular among their medium-priced sellers, but they have been having much trouble to keep a stock of this number of machine on hand. The interest in the Pooley cabinet, made in this city and handled by Gimbel's, they say is still maintained. It is winning high praise.

Louis Buehn & Bro. report that their business, both here and in Pittsburgh, has been most satisfactory. It was very much better than last year

in November, but they are still very much hampered by not being able to get sufficient goods, and the first week of December finds them with little prospect of relief in this respect. They have been having a big sale of the Pooley cabinets, and all of last week were demonstrating these cabinets in their window.

November has been the best month the Buehn firm have had in Pittsburgh, and as Mr. Buehn says: "Our branch store there now looks a success."

The Wanamaker talking machine department, managed by W. C. Holzbaur, has been enjoying an exceptional November business. Last week they put the finishing touches on their hearing parlors by laying handsome ecru carpets in all of the rooms, with electric lights with ecru shades to match. Everything about the department is now finished and Mr. Holzbaur is not anticipating any further changes whatever. One of their visitors the past week was Jack Fisher, of Miller & Co., of Pittsburgh, who is at the head of the talking machine department of the firm in that city. Mr. Holzbaur says it looks as if the holiday business of the firm was going to be very large. The firm have been making quite a hit on the Pooley cabinets.

The new talking machine firm of Conner & O'Neill, on Thirteenth street near Walnut, have been doing a very good business in the few months since they opened. Their store is one of the most attractive of the small stores in this city.

Manager Elwell, of the Heppie talking machine department, reports that their November business turned out all right, but that they could have done very much more business had they been able to get the goods. J. Harry Holt, a dealer of Mt. Holly, N. J., was one of the Heppie visitors last week. They have just about closed with several very important connections in nearby cities, and they expect through them to very materially increase their output. Hagar Bros., in Lancaster, the big department store there, who are supplied from the Heppie house, have been doing a very excellent business.

Manager T. K. Henderson, of the Columbia Phonograph Co., reports that the Columbia business in November was away beyond their expectation. It was very much better than last year, and a very much better month than October, both in sales and collections. Among their visitors were Marion Dorian, auditor, and T. Allan Laurie, assistant auditor of the Columbia Co. The latter was here for a few days in pursuit of his duties.

Manager Henderson was up the State for a few days last week in the vicinity of Wilkesbarre, where he says the talking machine business is better than it has been for years. They have succeeded in securing several new agents in that section.

The firm received this week the first shipment of the \$200 De Luxe Grafonola and they are very much pleased with it and believe it is going to sell here very well with the exclusive trade. They have had a very big sale on the "Favorite" \$50 machine and on the Nonpareil \$150 machine. The new Olitzka records and the Blue Label series have been going very well. Manager Henderson

has planned a very attractive Christmas window which will be put in place this week.

J. T. Packer, who is in charge of the grand opera box office in the Columbia store, has just announced his engagement. He has only been in Philadelphia a few months and there is a pretty bit of romance connected with the meeting and courtship of his fiancée, Miss Ella Strawbridge by name. On Friday night last he gave a party in honor of the announced engagement to most of the employees about the Columbia store.

THE PHONOGRAPH AS AN ACTOR.

Wherein the Invention of Thos. A. Edison Figures as a Histrionic Accessory.

Zealous producers of theatrical plays in the past have been at a greater expense to produce the cries of rebellious citizens behind the scenes, the sounds of conflict, the howling of wolves in the desert, the distant strains of song—in short, all the supernumerary noises that heighten the dramatic illusion—than they are put to in this era of applied science. It is an open secret now that the phonograph plays its humble but useful part in the theater. The street cries are not produced, as they were, by the prompter or one of his assistants, but by the carefully prepared talking machine in the wings. When we have the battle of Agincourt again, or the funeral of Julius Caesar, the shouts and howls of the sturdy yeoman of Henry V., or the inflamed citizens of Rome, will be supplemented by the cries of many more, reproduced mechanically. Perhaps, with this improvement, the visible mob can be induced to exercise its multitudinous voice a little less strenuously. Hitherto the citizens and soldiers have often overdone the noise. The illusion of witnessing an ancient Roman riot from a twentieth century orchestra chair has been destroyed. The clamor of the mob should be acting quite as much as the passion of the patriot. A phonograph, remotely placed, will act its part better than a company of supernumeraries devoid of the sense of proportion. Davy Crockett's wolves, if they are ever revived on the stage, will express their fury and their hunger to the audiences by means of the perfected phonograph. There are few sounds this machine cannot record and reproduce fairly well, and for theatrical purposes the distant tramp of soldiers, the whistling of the wind, can be produced by this simple means, though the thunder may be somewhat beyond the phonograph's capacity. We have more than a suspicion that many of the happiest illusions in current plays are thus produced, and we are confident that the phonograph has gone on the theatrical stage to stay. Of course, everybody knows how it has been used to enhance the effect of some of the moving picture shows, but, as the New York Times says, its substitution for "extra people," old-fashioned wind machines and other devices in the regular theatres deserves a note of comment.

System removes from the brain superfluous detail and leaves it free to plan and create.

The Talking Machine Trade in New England

SERVICE THE BIG FEATURE

In Building Up a Successful Jobbing Business Says F. H. Silliman, Manager of the Pardee-Ellenberger Co.—Some Pertinent Remarks.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 6, 1911.

Since the Pardee-Ellenberger Co. secured their Boston headquarters and offered the trade their facilities for Edison service they have met with very good co-operation from the dealers. F. H. Silliman, manager, is a young, old-experienced talking machine man, starting when the industry was in its infancy. He watched many new developments and says that service is the keynote of the whole situation.

To work in perfect harmony there should be no discord between servitor or servicee. In an interview with *The World* recently, Mr. Silliman speaks about service as being "it" with the dealers. "No matter what goods you might have it is the trade corporation that crystallizes into service. Shipping goods when wanted has made more friends than anything else, and with our New Haven (Conn.) establishment for southern New England and New York State, and Boston for the balance of this Eastern territory, we certainly hit the mark with our P-E exclusive Edison service."

1911 PROVES BIG YEAR

With Boston Talking Machine Jobbers—Shortage of Goods the Chief Drawback—What Some Managers Report.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 11, 1911.

Just a word about a general year summary from the Boston jobbers. That 1911 will round out a big year is unquestioned. "Couldn't get the goods" has been the trouble for not preventing a larger percentage of growth, but notwithstanding this drawback the gain has been tremendous. Here are the brief opinions, a reading of which will make optimists of us all:

Columbia Phonograph Co., by Arthur C. Erisman, manager: "Way ahead of 1910. Sales gained mostly with the higher-priced machines and records, but the small-priced hornless machines are selling very fast."

Oliver Ditson Co., Victor jobbers, by Henry A. Winkelman, manager: "Victor business, both wholesale and retail, shows a margin of growth that is decidedly pleasing. Lack of goods has prevented more sales."

Eastern Talking Machine Co., Edison and Victor jobbers, by E. F. Taft, secretary and general manager: "We are breaking sales records and could 'bust' them all to pieces if we could only get the goods we want. This goes for both wholesale and retail departments."

Pardee-Ellenberger Co., Edison jobbers, by F. H. Silliman, manager: "Naturally, establishing our new Boston offices has given a large impetus to our sales, and in figuring our gain over the previous year we are glad to say it is far ahead of a year ago."

M. Steinert & Sons Co., Victor jobbers, have likewise made big gains, based upon the reports heard from time to time.

NEEDLE ORDERS COMING IN LIVELY.

(Special to The Talking Machine World.)

Lowell, Mass., Dec. 9, 1911.

"They keep coming in," commented C. H. Bagshaw, of W. H. Bagshaw, the big talking machine needle manufacturers, pointing to some new orders from foreign lands for Bagshaw needles. The new Bagshaw slogan, "the needle of international fame," seems particularly fitting with this growing world demand, which is based on just "pure quality." It is apparently the "style" nowadays to pay more for quality; at one time it was "how cheap" and not "how good." This change is due to their discovering that good quality at a little higher cost actually means lower price. And this in a logical way, sponges for the large and growing foreign demand for Bagshaw talking machine needles.

"SCOTTI" THE EDISON AMBASSADOR.

J. W. Scott, of Maine, more familiarly known in the trade as "Scotti," passed through Boston on his way to his home in Newark, N. J., whither he went to spend Thanksgiving with his family. "Scotti," as the Edison Ambassador Extraordinary, is always given a cordial reception when he drops in upon the trade.

MEETS SUCCESS AS MANAGER.

Charles P. Trundy, in Charge of the Talking Machine Department for Geo. Lincoln Parker, Has Had Wide Experience in the Field.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 11, 1911.

Charles P. Trundy, of whom a likeness is here given, is the able manager of the Victor talking machine department of George Lincoln Parker, Colonial building, 100 Boylston street. Mr. Trundy



CHAS. P. TRUNDY.

has been associated with Mr. Parker for a year and a half, and in that time he has done a great deal toward building up this large section of the business, which is due in no small degree to an agreeable personality and his intense enthusiasm for the Victor machines and records, which are handled exclusively by this department.

When Mr. Trundy first became interested in talking machines several years ago he connected himself with the Columbia Phonograph Co., and later the Eastern Talking Machine Co. When the big Siegel department store was opened and it was decided to install a talking machine department, Mr. Trundy was invited to manage it, which he did successfully until he accepted overtures from the Edison Co. to become a traveling man.

NEW PLANT GIVES NEEDED FACILITIES.

(Special to The Talking Machine World.)

Putnam, Conn., Dec. 6, 1911.

"Puritone" needles are selling in a very satisfactory manner, according to Charles E. Dean, of John M. Dean, who since the occupancy of their new plant in this city, the output has been steadily growing. An illustration of this new factory, with a story of its equipment, was duly published in the columns of *The World*, and in the technical papers devoted to factories, a number of articles praised the modernness of the new Dean plant.

While the name of "Puritone" is worth thousands of dollars in reputation, the Dean Co. will, if asked by the jobber, forego that value and put these needles up in envelopes bearing the jobber's name, address, etc. The additional publicity gained by jobbers is valued by many.

Charles Ca'on, who lately has been with the W. G. Shaw Co., of Quincy, and who is well-known to the Boston trade through his frequent business trips, has made a change in his business association, and now may be found with W. D. Wilmot, of Fall River.

H. R. Skelton, of the phonograph sales department of the Edison Co., passed through Boston a few days ago on one of his periodic trips through the New England field.

Mr. Dealer, Where do you trade?

Mr. Wise Dealer answers, "All other things being equal, I patronize the jobber giving me the best service."

It is this point which we want to impress upon you, Mr. Dealer—

RIGHT SERVICE MEANS DOLLARS TO YOU

Our modern facilities for successfully handling enormous volumes of business enable us to fill accurately and completely all orders, and on the same day as received. You can make promises on our service and know your customers will not be disappointed.

Our two points of supply give to dealers in all parts of New England an equal opportunity to try our

P. E. SERVICE

Perfect Edison Service

66 Batterymarch Street

Boston, Mass.

THE PARDEE, ELLENBERGER CO.

96 State Street

New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 6, 1911.

One hears a great deal of talk just now around the city over the prospect of Greater Boston being flooded with foreign machines early in the spring or late in the winter. According to one story that has reached the ears of The World's correspondent, several German steamers lately arriving in Charleston have had among their cargo a number of machines of German make, which are stored in bond in Charlestown and even in other parts of the city. These machines will not be put on the market until the very day of the expiration of certain patents, February 19, and then, as one dealer says, "look out." The story as one hears it in its varying versions at least is interesting; and one added chapter just going the rounds is that a large Boston dealer has had some of these incoming steamers carefully watched so as to learn as definitely as possible just how many of the German machines were arriving. It is further added that a pretty correct estimate has been made, too. It is understood that many German catalogs have found their way over here.

F. J. Peabody Co. to Handle Columbias.

One of the most important deals which the Columbia Phonograph Co. have made through their local manager, Arthur C. Erisman, is that whereby the Fred J. Peabody Co., of Haverhill, will handle Columbia machines and discs not only at the store in Haverhill, but at their branch establishments as well, for the Peabody Co. operates stores at Portsmouth, N. H., Newburyport, Amesbury and Gloucester. In all of these places a complete line of Columbia products always will be kept on hand. The deal had scarcely been closed before the windows of the Haverhill store blossomed forth with a most taking and well-arranged display. Another house to put in Columbia machines and a full line of American-made records is Harriott & Co. at Concord, N. H., and the firm reports the outlook very encouraging. A deal also has been closed with the W. A. Coleman Co., of Pittsfield. From two local houses, Boyle Brothers and the Grand Rapids Furniture Co., splendid reports of progress are heard. In the latter named concern Mr. Prussiau, who is deeply interested in the development of the talking machine, is in charge of the department. George P. Metzger, the advertising manager of the Columbia Co., was a visitor to the Boston quarters a few days ago. Speaking of advertising, Manager Erisman, always on the alert for publicity propositions that promise well, has hit upon a clever scheme of using the back page of the leaflet or folder which is sent out each week by the Boston Opera House management to stockholders, subscribers and box holders. The plan is to use a picture of a grand opera star each week, coupled with some mention of his or her singing for the Columbia Co. The Columbia and its records also get a good notice in the first issue of Music, which is edited by Alexander Kahn, the enterprising and energetic publicity promoter of the Boston Opera Co.

"Some" Sales.

Although Kraft, Bates & Speneer have not had their talking machines installed more than a few months they report a remarkable growth right from the start. While the October business was very large, the November output of machines and appurtenances was just double the preceding month, and at the rate that business is going just now a notable advance, even over November, is looked for. An instance of how sales are effected happened the other day. There was on exhibition in the window one of the new handsome Grafoniola "De Luxe" machines. Mr. Speneer noticed outside a gentleman looking intently in the window, and soon entering he asked the privilege of listening to the machine. Immediately he was duly impressed with its tonal qualities and expressed the belief that his wife would be highly pleased with it in her house. Without much ado the gentleman arranged to have a machine shipped to his residence

in Brookline, which happened to be the abode of one of the wealthiest and best known citizens of that section.

Many New "Eastern" Accounts.

A coat of paint on the front of the establishment and windows so artistically arranged as to admirably exhibit the machines and other paraphernalia makes the Tremont street quarters of the Eastern Talking Machine Co., Edison and Victor jobbers, a conspicuous focal point this holiday season. That business is more than good is something that quickly is learned after a conversation with Manager E. F. Taft, who states that the trouble is his establishment will not be able to take care of all the business that is being rushed to the house, which means that there are far more demands for machines than can be met. This, in fact, is a complaint that has been heard for some time past, only the dearth of machines has become more pronounced as the Christmas season approaches. The Eastern Co. have considerably increased their field in the past few weeks and now are represented in a number of additional New England sections. Connections have been established with large dealers in Worcester and Fall River, Mass., and Woonsocket, R. I., as well as with dealers in Greater Boston, especially such places as Chelsea and Arlington and other nearby cities and towns. Besides these there are any number of small representations where the Eastern Co.'s goods will be sold.

About the E. T. M. A.

The "boys" of the Eastern Talking Machine Associates held another meeting at the office on the last Thursday of the month, but no special business was done. They had a good time, however, as they always do.

Pardee-Ellenberger Enterprise.

F. H. Silliman, manager of the Pardee-Ellenberger Co., Edison jobbers, reports business very good, and he says that as the holiday season draws near he expects it will be difficult to properly handle the business. The house have been shipping some large orders lately to points in Maine, New Hampshire and Rhode Island, not to mention some of the big cities in Massachusetts. Another consignment of the handsome oak and mahogany cabinets referred to last month have been received from the factory, for the first lot was disposed of in

short order. A few days ago, also, there was a large number of machines received, most of which already had been spoken for by the trade. A new list of records, "Timely Specials," as they are called, has been received. These include the principal song hits in plays now being presented at leading New York theaters.

Royer Visits Victor Plant.

Herbert L. Royer, manager of the talking machine department of the M. Steinert & Sons Co., left town yesterday for a few days' visit to the Victor Co.'s factory at Camden, N. J. A neat red leather memorandum book which has been got out by the Steinert Co. bears on the inside cover the suggestion: "Make a note of the numbers of the Victor records you want to hear." It is quite a serviceable little article. A recent demonstration of the Victor machines was made in the parish house of St. Peter's Church, Jamaica Plain, and gave pleasure to a large company.

F. K. Dolbeer's Popularity.

F. K. Dolbeer, general manager of sales of the Edison Co. at the Orange, N. J., factory, who occasionally is seen in the New England field, has returned home from a trip to the Pacific coast. His visits to New England always are eagerly anticipated.

"Business Better" Says W. O. Pardee.

W. O. Pardee, of the Pardee-Ellenberger Co., Inc., was in Boston for a day or two this week, and he was cordially welcomed by a number in the trade. Mr. Pardee states that there has been quite an improvement in business during the past month, and he thinks that, generally speaking, there is a decided advance everywhere. Mr. Pardee, whose headquarters are in New Haven, takes a run up here about once a month.

Chinese Publicity.

The Chinese of Boston are getting interested in talking machines. Your correspondent to-day was shown a circular got out by W. S. Ling & Co., a Chinese concern, wherein in Oriental hieroglyphics running down the page were set forth the virtues of Columbia machines. It is understood that similarly a number of circulars are being got out prepared by representatives of the Armenian, Greek and other nationalities, acquainting their respective countrymen with the merits of talking machines.

To the many jobbers of the United States and Foreign Countries, whose efforts have helped create the largest year's volume of business for Bagshaw Quality Talking Machine Needles—the needle of international fame—we extend our best Wishes for a Merry Christmas and A Prosperous New Year.

W. H. BAGSHAW, Lowell, Mass.

Needles since 1870. All styles, shapes and sizes of Talking Machine Needles



The hundred-dollar "Baby" in the "Regent" family makes the home complete.



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

BUSY TIMES IN DETROIT.

Constantly Growing Demand for Victrolas of All Kinds—Good Results from Printer's Ink—Columbia Sales Beat All Previous Records—Ludwig Proves That It Is Not the Location but the Methods of Selling That Count—Max Strasburg Adds Columbia to His Line—Other News of General Interest.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 9, 1911.

December opens for the talking machine trade in Detroit with the conditions of greater demand than supply which have prevailed since early September accentuated rather than abated. There have been no important changes except the taking on by Max Strasburg, the Victrola Shop, of a line of Columbias. His object is to convenience those of his patrons who like the table style of machine. The Victor line remains his leader.

The Victor trade has been running peculiarly favorable in the last two or three weeks to the \$200 Victrolas for spot cash. It can be explained in part by the holiday trade, many of the machines being held for delivery after December 20. But most of them are wanted at once, actually within an hour or two of purchase. That is a tribute to the efficiency of the demonstrations, particularly to the fibre needle demonstrations, which Mr. Strasburg is pushing as one of the greatest assets of the business.

The other side to the peculiar turn of business is that while the two century machines are going for cash, the \$15 to \$50 Victors are selling on contract. The manager of the talking machine department of Grinnell Bros., makes particular note of this. It happens this way, according to his analysis: When the talking machine trade was new in Detroit some house established the custom of selling on contract without interest. So it has been adhered to by all dealers ever since. And as the talking machine prices are flat, no discounts to friends or business co-operators, there is no object in paying cash. Records are cash. And if a man does not pay cash for his machine, even if it is only a \$15 one, he has just that much more money to invest in records. It is no uncommon thing for a man to buy a \$50 Victrola on time and pay spot for \$40 or \$50 worth of records. Thus the dealer makes a greater profit on his sale than he would by getting cash or by selling on instalments with interest added. His contracts call for

large payments, on the plea that he has to pay cash within thirty days himself and thus finds it impossible to make the time very long. The scheme works like a charm in Detroit and is a valuable precedent for such other cities as have not taken it up.

Never was the value of printer's ink as a business bringer more thoroughly demonstrated than in this fall's talking machine campaign. Heretofore machines have been only moderately advertised here. But with the removal of the Columbia headquarters to the new retail district east of Woodward avenue and the establishment of the Strasburg store in the same neighborhood, it was necessary to let people know where they were. Their advertising, big and bold, incited counter advertising by Grinnell Bros., the American Phonograph Co. and the Cable Piano Co., all in the old paths of traffic on Woodward avenue. They heralded in large space that they were still making things hum at the old stands. A large number of branch stores have joined in the campaign, until it seems that everybody in Detroit who doesn't already own a talking machine is talking of buying one.

As yet there is only an inkling of Christmas trade. The big stores of all kinds are still dull—except the music stores. Comparing these things with what ought to be when the rush comes portends the most tremendous holiday trade ever known.

"And that will be going some," remarked Manager Johns, of the Columbia branch, "for I've been in the business eleven years and I never knew a Christmas yet that I could get all the machines I had orders for. We are away behind now, so I can't imagine what conditions we will face two weeks from now."

The \$50 machines are the favorites everywhere. They seem to be the dividing line in the minds of the people who realize that they cannot be extravagant, yet who have respectable incomes. The men who can afford to spend more skip the grades between the \$50 Favorites and Victrolas and the \$200 machines and take the very highest priced instruments.

The demand for records is so great that they are ordered by express, and it is impossible to keep a complete library in stock.

The Ludwig Music House is demonstrating a thing that is new for Detroit. Mr. Ludwig is proving that talking machines can be successfully sold from a second-floor location. He handles the Columbia line, and the fact that he is placing dupli-

cate orders shows that he is doing business. Heretofore small goods of any kind from a second-floor location, unless in a public arcade, have been considered an impossibility. But Mr. Ludwig seems to have made good at it. Again, advertising tells the story.

HEAVY DEMAND FOR CABINETS.

Stock of Udell Works Practically Cleaned Out by Orders for Holiday Trade—New Line Ready Early Next Year.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 7, 1911.

The Udell Works, the prominent cabinet manufacturers of this city, report that they are experiencing a very heavy demand for all their various styles of talking machine cabinets this season and that it has been found difficult to supply promptly the orders on certain styles, especially in the new table cabinets fitting the Victor machines, numbers 4, 6, 8, 9, 10 and 11, as the reserve stock is nearly exhausted and the facilities of the plant are taxed to the utmost. The wisdom of a large number of jobbers in placing their orders well in advance and thus insuring a full stock of Udell cabinets on hand at the time when they are most needed to meet holiday demands has been well proven.

The Udell Works also announce that they are preparing to have a full line of all their many styles of cabinets ready for delivery early in 1912, and suggest that the jobbers place their orders for spring stock early in order to get prompt service.

PHONOGRAPH FOR CAMPAIGN USE.

A rather novel plan of booming Roosevelt for President is under way in Nebraska, despite the public statement of the ex-President that he will not participate in the coming Presidential campaign, at least as a candidate for the office of President.

These Nebraska boomers propose simultaneous dinners being given in fifty or more towns of the State, and Mr. Roosevelt will be asked to speak simultaneously at each of the dinners. This will be effected by the long distance telephone, Mr. Roosevelt talking into the transmitter and receivers being placed in each dining room. If this method is not feasible, it may be accomplished with the aid of the phonographs, the record being made in New York and turned loose at a given hour.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

Established 1856.

WURLITZER

Fifty-sixth year.

Eleventh-Hour Orders for Victor and Edison

Any machines, records and supplies you want now, you'll want quick.

A fine time to try the Wurlitzer Hurry-Up Service you've heard so much about.

Our stocks at both Chicago and Cincinnati are as nearly complete as the Victor and Edison factories can make them.

May we hear from you?

The Rudolph Wurlitzer Co.

CINCINNATI :: :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

They all three *look* their money's worth, and they all three demonstrate it. They all three make their own friends and keep them. The Columbia Grafonola "Regents" pay as they go.



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

IMPROVEMENT IN MILWAUKEE.

Retail and Wholesale Talking Machine Trade Most Satisfactory, and Jobbers and Dealers Handling the Various Lines Are Well Pleased with the Conditions Both Present and Prospective in Milwaukee and Vicinity.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 9, 1911.

Milwaukee retail talking machine dealers, are finding themselves in the midst of one of the busiest holiday seasons experienced since the boom days of 1906. Dealers to a man declare that trade is much better than they had anticipated, in view of the fact that there is still depression in some lines. While the demand for high-priced machines has been increasing steadily, it is evident that the moderate-priced machine is sought just as eagerly.

One of the main reasons for the big improvement in local trade is the fact that decided improvement is taking place in the iron, steel and heavy machinery field. Milwaukee is distinctly a center for the manufacture of heavy machinery, and when business in this line is good it means an improvement in the whole field. The railroads are gradually abandoning their policy of retrenchment and are

coming forward with orders for steel rails and car material. This has accomplished wonders in adding new life to the local situation. The Chicago, Milwaukee & St. Paul railroad has just placed an order with its West Milwaukee shops for the creation of 500 cars and this will mean the steady employment of several thousand men.

While retail trade is good with the dealers in the smaller cities and towns of the State, it is evident that business in Milwaukee is somewhat more satisfactory. This is evidenced by the fact that dealers are ordering machines and records rather carefully. The outlook is fine, however, and jobbers say that before the season is over with the total volume of trade will be more than satisfactory. Conditions about the State are exceptionally favorable. Wisconsin crops were good last season, the farmer has been receiving record prices for everything, and there seems to be plenty of money. Jobbers say that collections are giving very little trouble.

"The holiday trade is opening unusually brisk," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "Demand is especially strong for Victrolas, with the Victrola XVI in the lead. Record sales are larger than usual. I think that the Victor Talking Machine Co. is to be complimented on its advertisement in the November supplement giving the list of ten records that ought to be in every home. It is surprising how this has increased and stimulated record sales. The U-S line of machines and records is coming to the front rapidly in Milwaukee. The new hornless machines selling at \$25 and \$50 are in leading demand just at the present time. These are the only medium-priced hornless cylinder machines on the market and they are proving popular."

Business is so good at A. G. Kunde's Columbia store, 516 Grand avenue, that the sales force has been increased and plans have been made for handling the largest holiday trade in the history of the store. The new Columbia Baby Regent was sold fifteen minutes after it had made its appearance at the Kunde store, and Mr. Kunde has placed a large order for these machines. The new De Luxe \$200 machine has also made its appearance in Milwaukee and promises to be a good seller.

Emil O. Schmidt, 310 Grand avenue, who recently installed the Victrola line, reports that business in the new department is exceeding his expectations. Mr. Schmidt has sold Victrolas to several prominent Milwaukee families recently.

William P. Hope, Wisconsin and Upper Michigan representative of the Thomas A. Edison Co., Inc., who was a recent Milwaukee visitor, is now on a business trip in southern and southwestern Wisconsin.

The New Idea Cabinet Co. are operating their plant at full capacity in the effort to keep up with the orders that are coming in from all over the country for the New Idea disc cabinets. Special attention is now being given to the manufacture of cabinets for Victrolas IV, VI and VIII. Lawrence McGreal, Edison jobber, who is interested in the New Idea Co., reports that the concern are unable to keep pace with the demands of the trade. William Schmidt, inventor of the cabinet, is manager of the plant.

Laurence Lucker, well-known Edison and Victor jobber of Minneapolis, Minn., stopped over in Milwaukee recently as the guest of Lawrence McGreal, while on his way East.

The McGreal retail store, in charge of Miss Gertrude Gannon, had the honor recently of selling a Victrola XVI to Governor Francis E. McGovern of Wisconsin for installation in the executive mansion at Madison, the State capital. Besides the sale of the machine the house sold \$100 worth of records, most of them of the Red Seal variety, to the governor. This is the first talking machine which has ever been installed in the Wisconsin executive mansion, and it is expected that henceforth the Victrola will play an important part in the social life in the governor's household.

Lawrence McGreal recently furnished an Auxetophone to help out in the way of entertainment at the annual banquet of the Milwaukee Advertisers' Club, held in the St. Charles Hotel.

The Union-Southern Pacific trains running from Milwaukee to California and the Union Pacific trains via the Chicago & North Western line are equipped with Victrolas, so that the traveler may enjoy Gadski, Eames, Caruso, Scotti and the other world-famous singers while en route. Three concerts are given each day in the lounging car that has been added to the special tourist sleeping car trains, and George J. Buckingham, traveling passenger agent of the Union Pacific, Milwaukee, says that the feature has worked out most successfully thus far.

Much interest has been aroused by the action of the Milwaukee Old Settlers' Club in deciding to preserve the voices of its members to posterity by talking machine records. The plan was first suggested by Jeremiah Quinn, a well-known citizen of Milwaukee and a prominent member of the club. Mr. Quinn was much impressed by a similar action taken by the "Borrowed Time Club" of Oak Park, Ill., some time ago, and he believed that the Milwaukee Old Settlers' Club, embracing as it does in its membership some of the best-known men in Wisconsin, should follow some such plan. The idea was received favorably at the recent monthly meeting of the club, and the plan will be inaugurated at the New Year's day celebration of the organization. A special program for that day includes addresses by prominent old settlers, and these talks will be preserved on records. A committee, made up of Jeremiah Quinn, Peter Van Vechten, Jr., and John H. Kopmeier, was appointed to arrange for the records.

One of the largest shipments of Victrolas received in Milwaukee this season has just been received by the talking machine department of Gimbel Bros. Manager L. C. Parker has been finding business so good in the Victrola line of late that he ordered \$10,000 worth of the instruments, but present indications are that these will not be enough to meet the demands of the trade. Under the able management of Mr. Parker Gimbel Bros. have been carrying on an aggressive advertising campaign for their talking machine line, and the results have been more than satisfactory. Manager Parker reports that his talking machine and record business averages about \$1,000 daily and that the prospects are that this record will be exceeded within the near future.



"TIZ-IT"
(Trade Name)

Improved All-Metal Ball-Joint Horn Connection

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



STRAIGHT-TUBE "TIZ-IT"
(Trade Name)

For All Types Edison Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Kreiling & Company
North 40th Avenue and LeMoyno Street
CHICAGO, U. S. A.

TALKING MACHINE CO.'S STORE IN MINNEAPOLIS



We present herewith a photograph showing the interior of the new store recently opened by Archie Matheis, doing business in Minneapolis, Minn., under the name of the Talking Machine Co., located at 928 Nicollet avenue. Mr. Matheis claims this is the finest store of its kind in the Twin Cities. He has been open only a few weeks and has sold a number of Victrolas as well as Edison machines; he is also operating the old stand in

the Nicollet Hotel building. Here is a case of a man making good—started a few years ago with small capital, a stranger in the city, and now operating successfully two stores, with a growing business and the establishment of a name and splendid credit. It is another instance of showing what the talking machine business will do if brains are used and hard work is done. It is an old story but worth repeating.

EDISON CO. GLEANINGS.

Working Strenuously at the Edison Plant in an Endeavor to Fill the Many Orders Which Are Crowding Them—Movements of Edison Traveling Men—C. E. Goodwin's Latest Invention—An Interesting Description.

It would put a smile on the frownc to see the busy doings at the big plant of Thomas A. Edison, Inc., Orange, N. J., which is rushed to the limit in an endeavor to ship goods for the holiday season. Personal calls, telephones, telegrams, day letters, night letters, letters, postals and other hurry-ups are distracting to some of those higher up who are puzzling over shipping schedules. Naturally this is particularly pleasing to F. K. Dolbeer, sales manager, who, as the trade know, recently returned home from a two months' trip, going to about every city big enough to maintain a sandwich stop. And

perhaps some connecting link can be found between this trip and the present difficulty of knocking out the goods to the various members of the Edison field team.

James Healy and Mark Healy, the latter being accompanied by his wife, were recent visitors at the Edison plant. Both the Messrs. Healy expressed themselves as being greatly impressed with the Edison disc machine.

Around Thanksgiving the plant housed Messrs. Scott, Chew and Gill for a few days. The trade in Maine will recognize in Mr. Scott their old friend "Scotti," while the New York State merchants know the other two, all three, however, being great boosters of the Edison phonograph, exclusively and exhaustively.

C. E. Goodwin, manager of Edison salesmen, is quite an inventor, having designed an auxiliary power to his force of lead pencils. This little device is being worked with great success by him, to

the despair of the pencil maker's bank account, and in the course of a year saves a bunch of pencils. He originated this device when he lived in Chicago—perhaps that accounts for it—and it has the chain-gang principle put below the horizon. If Mr. Goodwin were to promote it he'd say: "Put the Goodwin time-lock on your graphite sticks and keep 'em home. No stealth, no truancy, no 'Oh! is that your pencil?' no invitations, no excuses. Every man wears his own pencil."

"But what is the device? Tell us what it is," someone asks.

Surely! Ever see a key with a log of wood on the end of it to prevent carrying it off via pocket or otherwise? The Goodwin pencil maintenance system operates along the same lines and is simply a great big piece of cork stuck on the pencil sky end. Inventor Goodwin says this device saves several dollars' worth of pencils a year; no one walks away with them and every man knows his pencil's biography.

The wife of J. Frank Stanton, Edison traveler in Pennsylvania, died last week at her home at Bridgeport, Conn. Mr. Stanton is very popular with the Keystone State coterie, and this announcement will bring sorrow to them. The World joins in extending sincere sympathy.

DROOP'S 54TH ANNIVERSARY.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1911.

The E. F. Droop & Sons Co., the old time dealers of this city, Nov. 17 celebrated their fifty-fourth business anniversary, and in this connection Edward H. Droop and Carl E. Droop issued the following statement:

"On this, our business anniversary, we desire once again to express to our friends and the public our deep appreciation of the patronage and consideration so liberally bestowed, and through which we have been enabled to build up a complete music establishment of such splendid proportions.

"Confidence is the basis of all trade relationship, and to win and hold it every business house must have and adhere to right principles and policies. We have earnestly endeavored to dispense quality wares only, and our prices have been based solely on quality—whether in the cheaper or more expensive lines.

"We are gratified and pleased at the recognition our efforts have won to establish and maintain a music house where one price prevails, where no uncertainty respecting values is possible. During the coming year we shall work toward still further increasing facilities in all branches of our business for promptly and satisfactorily serving our patrons. We shall strive harder than ever to merit your approval and continued interest."

JAMES I. LYONS
WHOLESALE AND RETAIL DEALER IN
EDISON PHONOGRAPHS AND RECORDS
10 WEST LAKE STREET, NEAR STATE ST.

CHICAGO. November 16th. '11.

Edward C. Plume Company,
417-421 So. Dearborn Street,
Chicago, Illinois.

Gentlemen:-

The writer believes he owes your Company a personal acknowledgement of the satisfaction your PYRO ONE LIGHT ELECTRIC SIGN has given him since its installation in front of his place of business several weeks ago.

I can truthfully say that I have never had publicity of any sort that has attracted so much favorable comment, or has brought our business so directly into prominence.

Even surrounded as it is, by numerous elaborate and expensive electric signs, it is without doubt, the most attractive and effective on the street -- both day and night.

Very truly yours,

James I. Lyons

READ THIS LETTER!

From one of the Pioneer Talking Machine Men of America

IT TELLS HOW A

Pyro ONE LIGHT Electric Sign

HELPS HIS BUSINESS

IT WILL DO AS MUCH FOR YOU

ONLY COSTS \$65 to \$125

AND ONE CENT AN HOUR TO ILLUMINATE

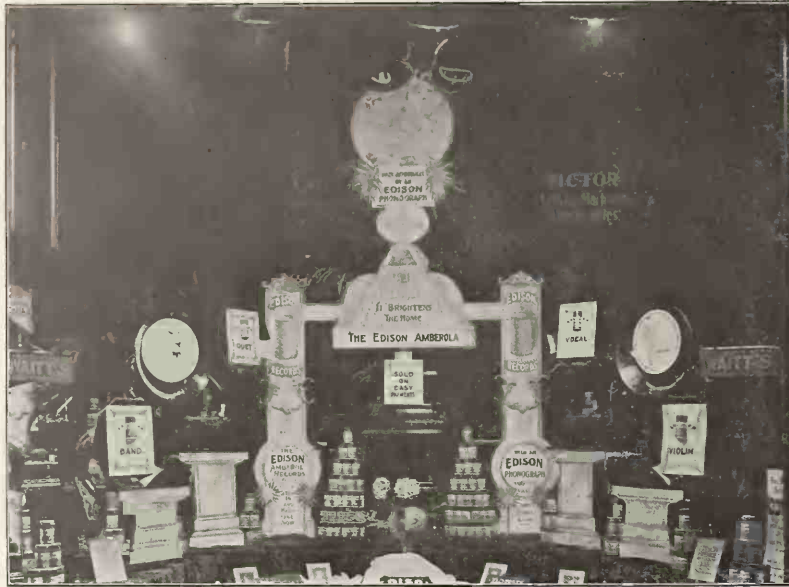
Send for Catalog and Price List

EDWARD C. PLUME COMPANY
417-421 So. Dearborn Street - - CHICAGO, ILL.

RESULTFUL WINDOW DISPLAY.

M. W. Waitt & Co., Vancouver, B. C., Enthusiastic Over Edison Window Displays—What They Say of Them as Trade Developers.

The excellent effects obtainable with the Edison window displays is well illustrated in the photo-



EDISON DISPLAY WINDOW IN THE WAITT STORE IN VANCOUVER.

graphic reproduction of the show window of M. W. Waitt & Co., Vancouver, B. C., who do a

heavy Edison business in that section of the Dominion of Canada. The company state that the various Edison window displays have never failed to produce substantial results in the form of sales and prospects, and that in their opinion no Edison dealer, whether small or large, should be without them. The accompanying view of the window was taken at night and throws into striking relief the various strong points of the display, which, it

Pernambuco, 10 pkgs., \$581; Preston, 6 pkgs., \$244; Puerto Mexico, 7 pkgs., \$188; Punta Arenas, 20 pkgs., \$740; St. Johns, 2 pkgs., \$100; Sydney, 2 pkgs., \$5,891; Vera Cruz, 49 pkgs., \$1,175; Yokohama, 23 pkgs., \$1,948.

DECEMBER 5.

Asuncion, 2 pkgs., \$292; Antwerp, 52 pkgs., \$1,240; Berlin, 4 pkgs., \$107; Calcutta, 1 pkg., \$110; Caracas, 7 pkgs., \$340; Colon, 9 pkgs., \$194; 2 pkgs., \$143; Guayaquil, 2 pkgs., \$150; Havana, 42 pkgs., \$1,169; 7 pkgs., \$325; Lancaster, 12 pkgs., \$200; London, 508 pkgs., \$6,959; 4 pkgs., \$594; Macoris, 3 pkgs., \$112; Manzanilla, 5 pkgs., \$111; Para, 21 pkgs., \$1,133; Savanilla, 25 pkgs., \$2,357; Singapore, 3 pkgs., \$143; Soerabaya, 12 pkgs., \$433.

DECEMBER 12.

Berlin, 12 pkgs., \$352; Buenos Ayres, 111 pkgs., \$3,924; 9 pkgs., \$260; Colon, 3 pkgs., \$103; Guayaquil, 23 pkgs., \$549; 19 pkgs., \$130; Havana, 17 pkgs., \$625; 9 pkgs., \$510; Kingston, 12 pkgs., \$517; La Guayra, 5 pkgs., \$109; London, 46 pkgs., \$2,408; Santos, 5 pkgs., \$508; Soerabaya, 3 pkgs., \$136; Sydney, 326 pkgs., \$11,049; Tampico, 15 pkgs., \$535; Vera Cruz, 10 pkgs., \$320.

HEARD OVER THE 'PHONE.

(Special to The Talking Machine World.) Philadelphia, Pa., Dec. 6, 1911.

"Hello! This the Victor Talking Machine Co?" "Yes."

"Well, this is Louis Buehn & Bro. Are you shipping us some Victor goods to-day?"

Ten minutes later the same query from C. J. Heppel & Son, that to be followed by a similar conversation from the Talking Machine Co., and later H. A. Weymann & Son, Inc., and others.

The foregoing conversations occur every morning. Sundays excepted, and the Victor jobbers are certainly directing every effort to keep the wires across the river—from Philadelphia to the Victor plant at Camden—extremely hot.

They do not seem to get goods fast enough, and it not only shows that the jobbing fraternity are aiming to protect their trade, but it also shows to the trade of the country who are lacking goods that no favoritism is shown because of nearness of location. In fact, it works the other way, according to several leading trade members, and the fellow out West, down South or up North gets his goods before Philadelphia.

Louis Buehn, the Victor jobber, who by his qualifications of experience and knowledge of the talking machine field ranks as one of its leading men, remarked to The World man that he sat up a few nights trying to figure out how to ship goods from a rapidly emptying storehouse and then gave up the problem of something from nothing. Mr. Buehn is, however, sending out everything he can get, but he cannot get anywhere near the orders placed.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.) Washington, D. C., Dec. 8, 1911.

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

NOVEMBER 13.

Berlin, 140 pkgs., \$2,642; Buenos Ayres, 254 pkgs., \$8,162; Dominica, 3 pkgs., \$132; Iquitos, 7 pkgs., \$254; Kingston, 15 pkgs., \$242; Liverpool, 1 pkg., \$120; London, 11 pkgs., \$705; 685 pkgs., \$8,188; 1 pkg., \$150; Melbourne, 161 pkgs., \$3,952; Para, 5 pkgs., \$434; Port Limon, 3 pkgs., \$102;

Rio de Janeiro, 11 pkgs., \$833; Santiago, 20 pkgs., \$451.

NOVEMBER 20.

Berlin, 19 pkgs., \$436; Callao, 18 pkgs., \$2,010; Cristobal, 5 pkgs., \$103; Guayaquil, 5 pkgs., \$750; Havana, 1 pkg., \$254; Iquique, 8 pkgs., \$185; Limon, 6 pkgs., \$174; Liverpool, 4 pkgs., \$281; London, 207 pkgs., \$7,612; 12 pkgs., \$847; Manila, 33 pkgs., \$1,715; Milan, 7 pkgs., \$185; Para, 15 pkgs., \$891; Singapore, 11 pkgs., \$452; Tampico, 8 pkgs., \$430; Vera Cruz, 233 pkgs., \$8,323.

NOVEMBER 27.

Bahia, 80 pkgs., \$7,092; Berlin, 38 pkgs., \$1,667; Bolton, 4 pkgs., \$107; Buenos Ayres, 309 pkgs., \$19,807; Chemulpo, 5 pkgs., \$282; Corinto, 6 pkgs., \$352; 5 pkgs., \$234; London, 15 pkgs., \$950; 658 pkgs., \$16,858; Manaus, 31 pkgs., \$1,505; Maracaibo, 3 pkgs., \$168; Montevideo, 23 pkgs., \$825;

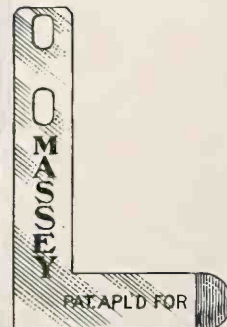
MASSEY

DIAPHRAGM



Has been on the market for a long time. Tried and tested! Found in every way to be a "tone improver" of merit. Retail at a dollar. Good profit to both jobber and dealer. Your business card is good for a sample of this wonderful Massey. Send it to us to-day.

AUTOMATIC STOP



This little simple stop created quite a sensation the past month. Only on the market a short time and selling like "wildfire." Every Edison owner is a buyer. It's attached easily; simply remove two screws and place the attachment over the holes. Fifty cents retail price. Good margin for jobbers and dealers. Write us for more particulars about the Massey Stop.

J. A. FOSTER CO., Edison Dept., Distributors

PROVIDENCE, R. I.



To all those dealers who are now
doing business under the Sign of the
Two Notes—

And to all those others who are going
to do business that way just as sure
as sunrise—a

Merry Christmas

(WITH A GOOD BANK BALANCE.)

and a

Happy New Year

(TWELVE MONTHS OF IT)

Columbia Phonograph Co., Gen'l
TRIBUNE BUILDING, NEW YORK

Make this Christmas last all winter:
Sell somebody a Columbia Grafonola
"Regent" now, and then sell him records
till the swimming's good.



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

ACTIVE HOLIDAY TRADE

Reported from Baltimore—Stores Being Kept Open Evenings to Supply Demands—Hornless Talking Machines in Great Demand and It Looks Now as if This Year's Trade Will Eclipse Its Predecessor by a Goodly Percentage—Strong Demand for Operatic Records—What Various Dealers Report.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 9, 1911.

Christmas business has already started in with the local talking machine people, with the result that all of them are on the go. While most of them started on the first of the month to keep open at nights, the remaining few will adopt this plan next week. In all of the stores there have been a large number of persons daily and the rush has only begun. All of the dealers are a unit on one point, and that is that December of the present year will be the best month they have enjoyed in the way of sales since being in business. This applies to all styles of the talking machines from the little fellows up to the highest grade. While the dealers still complain about the difficulty of getting in the proper number of machines to keep up with the heavy demand, most of them have a pretty good stock on hand to help out during the holiday trade.

Things are beginning to look like Christmas in the store of Cohen & Hughes, who handle the Victor. They have a pretty window display in which the Victors and records are a prominent feature. The electric sign in the center is kept going night and day and attracts considerable attention. Santa Claus is an especially favorable attraction for the children. Manager M. Silverstein reports the holi-

day trade to be in fine shape and his force is kept busy night and day looking after the customers.

Similarly rosy reports are made by Manager W. A. Roberts, of E. F. Droop & Sons Co., who handle both the Victor and Edison lines. Mr. Roberts says that he expects this December to break all previous sales records in both machines and records. The firm have been doing an excellent business during the first week of this month, while November was better than the same month last year. The firm have a good stock on hand, but as Manager Roberts says, the indications are that there will be little or nothing left of it after the holidays. Operatic records have been in heavy demand, while buyers have also been numerous for the records of the latest popular airs.

At Hammann & Levin's, who are Victor representatives, similar encouraging trade announcements are made. Both the machine and record business has been ahead of last year and the prospects for the Christmas trade are very promising.

Thomas Gordon, of the talking machine department of the Kranz-Smith Piano Co., declares that November with the Victors has been one of the best months of his business career. The firm have a nice display for the holidays, and judging from the buyers and prospective buyers seen in the store when The World correspondent called there is every reason to agree with Mr. Gordon that December is going to be a banner talking machine month.

F. A. Denison, the genial manager of the local branch of the Columbia Phonograph Co., still wears his broad, good-natured smile, and he says that he has more reason than ever for doing so, for the local business, both wholesale and retail, has shown a wonderful improvement during November and

has started in with the prospects of a great December. "All of my boys are working together here with the result that all departments are continually on the go attending to the wants of the customers, while my road men make dandy reports as to the trade conditions in the territory covered by the Baltimore branch."

William A. Eisenbrandt, of H. R. Eisenbrandt Sons, says that the firm's large stock of Victors will be exhausted ere the holidays arrive, while the record business and sales of machines have shown a great improvement the past month over last year.

Both the Victors and Columbias are going well at the Sanders & Stayman store, says Manager Albert Bowden, while others in the business in a smaller way are all happy with what they have accomplished in the past month and with the bright prospects before them.

COLUMBIA RECORDS BY MME. NORDICA.

The Columbia Phonograph Co. announce the recording of four new records by Lillian Nordica: "Tristan und Isolde," in German, with orchestral accompaniment; "Hungarian Aria," in Hungarian, piano accompaniment; "Annie Laurie," in English, orchestra accompaniment, and "Mandoline," in French, harp and piano accompaniment. These selections are of the same high excellence as those made in the first series of records by this wonderful singer.

The Victor Talking Machine Co., of Camden, N. J., were recent purchasers of several "Dictaphones" of the Columbia Phonograph Co., general. The machines are for use in their general offices at Camden.

THE NEW EILERS DEPARTMENT.

Talking Machines Occupy Prominent Position in New Spokane Store of Eilers Music House.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 5, 1911.

One of the most interesting and at the same

time successful departments in the new home of the Eilers Music House at the corner of Sprague avenue and Post street, this city, and where G. A. Heidinger, vice-president of the company is in charge, is that devoted to talking machines. Both Victor and Edison machines and records are handled and the business of this one department at

the present time is in excess of that of the entire store in the early days.

An excellent idea of the arrangement of the talking machine department in the new store is afforded by the accompanying views, one of which shows the exterior of the six soundproof demonstrating booths and the other the interior of one



A CORNER IN EILERS TALKING MACHINE DEPARTMENT.



DISPLAY BOOTHS IN EILERS TALKING MACHINE DEPARTMENT.

of the rooms with a number of Victrolas placed on display. The rooms, which are handsomely furnished, are finished in white and provided with glass walls, which add materially to their attractiveness. A large line of talking machine and music cabinets are displayed in a separate room on the mezzanine floor of the store. The entire arrangement of the department makes for the comfort and convenience of patrons.

INCREASING RECORD SALES.

How the Victor Co. Pointed Way to Dealers.

On the back cover of the monthly list of records distributed by the Victor Talking Machine Co., Camden, N. J., for November, there was printed a "special list" of ten records that should be in every home and on which dealers were urged to place emphasis. As a result the Victor Co. announce that these records showed an increase in sales of approximately from 200 to 300 per cent., thus demonstrating what may be accomplished by a little effort.

It is the intention of the Victor Co. to make this "special list" a feature of their monthly supplements as often as space will permit. In this connection they state:

"We are convinced that every dealer can sell five times as many records as are now being sold, and as evidence of our confidence in what can be accomplished by placing our list of records before Victor owners in as attractive a manner as possible, we are handing you the December supplement which you will observe has been enlarged to 32 pages, for the purpose of placing before Victor owners not only the new records for the current month, but also lists the records in the two preceding supplements with equal prominence.

"This enlarged supplement will add \$45,000 yearly to the cost of our supplements, but notwithstanding this immense additional cost we know that we will be fully repaid by increased sales. We are leaving no stone unturned in our efforts to assist you in increasing your record sales, and if all our dealers will exert the same energy in the sale of records that they do in the sale of Victors and Victrolas, we are sure that every one will materially increase their Victor profits and make every Victor in every home give more satisfactory results and send more new customers to your store.

CONDON-AUTOSTOP CO. REMOVE

To New Quarters at 26 Front Street—Office and Factory at This Location—Increasing Demand for the Products of Company.

The Condon-Autostop Co., manufacturers of an automatic stop for talking machines, have just removed to 26 Front street, New York, where they have a splendidly equipped plant for the manufacture of their product and where in future their offices will also be located.

There is an increasing demand for the Condon-Autostop throughout the country, and for some time past it has been almost impossible to fill the orders with that degree of despatch which

will now become possible owing to the occupancy of their own establishment which is equipped with all the latest and most improved machinery for the careful and quick production of the Condon-Autostop. Wm. A. Condon, the general manager of the company, is well pleased with the development of his enterprise and most appreciative of the many compliments received regarding the merits of the Condon-Autostop. A very interesting announcement regarding this device appears in another part of this issue.

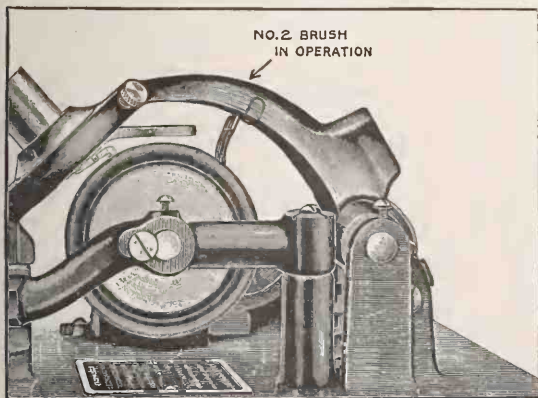
Says a leader in business: "Justice and loyalty on the part of the house and the sales manager compel a recognition of the fact that there are differences in men. Some need more attention and assistance than is needed by others. They likewise compel an acknowledgment of the fact that definite recognition of earnest effort is quite as necessary as is criticism of performances. The knowledge in the sales force that recognition is as sure as criticism, when merited, goes far to make constructive criticism effective. All of this requires a sales manager to approach his work every day in the attitude of an optimist. It is hard for a pessimist to invariably recognize the elements in the fair deal. There is such a demand in these days for hair-trigger promptness that time is seldom available for deliberation."

<p>FOR EDISON PHONOGRAPHS List Price 15c each</p>	<p>Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.</p>  <p>TRADE MARK RECORD BRUSH</p> <p>Formerly called the "PLACE" Record Brush</p>	<p>FOR VICTOR and COLUMBIA Talking Machines List Price 25c each</p>
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To the Trade:

ANNOUNCEMENT

Our line of RECORD BRUSHES has been increased. We now have a new style No. 20 to fit the Columbia Concert Grand Sound Box. The No. 20 we assure you is a valuable addition to the CLEANRITE family and we are not filling orders for the new style. Order at once so as not to lose any of the holiday business.



NO. 2 BRUSH IN OPERATION



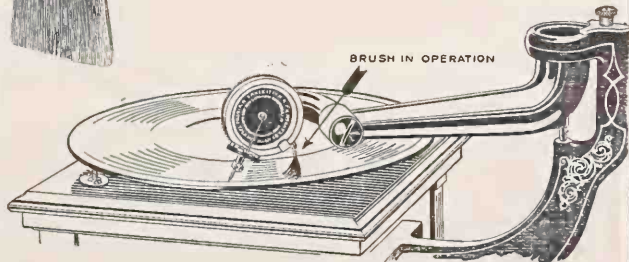
No. 1. Fits Triumph

No. 2. Standard and Home

No. 3. Gem and Fireside

IT SAVES THE TONE

You can't afford to lose this protection.



BRUSH IN OPERATION

AUTOMATICALLY CLEANS

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



FREE SAMPLES

will be sent upon request to any Jobber or Dealer

who don't handle them.

Write Now



DEALERS

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President

"The White Blackman"

DEATH OF THOMAS H. MACDONALD.

Passing of the Consulting Engineer of the American Graphophone Co. Sincerely Regretted—Inventor of Renown in Talking Machine Industry—Sketch of His Interesting Career—Walter P. Phillips' Tribute.

In the death of Thomas Hood Macdonald, director, consulting engineer and chief of the experimentation bureau of the American Graphophone Co., the talking machine industry suffers the loss of one of its brightest and brainiest exponents, both from an inventive and progressive standpoint.

Mr. Macdonald's death occurred at his home at 1590 Fairfield avenue, Bridgeport, Conn., Sunday, December third. He was first taken ill in January last, but at that time it was not deemed anything of a serious nature and he soon recovered sufficiently to continue his work, and in April of last year he made an extensive business trip through the West. Returning from this trip he was taken very ill in Chicago in June, and his family, who were in Europe, were cabled for. He recovered sufficiently to be brought home. His physicians, Drs. C. C. Godfrey and D. M. Treccarlin, advised an operation and this was performed



THOMAS HOOD MACDONALD.

by Dr. William Mayo, one of the most eminent surgeons of the country. Apparently it was successful and Mr. Macdonald returned to Bridgeport apparently much better. In August he suffered a serious relapse and for a few days his life was despaired of, but he rallied, and hopes of recovery were again entertained. Since August, however, he has been a very sick man, and required constant care. The best that medical science could do was invoked, but the malady had obtained too strong a hold.

A short time ago he suffered another relapse, and since then had been steadily sinking, although he retained consciousness and suffered little pain. Even the preceding Saturday he recognized those about him, and seemed very cheerful. The end of his long illness came peacefully and he passed quietly away surrounded by the members of his family.

Mr. Macdonald was one of the best known men of Bridgeport, and his death is a decided loss to the city, for during his residence there of about 20 years he was ever watchful of its interests, took a full share of the burdens of the government of the city, served in a number of official positions, and several times was urged to become the candidate of the Republican party for mayor.

During his twenty years with the American Graphophone Co. Mr. Macdonald contributed many inventions which are almost the foundations of the fortune of the company. Among these were the gold moulded records, the first device for the moulding of duplicate wax records, and

which enabled the production of records in almost unlimited numbers. He also perfected the Graphophone grand, for which achievement he was awarded a certificate of merit from the Franklin Institute. To him also belongs the credit of applying a spring as motive power to a phonograph. He is also credited with contributing materially to the perfection of the disc record, now so familiar, and which also opened up a wide field of usefulness for the graphophone.

Mr. Macdonald was recognized by all as an authority in the making and use of talking machines, and ranked as one of the foremost men in his field. In 1909 he was relieved of the charge of the factory of the American Graphophone Co., was made a director of the company and appointed consulting engineer and chief of the experiment bureau.

Thomas H. Macdonald was born near Marysville, Cal., July 25, 1859, and lived in that place until he became a young man. He attended the public schools of that place, and after a year at sea he was graduated from the Napa county normal school and taught for a time. Afterward he entered the army and in a short time was transferred to Washington, where he served under the surgeon-general of the army and studied medicine. It was in Washington that he met Sophie Bild, and they were married in that city in 1891. Previous to his marriage, however, in 1888, he became connected with the North American Phonograph Co., at the time when talking machines were first coming into vogue. After two years with that company he went to Bridgeport, Conn., and cast his fortune with the American Graphophone Co., which he continued to serve in various capacities until his death.

Mr. Macdonald was an enthusiastic yachtsman and was the means of heralding the name of Bridgeport around the world when he built a challenger for the Seawanhaka cup, held then, 1902, in Canada. A number of boats were built, and the trial races were held off the Bridgeport Yacht Club, of which Mr. Macdonald was at the time commodore. After a series of races lasting over several days the boat built by Mr. Macdonald, the Tecumseh, was selected by the committee as the challenging boat. The races were held in Canada, but unfortunately the Tecumseh did not win, although she made a good showing under the conditions of the race.

For three years Mr. Macdonald was president of the Long Island Yacht Racing Association, commodore of the Bridgeport Yacht Club from 1902 to 1904, and was always prominent in water sports of all kinds. He was a member of and an ex-representative of the New York Yacht Club, and of the New York Athletic Club.

In social circles he was prominent and exceedingly popular. An ex-president of the Algonquin Club, a past master of Corinthian Lodge, A. F. and A. M., past eminent commander of Hamilton Commandery, Knights Templar; past potentate of Pyramid Temple, Nobles of the Mystic Shrine, and a 32d degree Scottish Rite Mason. He took a wholesome interest in all public questions and several times held important offices under the Bridgeport city government.

Mr. Macdonald is survived by his wife, Mrs. Sophie Bild Macdonald; a son, Russell Y., and a daughter, Miss Margaret Macdonald, and by several brothers and sisters in California.

The funeral was conducted by Hamilton Commandery, Knights Templar, with the full ceremony, and was held from St. John's Episcopal Church, of which he was a member, Wednesday afternoon, December 6, at 2:30 o'clock. Hamilton Commandery attended in a body and other organizations of which he was a member were represented. A large delegation of officers and members of the staff of the Columbia Phonograph Co., the employes of the American Graphophone Co., as well as other members of the talking machine trade were present. The interment was in Mountain Grove Cemetery at Bridgeport.

A really touching tribute was paid the late Mr. Macdonald by his old friend and associate, Walter P. Phillips, in the Bridgeport Morning Telegram the day of his death. It was written in a warm, intimate, appreciative style, and was a history of

1866

1911

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Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean.

NYOIL
Absolutely Prevents Rust'
Sold Everywhere in
Hardware Stores and
other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



the life of Mr. Macdonald from his earliest days to his death. It was a scholarly and graceful tribute that was worthy of the writer and of the man in whose honor it was written as may be judged from the opening and closing paragraphs herewith:

"When Bayard Taylor died suddenly in Berlin in 1878, Thomas Bailey Aldrich, his life long friend, said in writing of his contemporary that he could not make it seem that he had passed onward. He finished his beautiful tribute with the lines:

"But when the summer winds sweep over Cedarcroft

He'll come again—I cannot make him dead.'

"I find myself sharing Mr. Aldrich's emotions when I attempt to realize that the angel of death has touched with his icy finger the strong valiant, powerfully endowed man who was with us, but yesterday and whom we shall not know again until we meet him face to face in the far beyond. Indeed 'I cannot make him dead.'

"Thomas Hood Macdonald was a man of whom it might honestly be said as Colonel Ingersoll said, in Washington, in 1879, as he stood near the casket in which rested all that was mortal of his beloved brother Ebon: 'The loved and loving brother, husband, father, friend, died where manhood's morning almost touches noon and while the shadows still were falling toward the West. He had not passed on life's highway the stone that marks the highest point, but, being weary, for a moment, he lay down by the wayside and, using his burden for a pillow, fell into that dreamless sleep that kisses down his eyelids still. While yet in love with life and raptured with the world he passed to silence and pathetic dust. This brave and tender man, in every storm of life was oak and rock, but in the sunshine he was vine and flower. He was the friend of all heroic souls. He climbed the heights and left all superstitions far below while on his forehead fell the golden dawning of the grander day. He loved the beautiful and was with color, form and music touched to tears. With loyal heart and with the purest hands he faithfully discharged all public trusts.

"But great as he was his most prominent characteristic was kindness. He was a natural follower in the footsteps of Matthew Arnold, the apostle of sweetness and light and his loss is something appalling to contemplate. Our only consolation is to say in reverent and submissive tones: 'It is God's way; His will not ours be done.'"

A method of preventing the raising of checks, which it is claimed is effective, is to place a piece of double-faced copying carbon paper against the back of the check, insert both in a typewriter which has a copying ribbon and typewrite the check. The amount will be printed on both the front and back of the check. Any attempt to change the figures will soil the paper and disclose the criminal act.

TWO NEW U-S MODELS



The U-S Royal Phonograph
An Ornament for Any Home

AN entirely new model, with a horn of non-vibrating material entirely concealed within the cabinet.

U-S PHONOGRAPHS are the most satisfactory that have ever been manufactured, and are unequalled in accurate sound-reproducing efficiency.

Dimensions: 20½ x 18 inches; height, 16½ inches. Price, \$50.00.



The U-S Rex Phonograph
Compact and Ornamental

A PHONOGRAPH of exceptional value at a very low cost.

The machinery and horn are entirely concealed within the cabinet.

By all odds the best low-priced phonograph manufactured, and a very neat and tasteful outfit.

Dimensions: 18½ x 14 inches; height, 12½ inches. Price, \$25.00.



U-S Everlasting Records The Positive Leaders in Sound Reproductions

THE name "Everlasting" is absolutely apt, for ten thousand playings cannot wear them, and they do not chip, break or crack, like old-fashioned records.

The very fact that U-S EVERLASTING RECORDS are indestructible becomes an assurance that even the most delicate notes are permanently recorded for a lifetime of enjoyment.

THERE ARE NO BROKEN RECORDS ON THE SHELVES OF DEALERS OR IN THE OWNER'S CABINET—they are imperishable—and that is an advantage for profit that the dealer cannot help but recognize and appreciate. IT MEANS A SAFE, SATISFACTORY, AND GROWING BUSINESS.

There is added each month an unequalled list of new numbers in classic and popular selections, grand opera, instrumental and vocal successes, vaudeville, and all of the latest and best in musical and speaking entertainment.

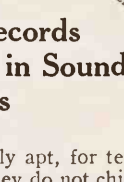
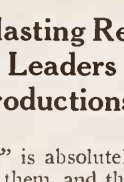
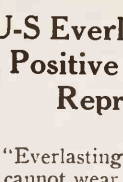
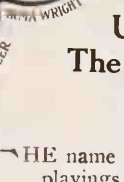
THERE ARE MORE LIVE SELLING POINTS TO U-S EVERLASTING RECORDS than to all others, and the U-S proposition may be had for the asking.

THE U-S PHONOGRAPH COMPANY
Associated with
THE BISHOP-BABCOCK-BECKER CO.
1013 Oregon Avenue, Cleveland, Ohio

57 Union Square, West, New York.
439-441 Lafayette St., New York.
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229 Cedar St., Milwaukee.
368-370 Broadway, Albany.
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1106 Commerce St., Dallas.
1225 Main St., Kansas City.
960-962 Mission St., San Francisco.
421 Third Ave., Pittsburgh.
338-340 Minnesota St., Minneapolis.
Washington & Causeway, Boston.

16th St., and Sherman Drive, Indianapolis.
60 W. Mitchell St., Atlanta.
210-212 So. Broadway, St. Louis.
1639 Fremont St., Denver.
531 8th St., Oakland.



**Three Columbia "Regents" make a line.
One "Regent" sale makes good money. Every
"Regent" sale makes another. Every Columbia
"Regent" sells itself a record-outfit. And nothing
on the market to compete with them!**



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

NOW THE CONCRETE CABINET.

Thos. A. Edison, Inc., Has Now Announced the Production of Concrete Furniture and Even Cabinets for Phonographs—This Will Constitute a Suitable Equipment for the New Concrete Houses Also Mr. Edison's Idea.

Thomas A. Edison, who declared recently that he would make it possible to build a concrete house for \$1,000, has now announced that very soon he would put on the market concrete furniture, of which about \$200 worth would furnish nicely one of the \$1,000 houses.

The inventor has already made a reinforced concrete cabinet for the phonograph, and pieces of furniture of concrete are on their way to Chicago and back to show what they can stand in the way of resisting handling by freight men. At present the weight of the concrete furniture is about 33 1-3 per cent. greater than wood, but Mr. Edison expects to reduce the excess to 25 per cent.

The concrete surface can be stained, Mr. Edison declares, so as to look like any kind of wood desired. His phonograph cabinet has been trimmed in white and gold. Its surface is like that of enameled wood. Not only is the concrete cabinet cheaper, Mr. Edison said, but it has better acoustic properties than the old-fashioned wood cabinet.

Mr. Edison entertained in Orange last Thursday afternoon 150 visitors from the annual convention in New York of the American Mechanical Engineers. Hardly less interesting than his prediction as to the furniture was the exhibition to the visitors of the new home moving-picture outfit, which will be put on the market within the next three months at a cost of from \$50 to \$75 retail. The outfit, without the lighting device, is no longer than an ordinary camera case. Seventy-eight feet of the reels are equivalent to 1,000 feet of the ordinary reels. They can be carried in the pocket of the operator, while the ordinary reels to give the same number of "feet of story," would weigh twenty pounds.

On a film barely half as wide as those now familiar to the public three strips of pictures are printed, no one of which is larger than three-sixteenths of an inch square. The operation consists in winding the strip first one way and then another, and back again to get the "story." The operation, the visitors were told, is so simple that a schoolboy can easily master it. The films are to cost 25 cents a foot, but arrangements are now being made to have stations of exchange so as to relieve the consumer of the necessity of buying every foot of film he wants.

A Wonderful Invention.

The Magnetic Reproducer; conveys sound through electric current any distance. Attach this invention to the talking machine and you have the finest quality of tone and volume equal to any band or orchestra; just the thing for moving picture shows, theaters, etc.; special territory given dealers; write at once. Music Production Co., 5228 Michigan avenue, Chicago.

So small are the pictures on one of the films that they are scarcely discernible to the naked eye. The process of their manufacture is so delicate that the smallest speck of dust lodged on one of the pictures would be magnified so as to ruin the picture. For that reason the air is washed with water before it is allowed to enter the room where the films are made.

The home films are to cover just as wide a range of subjects as the ordinary reels of to-day, but special attention is to be given to religious and educational subjects. It is a hobby with Mr. Edison to get the moving picture into the realm of education.

The mechanical engineers saw also a demonstration of the Kinetograph, the combination of moving pictures and the phonograph, and heard a lecture by Miller Reese Hutchinson, one of Mr. Edison's engineers, on the storage battery. The disc phonograph, on which Mr. Edison has been working a long time, was shown.

VICTOR CO.'S EDUCATIONAL WORK.

Some Exceedingly Interesting Literature Just Issued Containing Graded Lists of Records for Practical School Use.

The Victor Talking Machine Co. have just sent out some interesting literature bearing upon their educational work in the schools. One volume contains graded lists of records for practical school use, which is a most admirable compilation and should prove of immense assistance in interesting teachers to give the Victor proposition consideration.

The school records include numbers for patriotic purposes, for marching, for use for folk games and dances, instrumental and vocal records for the primary, intermediate, grammar and high school grades. There are also studies in oratorio, a cleverly-selected compilation of instrumental music, covering all the different instruments of the orchestra, suitable for instruction and entertainment.

The value of this catalog is apparent from the fact that it is quite difficult for persons unacquainted with the Victor catalog, or, in fact, any catalog, to find just the right records for culture or educational purposes. This little volume supplies this want most admirably. It in many respects marks an epoch in the great campaign which the Victor Co. are now conducting so successfully to open up a larger vista of recognition for these instruments, particularly along educational and cultural lines.

They have also sent out some companion literature upon "How to Use the Victor in the Schools," which covers every phase of school work and will be found of exceeding value not alone to the dealer but to all interested in the great future for the talking machine along new and broader lines—lines which mean for the expansion of the business and a wider recognition of the talking machine as a factor in promoting musical knowledge and appreciation.

Other interesting literature turned out by the Victor Co. includes two opera stories—"Il Trovatore" and "Faust." Herein are given stories of

the operas, as well as the titles and numbers of the various records covering the operas. These will be found most convenient not only for school purposes, although they are listed by the educational department, but will be found most admirable for use in small communities where opera is seldom heard, or in the home.

What can be more interesting than a lecture-recital treating of these operas, in which the story is told of the various acts, illustrated by songs and instrumental numbers? Indeed, we know of no more interesting form of entertainment than this, apart from its conceded musical and educational value. This latest literature from the Victor Co. is splendid work which calls for the highest commendation.

MAKE EDISON RECORDS.

Some of the Distinguished Artists in the Operatic and Concert World Who Have Made Records for Thos. A. Edison, Inc.

The recent lists of high grade Edison records have been especially noteworthy owing to the number of prominent artists who have had a part in their making. Perhaps the most distinguished of the Edison artists is Albert Spaulding, regarded by many as America's greatest violinist, and whose genius is well illustrated in a number of records. Then there is Mme. Marie Rappold, a prima donna soprano at the Metropolitan Opera House, who in the comparatively few seasons since her "discovery," has risen to a high position in the ranks of the grand opera stars; Andre Benoist, the prominent French pianist, who has become familiar to the American music lovers during his eight transcontinental tours, and who during the present season will be heard in this country as accompanist for Albert Spaulding, the violinist, and Mary Garden, and the Tollefsen Trio, the capable ensemble organization of which Mme. Schnabel-Tollefsen is the pianist; Paul Kefer, the cellist, and Carl Tollefsen, the violinist. The Trio has been heard many times in this country since its organization in 1904-1905, and is highly esteemed.

MUSIC FOR LIFE SAVERS.

Manhattan Capitalist Presents Phonograph to Southampton Station.

Life savers stationed at Southampton, Long Island, will be provided with music ranging from ragtime to grand opera when on duty this winter through the munificence of Henry Sandford, a Manhattan capitalist, who has been living with his father-in-law, Newbold Edgar, on South Main street.

Sandford has loaned the life-savers a new \$500 phonograph and a collection of 300 records. Permission from the authorities at Washington had to be asked before the instrument could be installed in the station. Having received the necessary permission Sandford installed the power and had the wires run through the building at his own expense, for the phonograph requires electricity to operate it.

John Wanamaker

VICTOR-VICTROLAS

For Sale to Dealers

A large quantity on hand for Christmas business.
 We particularly refer to Style XVI, in Mahogany.
 All new Victrolas in original cases. Orders promptly filled.

We are prepared to handle with promptness and despatch a few more active accounts with dealers.

Trade prices quoted on request.

SEVERAL EXCLUSIVE SPECIALTIES

ORIGINATOR,
Record Cabinet



(closed)
 Made in Mahogany, Oak
 or Mission
 Finished all four sides
 Has disappearing doors

ORIGINATOR, Album Rack



Made in Mahogany, Golden Oak or
 Mission
 Retails with 5 Albums, \$10.00
 " without " 3.50

ORIGINATOR, Record Cabinet



(Open, showing Twelve Albums)
 Retails with Albums, \$40.00
 " without " 25.00

Although not officially listed, we are regular jobbers of the Victor and Edison lines. Our stock of merchandise is the largest in New York. Our Automobiles deliver goods free.

JOHN WANAMAKER - - New York

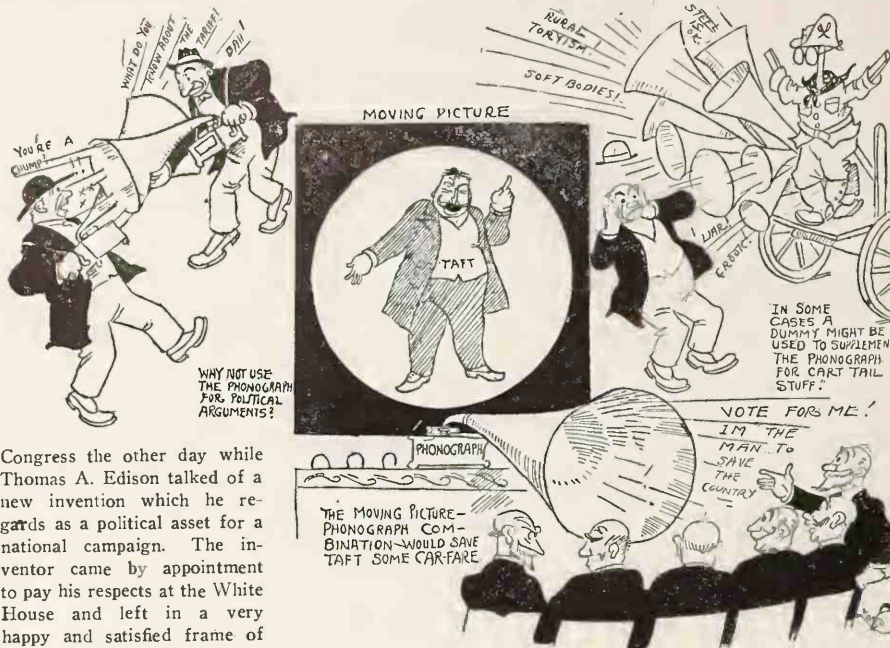
Victrola Section, First Gallery
 New Building

EIGHTH TO TENTH STREETS
 FOURTH AVENUE TO BROADWAY

EDISON PLANS TO AID TAFT VOICE.

Calls at White House and Offers Use of Combination Phonograph and Picture Machine in Campaign—Cartoon from N. Y. World.

Politics waited and President Taft's pen was suspended over the closing words of his message to



Congress the other day while Thomas A. Edison talked of a new invention which he regards as a political asset for a national campaign. The inventor came by appointment to pay his respects at the White House and left in a very happy and satisfied frame of mind.

To a man who is a candidate, but barred from making speeches because of precedent, the suggestion of Mr. Edison was bound to appeal. It cov-

ered the intricate details of a picture talking machine which he has perfected.

Through the use of his machine, Mr. Edison maintained, Presidential swings around the circle could be obviated. Not only will it give the words of a speaker, but it will also reproduce his form and gestures upon a screen.

No deal was closed for any of the Edison ma-

able aid of the phonograph record and the moving picture, views from actual life will be preserved for future use.

Alexander Konta, who was instrumental in organizing the new society, is quite enthusiastic over the prospects of the association.

"TALKERS" IN QUAKER CITY SCHOOL

To Be Used in Instruction of Foreign Children in Philadelphia—How Plan Is Developed.

(Special to The Talking Machine World.) Philadelphia, Pa., December 6, 1911.

The talking machine is the latest innovation to be placed in the public schools of Philadelphia to assist in the instruction of foreign children. The School Committee of the Board of Education, at a meeting held in Room 296, City Hall, yesterday, decided to install talking machines and records in the new Southwark public school, Tenth and Reed streets, and the night school at the Falls of Schuylkill, to instruct the pupils who cannot understand English, the orders in learning the art of calisthenics.

Records in foreign languages will be run off on the machine and the teachers will go through the proper exercises, the children following and listening to the orders from the machine at the same time.

A LIVE PITTSBURGH CONCERN.

The Talking Machine Shop, Which Recently Entered the Field, Have Most Attractive and Comfortable Quarters.

(Special to The Talking Machine World.) Pittsburgh, Pa., Dec. 7, 1911.

The Talking Machine Shop, one of the latest additions to the list of Pittsburgh talking machine retailers, and who handle the Victor exclusively, have fitted up one of the finest establishments of its kind in the country and have adopted the slogan in their advertising, "For real music lovers, the only place of its kind in existence." No expense has been spared in the arrangement of the premises and every effort has been made to insure the comfort of the customer and make him feel perfectly at ease. Comfortable chairs are provided in abundance, the floors are covered with heavy rugs, and large portraits of the famous artists who make Victor records are hung close together on the walls. The Talking Machine Shop handles the Victor line exclusively.

HERE IS SOMETHING FROM SEATTLE.

We have a customer who cooks eggs with the assistance of her Columbia graphophone. For a son who likes medium boiled eggs she leaves the egg in while the "Herd Girl's Dream" is playing; for her husband, who likes them harder, she plays the 12-inch "Merry Widow Waltz," which she says plays four minutes and twenty seconds. I haven't tried any of this, but for scrambled eggs I recommend "Chicken Reel."—The Columbia Record.

"It will be all the same a hundred years hence," said the sluggard. "Not if I can help it," rejoined the man of action.

Wants to Make Change.

A WIDE-AWAKE buyer and manager, at present employed, desires to make a change; thoroughly experienced in the Talking Machine, Piano Roll and General Music Line. "V. E. M.," care The Talking Machine World, 1 Madison Ave., New York City.

Position Desired.

Young man with 8 years' experience as salesman, both retail and traveling, and manager of retail and wholesale stocks, wishes to connect with Victor house after Jan. 1. Am thoroughly familiar with line, especially Red Seal catalog, and can produce results. References furnished. Address BOX 100, care Talking Machine World, 1 Madison Ave., New York City.

SWAP 3,000 Edison 2-Minute for Zon-o-phone, Columbia, Star or Peerless Records, or machines, disk or cylinder. DENINGER, 335 North St., Rochester, N. Y.

SONG WRITTEN BY STANLEY.

"In the Golden Afterwhile, Nellie Dear," Being Featured in Record Lists and by Music Publishers—Royalties to Mrs. Grinsted.

As is known by the majority of his friends, Stanley W. Grinsted (Frank C. Stanley), the prominent recording artist who died about a year ago, had written an attractive ballad entitled "In the Golden Afterwhile, Nellie Dear," of which the prominent house of M. Witmark & Sons are the publishers. Following the benefit given some time ago for the family of Mr. Grinsted, the publishers and the various talking machine companies continued their efforts to provide additional means for the family of the deceased and the result is that the ballad mentioned is being featured in the December list of the Victor Talking Machine Co. and also of the U-S Phonograph Co., while the Columbia Co. and Thomas A. Edison, Inc., are to follow shortly. Witmark & Sons have given special attention to the pushing of the song for the purpose of developing large royalties for Mr. Grinsted's family, who own the copyright, and have in other ways proved of great assistance in the matter. It is the hope of the recording artists that the dealers will also feature the ballad with a view to creating as many sales for the records as possible, as the royalties will be paid over promptly to the family of the composer.

VICTOR-VITAPHONE LITIGATION.

Decree Enjoining the Vitaphone Co. from Manufacturing and Selling on the Grounds of Infringing the Berliner Patent Modified by Judge Lacombe on December 1st.

Judge Lacombe in the Circuit Court of the United States on November 18th directed the issuance of a decree enjoining the Vitaphone Co. of New York from manufacturing, selling or using a machine called the Vitaphone and manufactured under the Repp patent, on the grounds of infringing the Berliner patent.

The matter came up again before the same justice in the Circuit Court of the United States for

chines. That will be up to the campaign managers, but the man whom Mr. Edison regards as the Republican candidate is impressed at least.

the southern district of New York on December 1st, when on the motion of Otto Munk, for the defendant, and Horace Pettit, appealing for the complainants, the decree of November 18th was modified by adding thereto the following proviso in accordance with the opinion of the court heretofore entered:

"Provided, however, that the defendant may advertise, if it chooses to do so, that after February 19, 1912 (the date of the expiration of the Berliner patent in suit), it will manufacture and supply the trade."

MAKING REAL HISTORY.

The Modern Historic Record Association Organize and Elect Officers—The Splendid Objects Which This Association Has in View.

The Modern Historic Records Association, which was recently incorporated to preserve records of modern times for all time, as reflected in the moving picture and the phonograph, held a meeting at the National Arts Club, Gramercy Park, last Saturday, when the following officers were elected: Herbert L. Bridgeman, President; Gen. Grant, Alexander Konta, Dr. George F. Kunz, and Rear Admiral Peary, Vice-Presidents; W. T. Larned, Secretary.

At this meeting certain documents comprising the record of the society's organization and printed on material of a permanent character, was enclosed in a glass jar. This will be placed in a tube of tiling and the whole sealed in solid concrete with copper plate indicating the contents which will then be affixed to the end of the concrete cylinder.

The next object preserved to history will be the record, said to be the only one in existence, of the voice of Thomas Edison. It was placed on a phonograph and for the last time those who filled the room heard the inventor tell something of the progress of electrical science and predict its future development. There was applause as the last words were heard and the record was taken away to be preserved.

It is the intention of the new association to erect a fireproof building where with the inval-

A LIVELY CHICAGO CENTER.

Some of the Activities of the House of Lyon & Healy—L. C. Wiswell Visits the East—Higher Grade Machines in Great Demand—First of New Edison Amberolas Received—Employes of Record Department Attend Maud Powell Recital—Enlarged Record Sales Department Completed—Arrangement Is Most Admirable—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 12, 1911

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned a week ago from a visit to both the Victor and Edison factories and to New York. He found the plant rushed to the very limit to supply the demand for goods. "It is, naturally, a source of gratification to me to find that, notwithstanding the introduction of the low-priced machine and the consequent heavy demand for them, that the high-priced hornless machines are still in just as great demand as ever, and, in fact, our sales of Victrola XVI's this season have been in advance of last year."

The first of the new style Edison Amberola machines were received by Lyon & Healy this week. Mr. Wiswell expressed his admiration of the new type, referring particularly to the spiral drive motor and to the splendid tonal quality of the instrument. Substantial orders for the new Amberola have been booked.

Mr. Wiswell and his assistant, H. B. Hopkins, with their wives, chaperoned a party of about twenty of the young women record clerks and other feminine employes of department H at the recital of Maud Powell at Music Hall last Wednesday evening. They were the guests of the famous violiniste, as she sent over the pieces of cardboard requisite for admission. Miss Powell has always taken an interest in the young women at the big store, and the fact that it is thoroughly reciprocated is shown by the remarkable sales of her Victor records.

H. B. Hopkins is a man of fine mental poise, but he has been in a rather perturbed state for the past two weeks. He has been on jury service right in the midst of the holiday trade. Therefore, if he has inadvertently slipped in something about machines when discussing damage cases in the jury room, or if the words "personal injury" have obtruded themselves into the "remarks" on order memoranda at the store, he is certainly to be excused.

The enlarged record sales department at Lyon & Healy's is now completed. Photos have been taken, but too late for reproduction in this issue. Four new demonstration rooms have been added, making sixteen in all. A large and tastily furnished reception room opens off the elevated and makes a most convenient place for people to wait the coming of the rest of the family, in order that the selections may please all. There are some unique features calculated to give valuable pointers to visiting dealers. A detailed account, however, is postponed until next issue when illuminative cuts will be presented.

ALBUMS GROW IN POPULARITY.

The many dealers in talking machines throughout the country are having calls for talking machine record albums from customers to whom they have sold records and who do not possess a record cabinet. The average housewife is neat and orderly, and the placing of records on window sills, tops of mantelpieces, in fact in such inconceivable places as under beds, particularly in New York flats, have rendered record users more discerning and anxious to avail themselves of modern methods of disposing of accumulations in all departments of the household.

There are several record albums on the market, but it was not until the Victor Company demonstrated on a very broad scale the usefulness of the album for records in their Victrola that the demand became so gigantic. At this time, conservatively estimated, there are not less than a half million albums in use.

In the old country the album has superseded

every other device for filing, arranging or storing discs. Large libraries of music have been accumulated in many towns in Germany, and there one can go and hear an entire opera by selecting two or three volumes, which contain the entire music of the composition.

In this country the Echo Album Co. have made the greatest stride, for it was in 1907 that the first application for a record album was made to the patent office for a design and instruction that is now in general use. The inventor of this album was Louis Jay Gerson, who was then managing the Musical Echo Co. of Philadelphia, for which the Echo Album Co. was formed for the purpose of marketing this invention.

In another column the advertisement of the Echo Album appears, and the dealers in talking machine records who wish to keep up with the times would do well to write for particulars.

MAKING A STUDY OF TYPES.

Reasons and Arguments Should Vary According to the Type of Men Approached.

"The proper study of mankind is man," and to be a good salesman one must know at least something of man. And it will not do to consider self or employer as "the" man. Granted that each individual is a type, it must also be granted that there are very many types. Whether type makes environment or environment compels type need not be discussed. Everything stable is based on concrete fact—type is a fact. Each type stands for separate taste, inclination, views as to income and expenditure.

Yet all civilized people live in houses, wear clothes, eat and drink, sleep and wake, read and write, think and act. In the matter of doing these things type is accentuated. And type rarely changes in a generation. It may be susceptible to variations, as many standard musical compositions are. But the stem stands out sturdily—the first chord struck establishes "Home, Sweet Home," no matter how strong an effort is made to disguise it afterward by trills and quavers.

Resultful salesmanship, even of something that almost everybody can use, must be many stringed. One reason for its use will appeal to one type, another reason to another type, and so on—there is no single reason that will appeal to all. If the thing to be sold has positive type limitations, woe to the man who attempts to exploit it unmindful of those limitations. There would be no failures in salesmanship if humanity was understood as it should be by salesmen.

Most is accomplished in anything by working along the lines of least resistance. The line of least resistance in salesmanship is the line of the type. It pays to study type—obviates the casting of pearls before swine, and the offering of things to folks who have no need of them. The good salesman offers to a type what that type can appreciate.

LANDAY'S BROS.' BIG TRADE.

New Store Attracts Many Buyers of Victor Goods—An Erroneous Statement Set Right.

Coincident with the occupancy of their palatial new quarters at 563 Fifth avenue, Landay Bros. have been carrying on a very striking campaign of publicity in the daily papers which has brought gratifying results in the form of orders for Victor machines, particularly the higher priced ones, as well as records.

The success which Landay Bros. are achieving in their new quarters is only another illustration of what can be achieved by up-to-date methods in the conduct of the talking machine business. And this brings to mind that in The World last month an erroneous statement was made that Landay Bros. were conducting the talking machine department in the new store of J. L. Kesner Co., Sixth avenue and 23d street. As a matter of fact they merely sold them a full line of Victor machines and accessories. They acted as jobbers, that is all, and have no connection in any way with the establishment.

AN IMPORTANT MOVE.

Wanamaker Engages Distinguished Musical Critics to Lecture on Victrola Records of Grand Opera During Christmas Week.

Through the efforts of Mr. Gerson, of the management of the talking machine department of the John Wanamaker New York store, the services of H. E. Krehbiel and Henry T. Finck have been secured whereby a season of opera recitals are to be given in the Wanamaker Auditorium, starting in with Christmas week.

Mr. Finck and Mr. Krehbiel will render their lectures, and the public will have an opportunity of hearing on Tuesdays and Thursdays the greatest musical critics and writers of opera lore in this country. These gentlemen are known to all the musical world, and the seats at their four o'clock lectures will be in great demand.

Mr. Krehbiel's program covers the German School of Opera, while Mr. Finck will take the Italian and modern French schools. Their programs are as follows:

Mr. Krehbiel's lectures: 1—Parsifal; 2—Origin and Nature of the Lyric Drama; 3—Wagner and His Art Work; 4—Rheingold; 5—Wagner Tragedy and the Ring; 6—Meistersinger; 7—Tristan and Isolde; 8—Hansel and Grætel; 9—Don Giovanni; 10—Tannhauser.

Mr. Finck's lectures as follows: 1—Verdi and His "Aida"; 2—Puccini and "Madam Butterfly"; 3—Grieg and His Music; 4—Bizet and "Carmen"; 5—Gounod and "Faust"; 6—Liszt and Hungarian Music; 7—Massenet and His Operas; 8—The Waltz King's Operas; 9—Victor Herbert and American Opera; 10—Some Opera Singers; or, The Making of a Record.

CHICAGO DEALERS MEET.

Election of Officers at Next Meeting to Be Held in February.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 11, 1911.

Considering that we are now in the midst of the holiday season a large proportion of the membership of the Chicago Talking Machine Dealers' Association was present at the meeting this afternoon at the Great Northern Hotel. President Van de Mark and Secretary Reynolds were in their accustomed places and Treasurer Selman was on the job collecting the not too burdensome dues. Various matters of trade interest were discussed, several of which will come up for definite action at the next meeting. It was decided to hold the next meeting on the second Monday of February at the usual place, skipping the January session on account of the usual rush aftermath of the holiday trade. In the meantime a strong canvass of all the dealers in the districts outside the "loop" will be made by an organizer authorized by the organization at to-day's meeting and whom President Van de Mark promised to appoint at the earliest possible moment. The usual election of officers will occur at the February meeting, which will be followed by a "smoker" and "Dutch lunch." Arrangements for the "blow-out" are in the hands of a committee consisting of Messrs. Deuther and Reichardt.

A FINE TRIBUTE.

Elsewhere in this issue is published a letter from James I. Lyons, one of the country's pioneer talking machine jobbers, in which he tells his experience with a Pyro electric sign. He has found that this sign, while comparatively inexpensive, has attracted much favorable comment, has brought his business into prominence, and while surrounded by elaborate and expensive electric signs, it is, to quote Mr. Lyons' own words, "The most attractive and effective on the street." In other words, the Pyro signs, what they do, how they do it, and what it costs to have them do it, can be obtained by writing the E. C. Plume Co., 417 South Dearborn street, Chicago, Ill. They are being used by talking machine men everywhere.



When a customer wants Grafonola, he is a customer to sell Son

("Trying is believing")

To begin with, there's no sense in trying to, unless some Co
Right gives him control.

These three members of the "Regent" family are a distinct
themselves.

There's nothing else that even **looks** like them.

Naturally, in figuring up the reasons for the great Col
becomes powerfully evident that the "Regents" had a lot to do

Every dealer in this country who shut his doors against
Shut his **own** daylight out. Lost his **own** money.

No use rubbing it in, though. Maybe those dealers couldn't
as we were in a position to see it.

But there's a big field open—and we have only just begun
put that stronger, and you will still be inside the mark.

Next season—that is, **this** season, beginning right now—we
incomparable musical instrument" the biggest profit-payer that C

Not forgetting the beautiful "Nonpareil," or that fifty-doll
Nor any other Columbia in the catalog.



Columbia Phonograph

Tribune Building, New Yo

Creators of the Talking Machine Industry. Pioneers and Leaders in the T
Fundamental Patents. Largest Manufacturers of Talking Machines in the
Exclusive selling rights granted where we are not actively

Regent" ty hard ng Else

er's Exclusive Selling

strument line all by

ce during 1911, it

money on the deal.

as coming as plainly

show us how we can

to make this "one
alers ever uncrated.

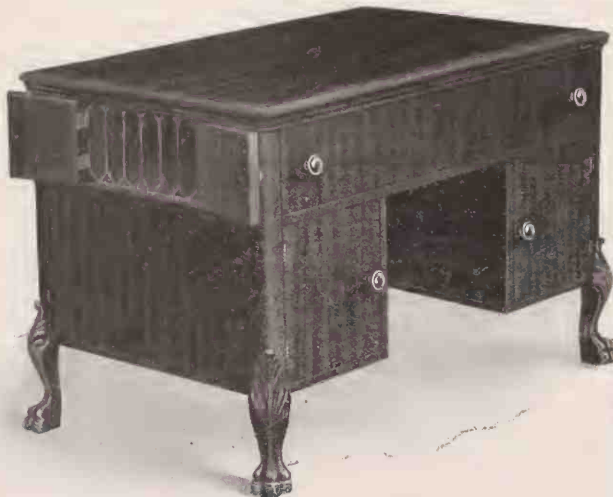
e "Favorite," either.



The Columbia Grafonola "Baby Regent" at \$100.



The Columbia Grafonola "Regent Junior" at \$150.



The Columbia Grafonola "Regent" at \$200.



Gen'l,

e Art. Owners of the
Dealers Wanted:

d.

CHICAGO BRIEFLETS.

Crowded Out of the Regular Western Department, But None the Less Interesting.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 12, 1911.

The Talking Machine Shops, with stores on Michigan avenue and on the ground floor, Jackson boulevard side of the Steger building, are having an excellent holiday business. They made heavy preparations and secured large wareroom space on the seventh floor of the Steger building. They stocked it with Victrolas, but the supply is melting away like a dewdrop before the rising sun. The Davidson boys are hustlers.

At the Aeolian Company.

O. C. Searles, manager of the talking machine department of the Aeolian Co., has been having a great Victrola business. Even in their aristocratic location on Michigan avenue they find a good sale for the new \$25 and \$40 types, but do not figure that they have sold any of these machines to people able to buy a Victrola XVI. The sales of the latter machine have been remarkable. The Victor department has shown an increase every month this year over the corresponding month of 1910.

Mr. Searles finds the illustrated song device made by the Picture Disc Co. of Los Angeles of great value in interesting prospects in the Victor. He has already taken quite a few orders for the Picture Disc device which throws views illustrating the record on a screen synchronously with the progress of the song.

Victor Visitors.

George Ornstein, general manager and traveling salesman for the Victor Co.; Sam Goldschmidt, Mr. Ornstein's assistant in Western territory, and V. B. Taylor, the Victor representative in Northern Illinois and Southern Wisconsin, were all in Chicago this week.

U-S Royal a Big Seller.

The U-S Phonograph Chicago office reports a remarkable sale on the Royal, their \$50 hornless style. The World correspondent was given a look into the order book for the past week or so and corroborates the statements made. The Chicago office has men out in Illinois, Indiana, Iowa and southern Wisconsin, and results are of the most satisfactory character. Not only are sales large on the entire catalogue of U-S Everlasting non-breakable records, but the grand opera list, which is extensive, is meeting with splendid reception.

VELVET TONE NEEDLE BALANCE.

For many months there has been advertised in this paper the "Velvet Tone" Needle Balance, and many live dealers in talking machines and owners of same have both produced and adopted this very useful device for the purpose of not only saving wear and tear on the records which are used in demonstrating, but for the preservation of their own records, which cannot help but be worn and injured through the continual wearing of the needle on the surface of the record. The theory that the needle should be softer than the record and thereby wear instead of the record, is well thought out, but hardly ever practical. When a needle does not wear the record must wear. Anything as sharp as a needle point being dragged into grooves of a record cannot help but change the sound reproductions if used continually.

The dropping of water will wear the hardest rock. This is an old saying, but aptly quoted in this instance. Now where does the "Velvet Tone" needle balance come in? Just this. It lifts the needle up and keeps it from being pushed down hard on the record. What pushes it down? Why, the weight of the heavy sound box, and this has just the effect that a glazier's diamond has being drawn across a sheet of glass. It cuts.

The "Velvet Tone" needle balance is like apothecary scales; you counterbalance the weight and give the needle just "good measure," that's all! "Good measure" is just simply a little downward tilt, just a little more weight for the needle side, so that it will rear the tack to the bottom of the

groove without any excess weight or "drag."

There are many people who decry attachments of various kinds, saying that some are cumbersome, some are bothersome, and some are useful. This is in the latter class. It is useful to those who wish to keep the records in good condition, and not throw them away when they have been played a dozen times or so.

The "Velvet Tone" needle balance is marketed by A. D. Macauley, at 417 Walnut street, Columbia, Pa., from where it is shipped directly to the jobbing trade. Dealers purchase "Velvet Tone" needle balance directly through their jobbers, or in cases where the jobbers do not have them in stock they can be purchased direct. The advertisement on page 54 fully covers the article in question.

WANAMAKER VICTROLA EXHIBITION.

The largest Victrola exhibition that was ever held in New York was just concluded at the Wanamaker stores. The large auditorium was used, and over three hundred Victrolas were placed on the main floor, which has a seating capacity of nearly one thousand persons. The decorative features produced by flowers, rugs, hangings, lamps and regular "stage settings" gave the appearance of a typical Eastern bazaar.

The seats in the gallery were not disturbed, and five to six hundred people remained throughout the day listening to the recitals of the Red Seal record artists which were featured continuously, in fact all day long.

The pipe organ accompaniment to these records was wonderful and put the seats at a premium. Many records, principally the Broadway hits and popular numbers, were also accompanied on the piano.

The Victrola daily sales were the largest in the history of the Wanamaker store, and exceeded all previous records. No type of Victrola less than \$50 were sold, and none but the style XVI at \$200 were shown at all in the exhibition.

The exhibition was especially attractive, inasmuch as every style wood and finish were represented, not only the \$200 style, but it included the De Luxe Louis XV in gold and Verni Martin, also the imported Moorish mother of pearl design made at the Alhambra, which is price marked at \$750.

The marketing of Victrolas on this high plane is only a continuation of the Wanamaker's method of doing business, and which outgenerals all competitors, and which is wholly due to the experience and foresight of the management, which is vested in the buyer of the New York store musical department, Louis Jay Gerson, who has been in active charge for the past three years.

Mrs. Elizabeth Kiley, who recently attained some publicity in the New York daily papers through the fact that in celebrating her ninety-first birthday she danced to her favorite waltz like a youngster of twenty, is also a great admirer and believer in the talking machine. At her recent birthday celebration Mrs. Kiley spoke into an Edison phonograph with recording attachment, following a custom established in the family several years ago. Former records she had made were then played, much to the entertainment of the guests, among whom were a son and several grandchildren and great-grandchildren.

The Victor Talking Machine Co. have sent out a communication this week notifying dealers that they can place the four new Caruso records as well as the two duets of Caruso and Amato on sale as soon as they receive them. A large window poster announcing these new Caruso records will be sent with the regular opening day advertising matter.

There is a story in connection with the study of physics about finding the keynote and fiddling down a bridge, that can be applied in commercial life to the smoothing down of disgruntled customers. They can all be gotten in a good humor if you can strike the right chord and play on it long enough.

A HANDSOME TEXAS STORE.

New Quarters of Dallas Talking Machine Co. Among Finest in the South—Handle the Victor Exclusively—A Live Establishment.

(Special to The Talking Machine World.)

Dallas, Tex., December 7, 1911.

The new store of the Dallas Talking Machine Co., who claim that they do the largest exclusive Victor business in this State, is now completed and offers a most attractive setting for their large line of all models of Victor machines and the big stock of records. The general scheme of the decorations is a combination of the Colonial and the French



DALLAS TALKING MACHINE CO.'S NEW STORE.

and proves decidedly effective, with the color scheme of white, green and gold and heavy French plate glass windows in all the demonstration rooms. The accompanying view, while illustrating the general character of the decorations and the arrangement of the store, does not show off the demonstration rooms to best advantage, but it might be said for them that they are well furnished and attractive little parlors in every way. While the decorative work carried on by the company has proven very expensive they feel that the results are well worth the cost, for they now have one of the finest talking machine stores in the South.

The Dallas Talking Machine Co. is under the general management of J. O. Elliott, J. H. Corder, the secretary of the company, being sales manager, with a live staff of salesmen under his direction. The company have made special efforts to handle a heavy holiday business and have been carrying on an extensive advertising campaign with that end in view.

Mr. Elliott states, incidentally, that every member of the staff reads The Talking Machine World and gets much valuable information therefrom.

ATTENDED AUTOMOBILE RACE.

V. W. Moody, of the New York Talking Machine Co., New York, was one of the guests at the recent automobile races in Savannah, Ga. He journeyed to the South via the New York Special, carrying with him a Victrola and records to entertain those on board. Mr. Moody returned to New York after the races on the Special, saying he had "one good time."

A BEAUTIFUL CHRISTMAS WINDOW.

One of the most attractive Christmas windows on West 23d street is that of the Columbia Phonograph Co. One window is devoted to Santa Claus, with the usual accessories, and the other to a beautiful oil painting of the various artists singing for the Columbia Phonograph Co. Crowds always surround the windows and Manager Cleveland is to be congratulated on his very effective work.

In theory one man is as good as another, but in practice it is a lie.

No one wants you to come and see him as much as he pretends he does.

THE KEEN-O-PHONE

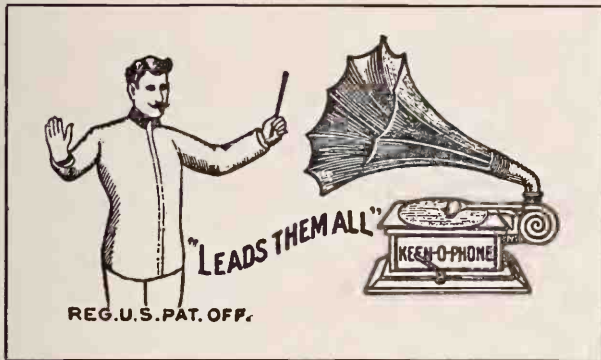
New Idea Sound-Blending
Talking Machine



KEEN-O-PHONE Jr.
Price \$40.00

The Latest Invention in the Talking Machine World

Has been enthusiastically received by the public and is now creating widespread interest and attention



THIS IS THE KEEN-O-PHONE
"TRADE MARK"
BEAR IT IN MIND WHEN BUYING
IT APPEARS ON ALL
KEEN-O-PHONE PRODUCTS

PATENTED IN THIS and
FOREIGN COUNTRIES

Only one grade of needle is necessary to produce any volume of tone, for, with the KEEN-O-PHONE, one can by means of the PATENT TONE MODULATOR soften or increase the tone at will WITHOUT CHANGING THE NEEDLE.

Any make disc record may be played on the KEEN-O-PHONE, and it is the only Talking-Machine on the market with a movable table which feeds the needle and saves the wear and tear on records.

It is only necessary for you to compare our products with others in order to be convinced of their SUPREMACY.

Every ambitious dealer—eager to enhance his prospects and increase his business profits—will write us at once and secure the agency NOW.



KEENOLOPHONE
Price \$210

BIG MONEY FOR JOBBERS and LARGE PROFIT TO THE DEALER
AGENCIES NOW OPEN
WRITE AT ONCE FOR CATALOGUE AND DETAILS

THE KEEN-O-PHONE COMPANY

136-138 SO. FOURTH STREET

PHILADELPHIA, PENN., U. S. A.

**Columbia Grafonola "Regents" at \$200,
\$150 and \$100. The only three-of-a-kind
that make a full house.**



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

ABOUT THAT HOLIDAY CAMPAIGN.

Talk with Dealers Relative to Their Christmas Trade, Which the Writer Hopes May Prove Beneficial in Every Way.

Once more the russet and gold glory of the autumn has faded into ermine clad winter and the Christmas bells are in tune, awaiting the hand of the gray haired sexton to send their wild clamor of iron music through the land.

There should be joy everywhere, the spirit of "good will toward men" reigning supreme.

Your talker shop, Mr. Dealer, should glow like a rare gem with the splendid display of phonographic accessories. All through the fall you have, of course, been steadily rounding into shape for this merry season that comes but once a year—the glad time when even the pessimist must cease his doleful wailings. And now behold! your whole establishment, from the head salesman down to the office boy, has the cheer of Christmas engraved deep upon the matrix of its business heart. It shows in the jolly sparkle of the eye, in the buoyancy of the walk and in the smiling deference paid each customer. The head salesman forgets his frown and the office boy his freshness. Things are as they should be—it's Christmas time.

This holiday season, Mr. Dealer, should bring you wealth untold, for you certainly have the goods. He must be a cynic, indeed, who cannot find something intensely to his liking in the almost limitless variety of 'phones, 'graphs and 'olas which make your show window such a beautiful picture. You have a talker for the millionaire and you have one for the laborer. The small merchant, the clerk, and, in fact, all those who walk along the modestly prosperous walks of life can find with you exactly what they and their pocketbooks desire as a yuletide gift for wife or sweetheart.

Out in the country, where the snow sweeps in eddying gusts against the oaken door and the wind moans and whistles through the naked branches of the elms, the tiller of the soil awaits the talker. The advertising campaigns of your very dear friends, the manufacturers, have reached such gigantic proportions by now that there is no farm house, no matter how isolated, whose inmates are not taught to believe that the talker is the greatest musical instrument on earth. However, they may not all realize what an especially interesting companion it will prove during the long winter evenings. Do you suppose Joshua Billings, of Lonesomehurst, knows that he can hear "The Folies Bergere" right in his own kitchen? He can, you know. Ethel Levey and Laddie Cliff will do their sensational "Down the Strand" act for him if he desires it, and the sensuous "Spanish Love" is his for the asking.

I have spoken to you before, Mr. Dealer, about our rural brethren, but I believe the subject to be well worthy of repetition at this time. When you once acquire the trade of a well-to-do countryman he is more apt to be a permanent customer, and also to purchase more extensively than his city cousin for several reasons.

In the first place the average farmer has more money than the metropolitan.

Secondly, he does not have the same chance at

other mediums of amusement, such as theatrical performance, the travelogue, the concert and the opera, and therefore he is all the more enthusiastic over the talking machine, for it will bring all these things to him.

If I were you, Mr. Dealer, I would make a thorough canvass of your customers and find out from them as much as you can about their friends



ENJOYING BROADWAY ON THE FARM.

in the country. Having obtained the names and addresses of a sufficient number who are eligible for membership in the Order of the Talker to warrant such a step, send out a circular letter, reading something like this:

THE SIGN OF THE TALKING MACHINE.
JOHN SMITH, Proprietor.
No. 23 Broad St., Blanktown, N. Y.,
Dec. 15, 1911.

Mr. JOSHUA BILLINGS,
Lonesomehurst, N. Y.

Dear Friend—Have you arrived at a definite conclusion regarding the investment of your Christmas money? If you have, and your decision has to do with a talking machine, then this letter is not for you. But if you have not decided to purchase the instrument that will bring the whole world of mirth, melody and pathos to your fireside—then read!

The evenings are going to be long this winter, Mr. Billings. After the evening paper is scanned and the gossip of the farm is exhausted, it is still much too early for bed. The old clock on the mantel shelf only points to the hour of eight. You sit and watch the sparks fly up the chimney for a while, fairly content, perhaps, but wishing just the same that things were less quiet down Lonesomehurst way, and that the city was not quite so distant. When these thoughts come upon you, would it not be fine to have a talking machine bring the city to you? Do you know there is not an operative star, if you care for that sort of music, or a vaudeville headliner, if you like funny talks and frothy songs, but will perform for you through the medium of a talking machine?

You have heard John Philip Sousa, Santlemau and his President's Own, or perhaps Vessala, stir thousands to tumultuous applause. You can hear them all again, if you will, in your own home, and the financial outlay will be modest in the extreme.

What could you possibly give mother or the boys that would bring them even a small part of the pleasure that will be theirs when the talking machine arrives?

Have your sons developed a tendency to drift out of evenings after the chores are done? Do they congregate at the village store, the pool room or hotel? If they do, the entrance of a theatre into their homes will keep them there and the desire to seek amusement elsewhere will surely evaporate, for the simple reason that at no other place can they have as much real fun as at home with the talking machine in attendance.

Then, at those country dances you are going to give this winter, it will be rather high-class to have the Washington Marine Band render the Virginia Reel for you, will it not? They will do it if you say so, and loud enough for the neighbors to hear, at that.

Another accomplishment of the talking machine that will especially appeal to the older folks is the glorious rendition of the songs of long ago. The ballads you whistled when a boy, and that she sang to you beneath the maples. Do you remember how sweetly her voice used to sound as you strolled down the lane at twilight. The shadows were gathering across the meadow where the cattle waited at the pasture bars, and a young moon hung in the western sky. She lifted her rich soprano and the beautiful words of "In the Gloaming" floated like a benediction to meet the approaching night. You can hear "In the Gloaming" again and exactly as she sang it.

You want a talking machine for Christmas, Mr. Billings. It will brighten your life, keep the boys at home, and place you in as close touch with the musical doings in the city as though you lived there. The city fellow will have "nothing on you" if you purchase a talking machine for Christmas. We enclose catalogues of machines and records, and next Saturday evening our salesman will call upon you with a demonstration outfit. If, after hearing an extensive and varied concert, you feel sufficiently enthused to give him your order, we shall be honored to serve you.

If you should prefer to have the demonstration take place in our hearing-rooms at the store, kindly notify us of the fact on enclosed postcard.

Awaiting your pleasure, we are,
Yours for a musical Christmas,

THE SIGN OF THE TALKING MACHINE.

You should let the optimism that comes with the Christmas season work for you, Mr. Dealer. At no other time in the whole year will you find the average man so willing to listen to you as now, because he is in a buying mood. When a gentleman comes into your store on the eve of Christmas you know he is there for a purpose and you can delve deep into your selling talk without the usual preliminaries.

You must also pay particular attention to detail during your holiday campaign. The crowds that will surge about your showrooms from now until New Year's Day will be mightily particular. Their eyes will glimpse nothing but beautiful things elsewhere, and your establishment must not disappoint them. A slovenly store at Christmas time will send trade scampering.

Another thing, Mr. Dealer, do not allow your stock to grow low. You want to make hay while the sun shines, and you can only do this by having a succulent crop to draw from.

You must remember that every new customer gained now means record sales indefinitely, so go after them. If your selling force is inadequate obtain the services of additional salesmen during the holidays. It will pay you.

Flood your old customers with advertising matter accompanied by the request that they distribute it among their friends. An endless chain will work as well in talkerdom as anywhere.

Tell them also that even though they have talking machines, records make dandy gifts, and that your December list is a corker.

Suggest to them that they celebrate Christmas eve with a concert composed entirely of selections appropriate to the occasion. You have these records on your shelves; why not get them into circulation? That is the purpose for which they were created.

Now, by way of finale: Be just a little more courteous; have a window display with a little more dash than the other fellow; have a corps of salesmen who will stand by you, treating the trade with the consideration it deserves, and you will make a glorious success of your holiday campaign.

Here's good luck to you and a very merry Christmas!

HOWARD TAYLOR MIDDLETON.

MRS. CLARK'S SUCCESSFUL WORK

In Regard to Developing Interest in the Great Educational Campaign Now Being Conducted by the Victor Talking Machine Co.—Her Remarks Before the Philadelphia Normal School Make Deep Impression.

Thanks to the efforts of Mrs. Clark and the splendid support she has received from Louis F. Geissler, general manager of the Victor Talking Machine Co., and the advertising force of that institution, the new educational department devoted to the exploitation of the use of the Victor talking machines for teaching music in the schools of America is proving most successful. Dealers, too, are rapidly recognizing how their business may be developed through the support of this campaign.

Speaking of this movement, Mr. Geissler said: "Personally I desire to acknowledge my obligations to Mrs. Clark for the really masterful manner in which she has launched and developed this young department. Her personal work across the whole of America has accomplished more in a few months' time than we might have hoped to have accomplished in a much longer period by the usual method of display advertising, circulars, etc.

"Just this morning there was handed to me by a gentleman who was present the enclosed comment and rough copy of what Mr. Pearson, the Supervisor of Music in the Public Schools of Philadelphia said at a recent meeting at which Mrs. Clark presided. It is worthy of careful reading.

"This is only an example of what has been said and done in many of the largest cities of the country, from Boston, New York and Philadelphia through to San Francisco, Cal., and these influences have already borne fruit in the form of genuine sales of hundreds of Victors in the respective cities for public school uses, and all at full retail profits to our dealers.

"A Minneapolis distributor told us yesterday that over 40 machines had been sold to the public schools in St. Paul and Minneapolis by the various dealers there. Of course, we have no satisfactory means of knowing as yet the extent to which sales have been made. We shall try to tabulate this information later. As said before, the idea is a very broad one and its influence will reach far into the future."

This is the letter from H. J. Shurtle bearing upon Mrs. Clark's talk at the Philadelphia Normal School and to which Mr. Geissler refers:

"Mr. Pearson, Superintendent of Music in the Philadelphia schools, opened the meeting at 3 o'clock by introducing Mrs. Clark and giving a general outline of her work and her former position in school work. Mrs. Clark talked along the same lines as she did at the meeting in Wanamaker's New York store on the previous Saturday. The talk lasted for about two hours, and it seemed to be more than well received and appreciated, as the entire audience of about sixty or seventy supervisors and heads of departments remained

for over two hours and appeared to be intensely interested in everything Mrs. Clark said. To show how interested the teachers were they requested us to play over a number of records after Mrs. Clark had finished her talking, and it was nearly 6 o'clock before we left the school.

"Mr. Pearson's closing address was full of the highest kind of praise for Mrs. Clark and the Victor. He said: 'I sat here this afternoon, not because I wanted to, but because Mrs. Clark has convinced me of the great possibilities of the Victor talking machine for teaching music in our school. You sat here this afternoon, silent and sober, because your sense of responsibility is great and your sense of responsiveness was awakened by the wonderful tones pouring from this horn by some of the greatest singers and musical organizations, made possible only by the Victor talking machine.'

"Only a few years ago I thought the schools had no place for the mechanical musical instrument, but after talking to Mrs. Clark and listening to her earnest appeal I am now fully convinced that it is one of the most wonderful instruments for teaching music to our children. You can leave here this afternoon and say to your friends and pupils that the Victor is absolutely of no value for teaching music in our schools, that it is simply a mechanical machine made solely for pleasure, or you can go out and say that the Victor is one of the most valuable treasures we have for teaching music to our children, and when you say that people will believe you and sooner or later you will find Victors in nearly all homes and school rooms in the United States.

"A number of years ago I purchased a player-piano with a general collection of ragtime, Mozart, Mendelssohn, Schumann, Schubert and Chopin. I had a boy who at first ignored this player-piano, but eventually he became interested and said, 'Pop, may I try this?' And he did. At first he played only ragtime, but gradually he became interested in the better class of music, until finally the ragtime was buried at the bottom of the pile and was never used. Now that boy has grown into manhood, is an accomplished and thorough musician, possessing a wide knowledge of the literature of music, and he started with a mechanical instrument. Some few months ago a neighbor of mine purchased a player-piano and a general assortment of ragtime, but gradually he began to purchase music of a better class, until now he has nothing but classics in his collection.

"These illustrations merely show the powerful influence the mechanical musical instrument has in teaching good music. However, while I consider the player-piano a big help, I consider the talking machine far more valuable, because it is within the reach of all people. Some of these instruments can be purchased for only a small sum, while the player-piano requires an expenditure of several hundred dollars.

"Now, I want all of you who can honestly endorse the Victor in its highest terms, just as I

can, stand up!' (Everybody stood up.) Mr. Pearson went on to say that, at the present time, the only kind of music the majority of children are fed on is ragtime, but since the schools have introduced music in the regular course of study there is bound to be an increased demand for music of a higher class. 'The Victor Co. realized this, and they have established an educational department, with Mrs. Clark at its head. While, at the present time, the Victor Company can only furnish us with a few records suitable for teaching music in our schools, I feel confident that within the next year they will be able to furnish us some wonderful records suitable for school work, through Mrs. Clark's efforts.

"When I speak of Mrs. Clark I feel as though I want to say something that is just as smooth as oil, or something beautiful. I wish I could find words strong enough and beautiful enough to express my appreciation, for I feel that in future generations we are going to be greatly indebted to the Victor Talking Machine Co., through Mrs. Clark's work, for raising the standard of music.' Mr. Pearson went on to say, 'We know the Victor is the proper instrument to be used in conjunction with our school work. I want you all to understand, and everybody else, that I am going to work hand in hand with Mrs. Clark to introduce the Victor into every school in Philadelphia, and I hope, if I can make arrangements with Mrs. Clark, to have her talk to all of the principals of the Philadelphia schools in the near future.'

LOOKING AFTER THE DEALERS.

J. Newcomb Blackman Discusses Shortage in Stock, but Is Looking After Dealers' Needs to the Best of His Ability—The Cleanrite Brush and Playrite Needles in Demand.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., Victor and Edison jobbers, 97 Chambers street, New York, in a chat with The World recently, said: "Business would be mighty good if we were able to get prompt shipments from the factory. As it is our sales are not quite up to the record of last season. This condition we attribute to our inability to supply the goods. We have the orders and more than enough to put us even and far ahead of any previous year. For instance, we need 400 machines, No. 4 Victrola, to even up orders now on hand, and it is the same with other models in a lesser number.

"It has been the policy of this house," continued Mr. Blackman, "to give our regular customers the preference when there is a shortage in product for shipment. At this season, with everyone crying for machines, we have great difficulty in making the dealers understand our predicament and that we are making every effort to accommodate them. It would be a comparatively simple matter for us to dispose of all the stock we could secure at this time in large lots to the big dealers and department stores for cash. But, suppose we did this, where would the small dealer come in? After struggling along all summer under a load of bad business and poor collections he looks to the holiday trade for recuperation. If we should turn him down and give preference to the department stores for the sake of quick, cash sales, the ultimate result would be our loss of many a good customer and nothing gained.

"I want particularly to impress upon our regular patrons that the Blackman Talking Machine Co. is doing all in its power to supply them with machines and extras and that we shall continue to adhere strictly to the principle outlined above."


The Blackman Talking Machine Co. are having a tremendous demand for their new Cleanrite brush, which promises to be one of the big sellers with this house. It is described elsewhere, and is worthy the consideration of dealers. They are also putting up the Playrite needles in tins of three hundred each, which will retail for twenty-five cents, there being no change in the wholesale price.

When a man talks to you about bad luck, he more than likely means bad management.


Would you hire yourself for the job were you the boss? Introspect.



The Interior View of the Retail Department of the Eclipse Musical Co.'s Store, Cleveland, O.



We know several dealers who would like to meet the man who told them the Columbia Grafonola "Regent" was an experiment!



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

"COUNTRY NEEDS MEN OF BRAINS, NOT POLITICIANS."

Edison Foresees Little Progress in Nation Till "We Get Real Statesmen," Perhaps in 50 Years—Sherman Law a Farce, Dissolution Under Way a Sham, Says Inventor.

Thomas A. Edison visited Washington the other day for the first time in eleven years. He called at the White House and told President Taft all about a talking picture device which he invented recently, which may save politicians a great many sore throats.

The machine is a combination of moving picture and talking apparatus by which the gestures and words of a speaker are given to an audience simultaneously. He told the President that the Republican National Committee might use it with great effect next year.

In an interview with the New York World correspondent Mr. Edison drew a doleful picture of national legislation. He sees no present solution of the great economical questions with which the country is grappling. The caliber of American statesmanship is too low at present, he said.

"We are a raw, young people and will continue to suffer for our ignorance just as we have since the foundation of the country," Mr. Edison said, in summing up the situation presented by the great economical problems with which Congress is struggling.

"Herbert Spencer evolved the theory and established the fact that all legislation on economical subjects is of a lower grade than the poorest intellect in the body from which it emanates.

"I believe that when Congress passed the Sherman anti-trust act it actually meant to curb the trusts. It failed, absolutely. After almost a generation the court decisions show that this act was a farce. The dissolution of the Standard Oil Co. and the American Tobacco Co. is a sham. It might be called a distribution, but not a dissolution of monopolies. It is the result of poor legislation which, while striving to curb trusts, actually assisted and accelerated their growth.

"The same group of men and the same money controlled these two trusts to-day that controlled them before the Supreme Court ordered them dissolved.

"Now, it would be a simple matter to pass legislation that would forever settle the trust question to the satisfaction of the people and the interests. The only obstacle is the class of men on whom this duty devolves. They are not equal to their duties. They are speechifying politicians. If they were men who knew the technique of business, the inner workings of commercial life, we might expect some results from their laborious efforts.

"In fifty years from now I hope that we will have evolved a class of men who are capable of grasping the great tangled mass of basic principles upon which our industrial life is founded. Until this class of men appears on the national horizon I expect little real progress.

"In the meantime what will we have? We will have just what we have had in the past, a disturbed commerce bearing burdens which are the

outgrowth of uncertainty and ignorance. We will have panics and financial eruptions from time to time with regularity. Laboring men and mechanics will be thrown out of employment, just as they have in the past, and a few men will continue to gather together the profits that always accrue from such untoward uprisings in the financial world.

"There is one thing that Congress might do to stop the effects of its blunders—go more slowly in putting into effect its economical legislation and give the world of commerce time to adjust itself to new conditions. Business can adjust itself to an almost inconceivable amount of damaging legislation if it is but given time and opportunity.

"For instance, when Congress starts out to make a great cut in the tariff or to increase it in parts, business should be given an opportunity to adjust itself to the new order of things. A cut or a rise in the duty on an article should not be made in one year; it should be distributed over ten years or so.

"Of course, compromise is one of the greatest curses of our form of government.

"We should study more legislation, and experiment; at least in so far as to get the benefit of foreign systems.

"Our national life is built upon commerce; it is the source of our power and our real great holding. Some day when men of brains take the place of politicians we shall have a development that will be infinitely greater than anything the world has ever seen."

SOME KEEN-O-PHONE FACTS.

Interesting Data Regarding This New Machine as Well as Special Features Claimed for It—Now Being Sold by a Number of Well-Known Concerns.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 9, 1911.

"Keen-O-Phone" is the name of the "new idea sound-blending talking machines" created and manufactured by the Keen-O-Phone Co. in this city. Their factory is located at Frankford Creek and Orthodox street, while the executive offices are at 136-138 South Fourth street. The registered trademark of the company shows a bandmaster with a baton standing before their model "Keen-O-Phone, Jr.," with the text, "Leads them all."

Prices on the Keen-O-Phone line range from \$40 to \$260. The Keen-O-Phone, Jr., is the \$40 instrument, the Keenolet, Jr., is the \$100 machine, while \$210 is the retail price of the Keenophone. These are furnished in various woods and metal finishes, being an up-to-date line in every particular.

In every machine is built the "Modulator"—a patented device—which permits control of the volume of sound without the change of needle. The company says: "With the touch of a finger the Keen-O-Phone will 'fill' an opera house, or the sound be so reduced as to be grateful to an invalid. This is done without sacrifice of purity or melody."

In the folder that they issue, "Some Reasons for Preferring the Keen-O-Phone," the company say:

"The Keen-O-Phone is practically indestructible. Its mechanism, far from intricate, is constructed on scientific lines of the highest efficiency. The material is the finest obtainable; the workmanship is that of skilled craftsmen—those who love their work and make it an art. Using the Spiral Tone Arm principle, sound is blended harmoniously; the 'scratch,' 'rasp' and other discordant sounds are removed. The needle touches the record always at the same angle, with the effect of lengthening the life of the record. A great saving is thus made."

Any disc record may be used on the Keen-O-Phone. In their recently issued catalog, which, by the way, is a fine specimen of printing, are illustrations of all styles, together with the talking points of the line. This will be sent free upon application.

Emil Bauer, a young old-experienced man in the musical instrument field, is manager of sales, which position he has occupied with success for the past year or so—ever since the formation of the corporation. Mr. Bauer is very enthusiastic over the Keen-O-Phone, and through his efforts is building a fine sales record. In Philadelphia, for instance, Blum Bros., the big department store, have a Keen-O-Phone department, while the Schubert Piano Co. have been selling them for some time. Keen-O-Phone products are also reported to be selling well at New York and other cities.

POPULARITY OF MASSEY SPECIALTIES.

(Special to The Talking Machine World.)

Providence, R. I., Dec. 6, 1911.

Since the announcement of the Massey Auto-Stop for Edison machines to retail for 50c., quite a bunch of inquiries for it have been received by the J. A. Foster Co., distributors, of this city. This little device is the creation of John A. Massey, manager of the Edison wholesale and retail departments of the Poster Co., who is also the inventor of the Massey Diaphragm.

"There has been a great need for an automatic stop," continued Mr. Massey, "as every one knows the bother of running to a machine and stopping it when the piece has been played. With the Massey Stop one can enjoy the composition thoroughly, without any thought of being on edge to stop the machine at the conclusion of the piece. The Diaphragm is likewise holding its own in the matter of sales, and I am confident, from the way the orders continue, that the trade find it a money-making and pleasure-giving specialty."

NEW CONCERN IN JACKSONVILLE.

(Special to The Talking Machine World.)

Jacksonville, Fla., Dec. 5, 1911.

The new store of the Ransom Talking Machine Co., at 23 Forsyth street, this city, was formally opened on December 1, and business started off with a rush. The new company handle the Victor line exclusively and will conduct a large repair department to care for machines of that make.

Willis H. Ransom, head of the new company, was formerly in charge of the wholesale and retail talking machine department of the Carter & Logan Co. store in this city.

THE OLD AND NEW WORLDS VISITED.

Edward N. Burns, Manager of the Export Department of the Columbia Phonograph Co., General, Describes in an Interesting Way His Recent Visit to Quaint Old Spots in Europe and from There to That Live Center of South America, Brazil—Talking Machine Conditions Described at Various Points Visited

To a person who desires to take a long sea trip and have a smooth sea with agreeable weather, I suggest a trip to Rio De Janeiro or Buenos Ayres, starting from Europe.

Should you care to go on a finely-equipped steamer, excellently run, with splendid deck space and agreeable passengers but poor food, take the English line. If time is a factor and you want to reach there as quickly as possible on an elegantly equipped steamer, take the Italian line at Genoa, or await her arrival at Barcelona, and the trip to Buenos Ayres on this ship will not take much longer than the trip across the North Atlantic on the slower boats.

However, should you desire a comfortable boat with friendly passengers and good meals, take the



PANORAMIC VIEW OF LISBON.

German line. Both the German and English ships make frequent stops on the way.

After leaving Southampton in the morning you arrive in the afternoon at Cherbourg, at which point the large passenger contingent bound for Brazil and Argentine board the boat.

The first stop is at the quaint and picturesquely situated Spanish town of Nigo, surrounded by high mountains and a center of the sardine industry. It was in this harbor that the English-Dutch fleet attacked and sank the Spanish "Silver Fleet" in 1702, capturing much of the treasure. There are a few talking machines in evidence and none of American make. On account of a royal grant to certain European companies, giving them a monopoly of recording in Spain, it is necessary for the other talking machine companies who desire to make records of Spanish singers to take the singers out of Spain. The result is that such recordings are usually made in Portugal or one of the towns in the southern part of France. This, combined with the excessive duty charged by Spain on talking machine products, being at the rate of about \$1 per pound weight, has had a bad effect on



VIEW OF PRINCIPAL AVENUE, LISBON.

the sale of talking machines and records. To overcome this handicap the company holding the record monopoly have established a stamping plant in Spain, but even so the industry is poorly developed. The copyright situation has still further complicated the talking machine business in Spain, making all the stronger the European company in control there, and together these make formidable

barriers for the development of any business for the American companies in this country.

A day's journey, and early in the morning, we arrive at Lisbon, considered by many who approach same from the sea one of the most beautiful cities in Europe—certainly it is one of the cleanest. We go ashore in small boats and are surprised at the number of elevators running from the lower to the upper part of the city. Lisbon is as hilly as our Kansas City. Among the many interesting points in this city one that never fails to surprise an American is the church where reposes the bodies of the many former rulers of Portugal. These are placed in elaborate caskets on a platform raised about six feet above the floor, and covered with richly-embroidered velvet coverings. The tops of many of the caskets are glass, and an accommodating attendant carries a step-ladder around with him, removes the coverings, and invites you to go up and inspect the royal remains. Among others you are shown the bodies of Don Carlos, the Emperor of Portugal, and his son, Don Pedro, first Emperor of Brazil; also his grandson, Pedro, second and last Emperor of Brazil.

The body of the young prince killed several years ago with his father, the king, is also shown. This casket presents a most greswome and revolting sight.

The talking machine business here is in poor condition. What product there is is low-priced European machines, and these are only found in a few of the poorer-class shops which cater to people in humble circumstances.

Several days after leaving Lisbon we reach

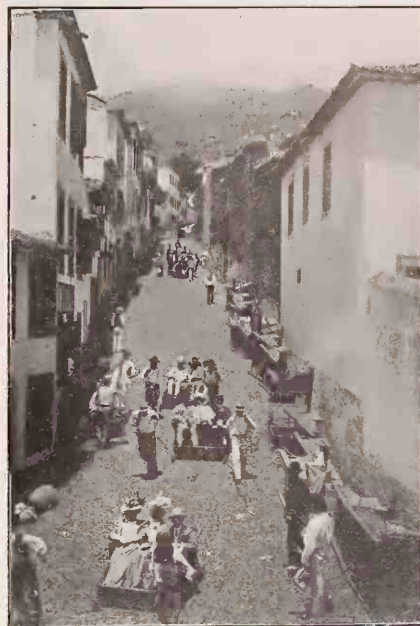


RAILWAY TO SUMMIT, MADEIRA.

Madeira. Before the vessel even comes to a full stop numbers of young boys swarm all over her, and little fellows not over seven or eight years offer to dive from the highest deck into the water on payment of a sixpence. They are wonderful swimmers, with tremendous endurance—are almost constantly in the water from the time the ship arrives in the morning until the time for departure in the evening.

The town is largely given over to the selling of goods to tourists, especially Spanish drawn work, although both here and in Lisbon the Chinese and Japanese work, on account of its cheapness, has almost entirely driven the Spanish work out of the market. The methods of conveyance in Madeira are most unusual and interesting. The town lies on the side of a hill and all the streets have a tremendous slope. The pitch of the streets is so great that you do not see a wheeled vehicle. All the merchandise of the city and the inhabitants are hauled around in sleighs, although snow is never seen on the island. The streets are paved with small round stones and the sleighs are pulled up hill by oxen. The picture will give you an illustration of this means of transportation.

The first suggested point to all tourists on landing in Madeira is the railway to the summit, from which a splendid view of the harbor can be secured. The descent from the summit is made in sleighs controlled by two men, each of whom have a rope attached to the side of the sleigh. Three



TRAVELING UP AND DOWN STREETS OF MADEIRA.

passengers are placed in each sled, and where the descent is very steep the men run behind and act as a brake, and where the descent is less steep they get in front and pull it.

The selling of talking machines is an unknown industry in this island. I did not see a single merchant who was handling them, and while not a large market, the people seem rather prosperous and should be fair consumers of our product.

After leaving Madeira it is a long trip until the next stop—ten days. The sea generally is as calm and placid as a river and seasickness is an unknown malady on board these ships from here on. Frequently, however, very severe weather is encountered in the Bay of Biscay, but after Lisbon is reached you can count on very placid, calm, balmy weather until the end of the journey.

On the way to Brazil you pass through the dismal-looking group of St. Vincent islands, but this is the only sight of land until you reach the coast of Brazil. The first stop in Brazil is Pernambuco, where they have the most luscious pineapples in the world. Few passengers go ashore, as there is no protected harbor and the ship lies several miles out from the city. The passengers are hoisted overboard in a huge basket and dumped into a small boat. The trip to shore is an exceedingly rough one, and frequently people are ill on this boat who have been able to stand rough weather on board ship without trouble.

The next stopping place is Bahia. This city seems to have caught the spirit of Rio De Janeiro, are cleaning up their dirty places, widening their streets, tearing down old buildings, making parks and generally beautifying the city. Extensive work of this kind is going on. In fact, plans are about to be carried out for the tearing down of a large



CARRIAGE RIDE IN MADEIRA.

section of the city on the hill and turning that part of Bahia which is at present occupied by many ramshackle places into one of the very finest residence sections of the city. The outlook from this section of the city is very beautiful. Being high

(Continued on page 38.)

Don't wait to get on while the train is moving. 1912 is going to be a great year for "Regents."



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

THE OLD AND NEW WORLDS VISITED.
(Continued from page 37.)

above the lower or business section, it is reached by numerous elevators.

Here you first begin to get a glimpse of the high prices in Brazil. The duty has been placed so high on beer that no foreign beer is imported into the country, and the local breweries only make the beer in quart bottles, getting high prices for same. Pint bottles of local mineral waters sell for 50 cents gold, pint bottles of Apollinaris for 50 and 75 cents. Everything one buys, in addition to



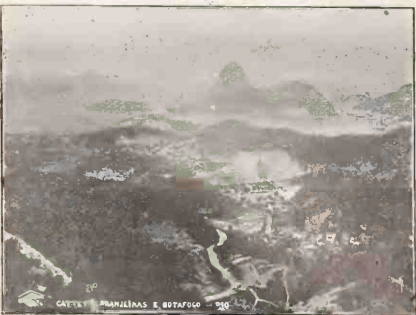
MUNICIPAL THEATER, RIO DE JANEIRO.

paying the duty, is a government stamp of various values attached to same. This applies to the goods of local factories as well as the foreign factories. A pair of shoes manufactured in Brazil pays the government a tax of 12 cents gold. The laborers are well paid. Living and house rents are very high, and generally it is the most expensive country to live in I have ever visited.

Quite a large talking machine business is done in Bahia. Many of the machines are of cheap European manufacture, but when it comes to the better grades of machines practically all of them are of American manufacture.

On account of the patent situation in Brazil, one of the European companies has had practically a monopoly of the record business in Brazil for some time, and as their whole Brazilian business has been controlled by a jobber in Rio De Janeiro, the business in the other parts of the country is not well developed.

Oranges of the highest grade grow in Bahia.



SOME RIO SCENERY.

They are large, juicy and very sweet, and excel in quality the high-grade Florida oranges.

Several days after leaving Bahia we arrive at Rio De Janeiro. The approach to the harbor is beautiful, and the harbor itself is the most beautiful in the world. The entrance to the harbor is very narrow, high mountains rising on each side. Behind the whole city of Rio rise high mountains. In fact, a good part of the city is built on the slope of these mountains, and on account of the level spaces between the base of the mountains and the bay being very narrow, this city of over a million population winds around the various mountains, and on this account it is a long journey from one extreme of the city to the other.

Two very striking objects on entering the harbor are the two new dreadnoughts belonging to the Brazilian government, which recently had the city at their mercy as a result of a mutiny, led by one of the sailors. As a result of this mutiny the ships at the present time are manned by just enough sailors to keep them in condition and repair.

Here, as at most of the Brazilian cities, the steamer does not land. It lies out in the harbor and the passengers are carried ashore in small boats. At times this is rather embarrassing, as the



MONROE PALACE, RIO DE JANEIRO.

passengers are left to the tender mercies of the various boatmen, and at times it is an exciting bargain to get yourself and baggage on board one of the boats before she sails.

Not being many tourists in Rio De Janeiro, there are few hotels—two fairly large ones in the city, one far distant from the business center being the better, and one in the center of the city being exceedingly wretched. Most of the foreign population patronize the hotel beautifully located on the crest of a hill overlooking the harbor.

Rio De Janeiro is one of the most beautiful cities I have ever visited. Ten years ago when I was there the streets were narrow, the houses low, and it was typical of what you would expect of a tropical city. All this has been changed. The new builders and designers of the city seem to have laid a ruler across the map in various directions, ruthlessly cutting through block after block of buildings, laying out broad avenues, well lighted and concreted, and all the old narrow streets have been widened to more than twice their original width. Hardly a vestige of the Rio of ten years ago can be found anywhere in the city. In place of same is a modern, up-to-date, busy city, bearing

every evidence of tremendous wealth and prosperity.

The talking machine business is in flourishing condition in Rio De Janeiro. In fact, one of the largest talking machine dealers in the world is located here. He has a large wholesale warehouse, in which he seldom has a stock of less than 3,000 machines, thousands of records, and a number of retail establishments scattered throughout the city. The cheaper European machines predominate, although American makes are preferred when it comes to the higher-priced product. For a number of years the disc record business in Brazil has been controlled by a European company, and their agent in Brazil, on account of the ownership of a double disc patent which has always up to this time been maintained against all litigants. This patent covers double disc records stamped of a homogeneous plan.

Recently the Columbia Co. secured a patent from the Brazilian government covering their process of making double disc records. The Columbia Co. is the only one not using a homogeneous plan in the manufacture of their double disc records. The Columbia record is a built-up record, cheaper material being used on the interior of the record, and as a result of this process the surface of the record is of the highest grade material, much more expensive than could be used if the whole record was made of this material. This causes the record to possess extra long wearing qualities, splendid surface, natural tone, and great stability with highly-polished faces.

The Brazilian government has allowed the Columbia Co. a patent on this record, and as a result the Columbia Co. are now at liberty to send into Brazil double disc records.

Many talking machine stores are located in various parts of Rio De Janeiro. The prices charged for records is very high, \$2 gold being the present price of the ordinary class disc records. In spite of this Brazil is one of the largest markets for talking machines and records. Selling on instalments is almost unknown; nearly everything is cash business, and it is not infrequent to see customers purchase at retail from 50 to 100 records at a time.

Rio De Janeiro has one of the handsomest opera houses in the world. The Brazilians rightly are proud of it. It is situated in an admirable location to show off its splendid lines. The people are fond of grand opera, and many records of operatic and classical music are sold. The typical Brazilian music is attractive and the people are music-loving.

The Brazilian copyright law is modeled to protect the Brazilian composers and publishers, only the music of the rest of the world being unprotected. The compositions of foreign composers is issued without their consent, and there are generally several issues of popular European and American successes. The question of whether the present law covers talking machine records is an interesting one which no doubt will be bought in the courts of Brazil at an early date between a European company and the Columbia Co., each of whom claim the ownership of most of the Brazilian compositions.

FROM OUR EUROPEAN HEADQUARTERS

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

Manufacturers and Jobbers Generally Complain That Dealers Withhold Orders Until a Very Late Date with the Result That Congestion Is Inevitable Despite the Fact That Dealers Are Advised to Order Early—Labor Question Still a Live Issue—The Copyright Bill in the House of Lords—Phonograph Utilized as an Aid to Composers—Imposing List of "His Master's Voice" Records—The Kaffir Piano—Caruso Enjoys His Own Voice—Changes at the Klingsor Works—National Co.'s Imposing List—Edison-Bell Staff Dinner—Columbia Co. Advertising Plans—Some Recent Columbia-Rena Records—Other Items of News from Across the Big Pond.

(Special to The Talking Machine World.)

London, Eng., Dec. 6, 1911.

Father Knick, may not have arrived yet, but his coming has been felt, and very strongly, too, for the last few weeks, during which period the factories have been more than ordinarily busy preparing his ammunition. But before I speak of the great prosperity of talking machine business here, let me embrace this opportunity of extending to my readers my very heartiest wishes for a right merry Xmas, and in all ways a profitable New Year.

In the course of my peregrinations around the trade, I have found—not that I sought it—a general feeling of dissatisfaction existent, principally amongst the wholesale firms. It appears that while manufacturers, anticipating a lively season, had exerted all their best energies in the direction of producing sufficient goods to satisfy all requirements, their calculations have fallen very considerably wide of the mark. Clamor as they will, it is impossible for the factors to obtain deliveries of machines quick enough to keep even with the demand from their dealers. This is doubtless due to a repetition of the old practice of withholding orders until the last moment. The manufacturers and even the factors had prepared themselves with large stocks, but these were soon depleted, and the dealer has only himself to blame if he cannot obtain immediate fulfillment of his orders.

The foregoing applies more particularly to machine orders, but I estimate that the same condition of things will prevail in the record field by the time these lines appear. Our average talking machine dealer is not blameable for everything laid at his door, but certainly he lacks that foresight which stamps the really live man, for, after all, the plea that he cannot forecast with any certainty the likely amount of sales is not worth much sympathy, now that the country generally is in a settled state and employment in the chief industries good. They seem to forget that while the output of manufacturers generally is based on a liberal estimate of the Christmas trade, any sudden inundation of orders must necessarily cause delay in deliveries. Everybody cannot be supplied at a moment's notice, but this fact seldom enters into the calculation of the unbusinesslike retailer. Still the goods are selling, and it is to be hoped that manufacturers will eventually make good any deficiencies of wisdom on the dealer's part.

Continued Unrest in Labor Circles.

As indicated in my last report, the chances of another great railway strike unfortunately still exist. At present things appear to be fairly normal in this section of the labor world, although the possibility of a sudden stoppage of transport facilities is not at all unlikely. The trade unions have issued a ballot to ascertain whether or not the men are in favor of the findings of the commission appointed by the Board of Trade to determine some basis upon which peace may be assured for some time to come. So far as it goes, there is not wanting ample evidence that the men will fight; and if they do arrive at this disastrous attitude, the trade of the whole country must inevitably suffer. However, we must hope for the best.

Excellent Demand for Talking Machine Goods.

Despite the foregoing state of things, talking machine firms are experiencing a splendid demand for their wares, doubtless as a result of the enormous expenditure on advertisements in the magazines, illustrated weeklies and daily newspapers. In this connection pride of place must be given to the Gramophone Co., whose splendidly designed and well-worded announcements meet the eye repeatedly. Next in order of merit comes the Columbia Phonograph Co., General, and here again unstinted praise must be accorded for the effectiveness and striking range of copy which emanates from this live house. Particularly attractive, too, are the advertisements of the National Phonograph Co., Ltd., who have allocated a big outlay in this connection. Outside these three concerns there is little to choose between the others, who, however, must in the aggregate be responsible for a very considerable amount of press publicity, which is to be commended. In comparison with last year, this season's advertising in point of quantity and quality is far and away ahead, and its educational value is undeniably great. To this increased expenditure, coupled with the fact that general trade conditions are good, one can mainly trace the present prosperity of the talking machine industry. May it long continue!

Little Change in Copyright Bill.

The British Copyright Bill, having passed its second reading in the House of Lords, has now reached what is known as the committee stage. So far as can be ascertained, no material modifications may be expected. There have been tentative suggestions on the part of certain record manufacturers to approach members of the Upper House with the object of inducing them to oppose those clauses which do not find favor with mechanical music firms, but at the moment of writing and to my knowledge no movement of this nature has been attempted. There appears to be little chance of getting the bill amended, anyway.

In the House of Lords, on October 31, Viscount Haldane, moving the second reading of the Copyright Bill, said it was a measure of very great magnitude and importance. In the first place, it went as far as was practicable in establishing a complete code of the copyright law; next, it made provision for international copyright; and, in the third place, it laid the foundations of a uniformity of copyright systems throughout the Empire. The bill swept away the whole of the common law and the whole of the statutes, with very small exceptions, and substituted a code. Consequently the law of copyright for the future would be comparatively easily ascertained by anybody by reading this bill. One other step of a distinctly forward character was the extension of copyright to the right of reproduction. The report of the commission over which Lord Gorell presided was the foundation of nearly everything in the bill. In dealing with foreign nations the general principle was to allow them to share its benefits if they gave this country reciprocal advantages. The Imperial principle embodied in the bill was that it extended to the whole Empire, subject, of course, to the power of the self-governing Dominions, to deal with it as they pleased. In order for the bill to be made operative in any Dominion the Dominion had to adopt it formally, when it became the law of the Dominion. In that way it was hoped there would be a uniform system all over the Empire. Some Dominions might not like to go the whole way in adopting the provisions of the bill; others might adopt it altogether. As to foreign countries, some would certainly go the whole way, while others would not wish to go so far. But, at any rate, a great step forward had been taken in putting the law into such a shape that it was easy for those things to be done.

Lord Gorell said this bill simplified and consolidated the whole law on the subject, which had

been in progress of evolution for nearly 200 years. Broadly speaking, the bill deserved to pass as a great consolidation measure and as improving matters in many respects, but it would require some careful consideration on many minute points. After further discussion the measure was reported as having been read a second time.

LATER NEWS.

The bill was further discussed by their Lordships, and finally passed the committee stage without material alteration as affecting the interests of the mechanical music industries.

New Conundrum Record.

His Master's Voice Co. have announced a conundrum record, the contents of which is wrapt in considerable mystery. The needle, it appears, decides the tune and, from what we gather, the idea is worked out on somewhat similar lines to the recent Zonophone puzzle-plate.

Phonograph as Aid in Composing Music.

One of the most interesting sales of the business phonograph, says the Edison Phonograph Monthly, was made recently to Signor Leoncavallo. The famous composer uses the business phonograph, when improvising at the piano, to immediately record spontaneous themes.

The machine is fitted with a 26-inch recording horn, and is placed behind the piano with the pneumatic foot trip, which controls the cylinder, just at the side of the pedals in front. Before commencing to play, the phonograph is started, and when the master strikes a chord he desires to remember, he presses the foot trip, the cylinder revolves and the recording stylus cuts into the wax the impression of the notes.

Signor Leoncavallo first used the machine at his rooms at the Savoy Hotel, and his delight is expressed in the cordial letter of appreciation we have since received and which is reproduced on the opposite page.

Signor Leoncavallo's adoption of the business phonograph for use when composing opens up a wide field in the world of music. He was particularly impressed with the purity of tone which made it possible for the composition to be written out in music form without any doubt as to the correctness of the transcriptions.

This only serves to show the immense future that lies before the business phonograph. It is rapidly taking its place in the front rank of the many wonderful inventions that have been placed on the market from time to time, and opens up big trade possibilities for live dealers.

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Violin

FROM OUR LONDON HEADQUARTERS—(Continued.)

Jan Kubelik to Make "Talker" Records.

There are few of the world's celebrity artists who do not entrust their art to wax, and there are few who do not record exclusively for "His Master's Voice" Co. The latest recruit is Jan Kubelik, a series of whose records the Gramophone people have just issued. Under their latest system of recording, the company claim to have recorded all the most delicate shades of tone-color with a degree of publicity never before secured in connection with violin records. New issues will appear at regular intervals, for the great master has recently come to an exclusive arrangement to make records only for "His Master's Voice" Co. This contract covers a period of years.

Mme. Kirkby Lunn, the great operatic contralto, has made a number of new records which can only be described as the best she has ever made, and that is saying a lot. These new issues will certainly command a big sale.

Latest "His Master's Voice Co." Record List.

As may be anticipated, "His Master's Voice" December list contains a real galaxy of titles appropriate to the festive season. Here is the complete impression: "Mr. and Mrs. Smith," by Miss Clarice Mayne (accompanied by "That"); "Wot vur do u luv oi?" (West), Mr. Albert Chevalier; "Gems from H. M. S. Pinafore," No. I and II (Sullivan), Light Opera Co.; Dance Program—"Claudine Valse" (Pedro de Zulueta); "Spring Maid" waltz (H. Reinhardt); "Quaker Girl" lancers—Figs. I and II, III and IV, and V; Monckton, arr. by Higgs; "Burglar Bill Two-Step" (Godin); "Love's Last Word Waltz" (Cremieux); "Beautiful Spring Waltz" (Lincke); "Louisiana Two-Step" (Barnes) and "Love Me Waltz" (Stolz), Herr Gottlieb's Orchestra. Scottish Records—"Land o' the Leal" and "Medley March" (traditional), Pipers and Drummers of H. M. Scots Guards; "A nicht wi' Burns Lancers," Figs. I and II, III and IV, and V (Taylor), Iff's Orchestra; "March Past of Scottish Regiments" (traditional airs), The Imperial Bandsmen; "Songs of the North," Selection I (Lawson),

Mayfair Orchestra; "Will Ye No Come Back Again" (traditional), Miss Nina Horsburgh; "My Heart Is Sair" (traditional), Miss Jenny Taggart; "March of the Cameron Men" (traditional); "Loch Lomond," "Jenny's Bawbee" and "The Hundred Pipers" (traditional), Mr. Robert Burnet. Ballads—"Slave Song" (del Riego), Mme. Kirkby Lunn; "Star of Bethlehem" (Adams) and "A Perfect Day," Mr. Evan Williams; "The Corporal's Ditty" (Squire), Mr. Harry Dearth; "The Token" (Squire), Mr. John Harrison; "The King's Minstrel" and "When Bright Eyes Gance" (Hedgecock), Mr. Thorpe Bates; "Absent, Yet Present" (Diehl), Mr. Gerold Elwes. Quartet—(a) "God So Loved the World" ("Crucifixion"), (b) "Sevenfold Amen" (Stainer), Miss Percival Allen, Mme. Edna Thornton, Messrs. John Harrison and Robert Radford. Christmas Records—"O Salutaris Hostia" (Sid Ed. Elgar); "Motet Ave Verum Corpus" (Mozart); "Sanctus," from "St. Cecilia," "Messe Solennelle" (Gounod); "In Sorrow and in Want" (Sir F. Bridge); "When the Crimson Sun Has Set" (Arr. by Greathedge), and "Ring Out With Jocund Chimes" (Sir F. Bridge), Westminster Abbey Choir; and "The Conundrum" (a paradox) Humorous—"He's Awfu' Guid tae Me" (MacDonald and Williams), Miss Jean Aylwin; "Maisie Lou" (Lawrence and Arthurs), Mr. G. H. Elliott; "When Richard the First Sat on the Throne" (Manning), Nelson Jackson; "Now I Have to Call Him Father" (Collins), Miss Vesta Victoria; "I Wore a Little Grey Bonnet" (Monckton), Miss Gertie Millar.

Peculiar African Musical Instrument.

Richard Northcott writes the following interesting description of an African native instrument: "Kaffir piano" is the white man's name for the zange or sensza, a musical instrument which has been popular in Africa certainly for over 1,000 years. It consists of a hollowed slab of wood on which, at one end, are fastened numerous metal tongues of varying lengths; these pass over two rods of iron and are held down by a central bar, over which the tongues vibrate when plucked or

chicked by the fingers. Buzzing effects are obtained by the shaking of cowrie shells, bits of loose metal, etc., attached to the instrument. In days gone by the zanze was played at night round the camp fires, and the weird melodies produced would have delighted the ears of Richard Strauss. But the "boys" of Africa have now tasted the joys of the jew's harp and mouth organ, and consequently the old instruments are rarely met with, even in the wildest parts.

Excellent Edison Bell Records.

Edison Bell records to hand demonstrate very eloquently the superior class of product which the company now maintain. In almost every company's list there are issues which sometimes leave room for improvement, but this aspect in reference to the V. F. monthly records is mainly conspicuous by its absence. We have tested some recent examples and find that on the average the same high standard of quality predominates throughout each monthly batch of records. Recent titles include: "Spirito Gentil" and "Quest o' Quella"; "El Fiore" (Carmen) and "Arioso," from Paggiacci, beautifully rendered by Senor Bocardi, the well-known Spanish tenor. "Robin Adair" and "The Old Folks at Home" are two old favorites sympathetically treated by Mme. Brola, a newcomer to the Edison Bell ranks. Some fine 10-inch Edison Bell discs are also to be recommended: "I Want to Go to Lancashire" and "I Live at No. 23," by Miss Daisy Dormer; "Durando Valse" and "Rubinstein's Melody in F," pianoforte selections by Berti Renard; "Belle of New York," selection I and II, by the Band of King Edward's Horse; and, finally, "Xmas Memories," selection I and II, which is a potpourri of carols, hymns and songs typical of Xmas Day in Merrie England.

Caruso's Interesting Experience.

An interesting experience recently befel Signor Caruso in Berlin. As a variation of his usual evening's occupation he attended a gramophone recital of records of his own voice. He was very attentive throughout the performance, and when



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEMIVE OF EGYPT



To H. M. the KING OF ITALY



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FROM OUR LONDON HEADQUARTERS—(Continued.)

afterward questioned by a newspaper reporter, Caruso declared: "Yes, I think I may say that the concert was very enjoyable!"

Does Not Want to Miss a Number.

Among the many testimonials received at this office from time to time is a recent one from a provincial subscriber who, in forwarding a renewal subscription for 1912, says: "I am sending it a little in advance, as I am anxious not to miss any of the numbers. I have enjoyed reading the paper very much this year and should greatly miss it if I were not to take it now!"

Retires from Klingsor Works.

Following upon A. Vischer's retirement from the Klingsor Works, this city, comes an intimation that the other partner, H. E. Heyder has also relinquished his connection with this firm. For the present the business will be continued by someone from the continental manufacturers, whose goods Messrs. Heyder and Vischer controlled here. The Polyphon machines, which up till recently they also handled, are now being sold here by a different firm altogether. This firm, by the way, are issuing Polyphon records in addition to the disc instruments bearing the same name. Without expressing an opinion one way or the other, there has arisen some question as to their right to use the word Polyphon, in view of the fact that for quite a considerable period, several years, in fact, a well-known firm here, who have established a big reputation in the trade under the name and style of the New Polyphon Supply Co., take exception to such application of the name as trespassing on their privileged or lawful adoption of the word.

National Co. Record List for Holidays.

In common with other manufacturers the National Phonograph Co. have produced a fine and varied program of suitable titles for the festive season, and many a home will be enlivened this Xmas tide by the prolific enjoyment obtainable from these special Edison records, of which there are something like sixty listed. Lovers of Dickens will find the admirable quotations transferred from the book to the wax, excellently suggestive of the season at hand, and the new issues, carols, hymns, etc., should prove exceedingly popular. We have not space to print this list in detail, but are privileged to quote hereunder the advanced list of titles to be issued in the January supplement: Edison Amber records—"Selection of Moore's Irish Melodies" (Moore), H. M. Irish Guards Band; "Why Can't We Have the Sea in London?" (Godfrey and Williams), Billy Williams; "Some Day You'll Know" (Cooke and Pether), Albert Crawley; "Leave a Little Glimmer in the Fanlight, Dear" (Cliffe and Moore), Stanley Kirkby; Imitation of Sir Henry Irving in "The Bells," Bransby Will-

iams; "When the Drums Begin to Roll" (Fendon and Darewski), Miss Florrie Forde; "Young Tom o' Devon" (Kennedy Russell), David Brazell; "I'm On My Honeymoon" (Mills, Weston and Scott), Jack Charman; "Aye, Waken O!" (Lauder), Harry Lauder; "Good-Bye Till We Meet Again" (Lauder), Harry Lauder; "I Am a Roamer" (Mendelssohn), Peter Dawson; "Baby Face" (Ridgwell and Stevens), Jack Pleasants; "Moonlight in Jungeland" (Dempsey and Schmid), Collins and Harlan; "You Taught Me How to Love You, Now Teach Me to Forget" (J. Drislane), Joe Maxwell; "All Alone" (H. Von Tilzer), Miss Ada Jones and chorus; "The Pink Lady," selection (I. Caryl), American Standard Orchestra; "Charme d'Amour—Valse Lente," bells solo (E. F. Kendall), Charles Daab; "Winter" (A. Gumble), Billy Murray and chorus; "Masaniello Overture" (Auber), Edison Concert Band; "Praise Ye"—"Attila" (Verdi), Miss Agnes Kimball, Reed Miller and Frank Croxton; "The Fisherman and His Child" (C. A. White), Anthony and Harrison; "Flora's Holiday Song Cycle" (H. L. Wilson), the Frank Croxton Quartet; "Fisher's Hornpipe Medley" (violin solo), Charles D'Almaine; "Pinafore Airs, No. 4" (Gilbert and Sullivan), Edison Light Opera Co.

Edison Standard Records—"All Alone" (H. von Tilzer), Billy Murray and chorus; "With Shot and Shell" march (B. Bilse), United States Marine Band; "Eileen Alannah" (J. R. Thomas), Will Oakland; "You've Got To Take Me Home Tonight" (R. Goetz), Miss Ada Jones; "John James O'Hara" (Murphy), Miss Florrie Forde; "In the Shadows" (Finck), Alhambra Orchestra; "Come and Have a Look" (Godfrey and Williams), Billy Williams; "El Abanico March" (Javaloyes), H. M. Irish Guards Band; "La, La, La, La, Sing This Chorus With Me" (Rule), Stanley Kirkby; "The Magic of Your Voice" (Carr Hardy), Albert Crawley; "Sweet Jenny Grey" (Morse), Jack Charman; "Mikado Waltz" (Sullivan), National Military Band; and "The Wearin' of the Green" and "The Rocky Road to Dublin" (solos on Irish bagpipes), W. N. Andrews.

Interesting Experiences in Africa.

Mme. Clara Butt and Kennerley Rumford are having all manner of excitements in South Africa. For instance, they recently witnessed a native war dance at the Robinson Deep Compound, Johannesburg. It was somewhat of a shock to the popular contralto when, on her stepping out of her motor at the compound, a Kaffir chief leaped about six feet into the air and landed at her feet. Of course, he meant it kindly. "The stature of the lady visitor," it was stated in the Johannesburg Star, "evidently excited the awe and admiration of the Kaffir warriors." She "looked like a majestic

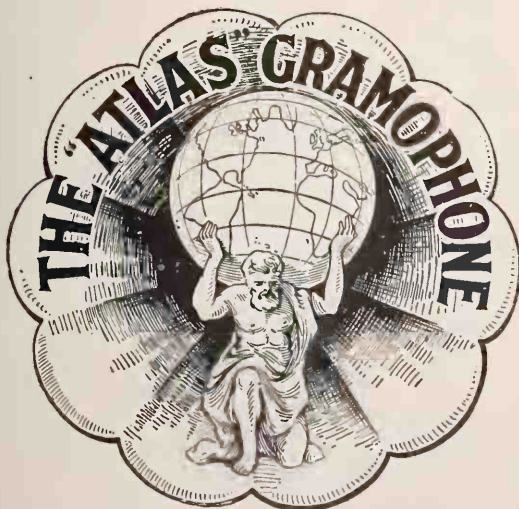
tribal queen as she flourished the knobkerry and shield with which she was presented." The natives executed a number of weird dances for the edification of the visitors and also evolved some strange music from Kaffir pianos—whatever they may be. Altogether it was a merry gathering and, of course, Mme. Butt was photographed, knobkerry, shield and all. At Pretoria, by the way, she received a somewhat strange request. It was to ask her to sing in the Zoo there. The much-sought-after artist did not care to select any particular cage for fear of hurting the feelings of the occupants of the others, so she declined the tempting invitation. Yet the lions would have found Brahm's "Wiegenlied" very soothing!

The December Zonophone Record List.

With their usual promptness the British Zonophone Co. have issued a magnificent list fully charged with selections eminently suitable for the festive season at hand. The list is all the more interesting when one remembers that the company claim to present only top-hole talent. Both as to artists and title quality we are of opinion that their claim is justified, and indeed evidence is not wanting in indorsement of this view since, after all, the best argument is the enormous record trade which is being experienced by all their dealers at the present time. We have not space to expatiate in any detail upon the latest Zonophone issue, but the following which figure in their December list will undoubtedly sell on merit alone: "All That I Ask Is Love" and "Everywhere I Go I Leave My Heart With You," Ernest Pike; "Oh! Hear the Wild Winds Blow" and "The Stormfiend," Peter Dawson; "The Piper and the Drummer" and "Song Birds in the Dell," Zona Vevey; "The Spaniard That Blighted My Life" and "They Can't Find Kelly," Billy Merson; "Old Daddy Peg-Leg" (two-step), and "Dutch Kiddies" (two-step), Black Diamonds Band; and "Bonnie Lizzie Lindsay" and "The Referee," Harry Lauder.

Edison Bell Staff Dinner.

Under the chairmanship of J. E. Hough the annual dinner and smoking concert initiated by the employes of the firm that bears his name was held at the Talbot Hotel, London Wall, on the evening of Saturday, November 18. An excellent menu, consisting of the usual courses, not forgetting the V. F. pudding, was provided, and thoroughly enjoyed by the 108 persons present. A number of well-known artists who make records for the firm had kindly consented to appear, and their contributions considerably added to the gaiety and pleasure of those present. Selections were rendered by Olly Oakley, Harry Fay, Senor Bocardi, Chas. Watkins, Will Webb, Messrs. Watt and Scott, Miss Elsie Lawreen and Miss Elda May. Thanks to the splendid arrangements made



1912

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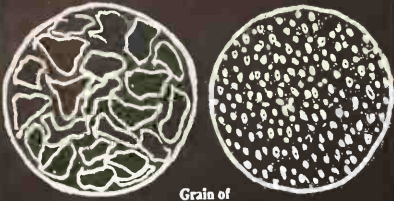
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by C. Lawreen, the organizer and treasurer, the whole evening was one long round of real enjoyment. The time passed all too quickly. Just prior to breaking up the chairman took the opportunity of proposing a vote of thanks to the artists who had so generously volunteered their services, and this was vociferously responded to. In a few happily-chosen words R. J. Fulton (John G. Murdoch & Co., Ltd.), and Louis Sterling (Columbia Phonograph Co.) replied to the toast of the visitors. Amid much cheering Arthur Hough proposed a hearty vote of thanks to Mr. Lawreen, who as organizer was largely responsible for the carrying out of everything which contributed to this most successful evening.

The visitors included George Murdoch and R. J. Fulton (John G. Murdoch & Co., Ltd.), Louis Sterling (British manager Columbia Phonograph Co., General), W. Leighton (Leighton & Co.), R. Hellendall (Blum & Co., Ltd.), and Director H. Hesford and Auditor H. C. Purkis (J. E. Hough, Ltd.).

Such events as these are none too frequent in the talking machine trade. We would like to see more.

Plan Extensive Advertising Campaign.

The Columbia Co. send us details of an even more extensive advertising campaign than any yet announced. The scheme takes in dailies in London and the chief provincial towns and in Scotland, weeklies of the popular class, and all the leading magazines. From announcements which we have seen we gather that the whole of this vast appropriation will be concentrated (with a possible exception or two) upon Columbia-Rena records. The Columbia advertising manager computes that something like twelve million people will see the Columbia-Rena advertisements each month.

The Columbia Co. make a regular practice of referring to dealers all inquiries received in connection with their extensive advertising, and where the dealers follow them up intelligently good business has resulted.

Columbia-Rena Record Christmas Supplement.

The Christmas supplement of Columbia-Rena records comes to us resplendent with an effective design in colors. If there is, as we are told, much in first impressions, then we can only say that the sight of this supplement is excellently suggestive of the seasonable character of the records which it advertises.

Descriptive records are a strong feature of the Columbia-Rena Christmas list, including the portrayal of a shipwreck scene in which there is a storm of great violence and with effects that are remarkable. Other titles are "The Bugler's Dream," a performance which is highly realistic, and "Santa Claus' Workshop," with the effective introduction of a number of children's musical instruments.

The famous Regimental Band of H. M. Scots Guards, which plays exclusively for Columbia-Rena, is represented on the Christmas supplement by two magnificent medleys of carols and hymns.

While a record of very unusual character is found in the same list bearing the title "The Story of the Birth of Christ" and the Lord's Prayer and Twenty-third Psalm, one unversed in the ways of the record-buying public might pardonably wonder at the daring of such an experiment. But the fact is that the Columbia Co. have been long and frequently requested to issue a disc record of the Lord's Prayer and Twenty-third Psalm, these sacred excerpts having been one of the most popular in the old Columbia cylinder records.

Another big favorite on Columbia-Rena in this month's new list will assuredly be the 12-inch two-part record of "H. M. S. Pinafore" selections. One side is devoted to vocal numbers and the reverse gives other titbits from the Savoy opera by the orchestra. This is the second of this "Vocal Gems" series, the first being "The Mikado,"

and we understand that others are on the way.

This month the Columbia Co. are to the fore again with the announcement that they have secured the exclusive recording rights in Morgan Kingston, the celebrated concert tenor.

The subjoined titles also figure in this month's Columbia-Rena list: 12-inch—"Fountain Fay," Miss Alice Parsons, and "Two Little Love Bees," Clarke Braine, from "The Spring Maid"; Emperor Frederick March" (two-step) (Freidemann), and "The Spring Maid" selections (Reinhardt), Princess Orchestra. 10-inch—"I'm So Spiteful" and "The Spaniard That Blighted My Life," Billy Merson; "Dolores Waltz" (Waldteufel), and "Vanity Waltz" (La Spanola), accordion solos, Guido Deiro; "Hallelujah Chorus" (Handel), from "The Messiah," Part I and Part II, the Handelian Choir; "At Midnight" (J. Aviles), violin, flute and harp trio, and "Christmas Bells" (C. Buttshardt), violin and harp duet; "Christmas Memories," Part I and Part II, Band of H. M. Scots Guards, and "Day Dreams, Visions of Bliss" (waltz song from "The Spring Maid"), Margaret Mayhew and Irving Gillette, and "My Beautiful Lady" (waltz song from "The Pink Lady" (Caryll), Idelle Patterson.

THE FLOOR SALESMAN OUTSIDE.

Practically every really competent floor salesman can make good if he will as an outside salesman. He already has the foundation of knowledge—the great essential in salesmanship—and is used to meeting men. He must get the aggressive faculty developed, because the trade will have to be canvassed, called on and worked with persistently from 8.30 in the morning until 5.30 at night; but, not having learned to be lazy or a quitter, the graduate floor salesman will find it easier to learn his new lessons with the advantage that come of knowledge and floor experience behind him. And he will soon realize the spirit of the hunter of big game—the enthusiasm for the chase—the exultation that comes with the knowledge that he at last is not a passive waiter for business, but is an active creator of it.

"SAVE IT. FOR IT IS MINE!"

The smoke curled out of the windows in thick, black clouds. Flames shot out, and it was evident that the building was doomed. But the firemen were working bravely, and all the men, women and children were saved.

Suddenly a young woman rushed up to a fireman, her hair hanging down her back and her eyes wide open with horror.

"Save it!" she cried, pointing to a second floor window. "Save it, for it is not mine."

With a fearless smile the fireman mounted the ladder, amid the cheers of the people.

"How old was it?" asked a lady of the distressed one.

"Only a month, and he is coming back without it!"

"Madam," said the fireman, "I could find no child."

"Child!" screamed the woman, "I said nothing about a child."

"What then?" asked the puzzled fireman.

"A phonograph I had on the installment system." Then she fainted.

A close study of the subject of courtesy should be made through contact with those who are naturally affable; those who practise successful methods of salesmanship; and those whose actions, in both official and social relations, are governed by ordinary etiquette. A study of Government methods, as applied in the Army and Navy, as well as in diplomatic relations with other countries, is well worth the effort. There are books treating of courtesy that will be well worth the time of the ambitious clerk to read.

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

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LUNCHEON GIVEN BY TALKING MACHINE DEALERS

Eastern Talking Machine Dealers' Association Entertain Dealers of Eastern States at Pleasing Affair on November 21—Aims, Objects, Accomplishments and Future Prospects of Association Discussed and New Members Enrolled—Henry C. Brown, of the Victor Talking Machine Co., Geo. P. Metzger, of the Columbia Phonograph Co., and Others Make Interesting and Instructive Addresses on "The Circular Letter" and "The Follow-Up."

The officers and members of the Eastern Talking Machine Dealers' Association, as sellers of talking machines realize that the most effective way to interest a "prospect" and acquaint him with the wonderful development and possibilities of these instruments is to invite him to the store and give him a personal demonstration. In the campaign to build up their association, therefore, the most natural thing was for the dealers to take a leaf from their book of selling rules. As a result they invited a majority of the live dealers of the Eastern States to be the guests of the association at a luncheon held at the Cafe Lion d'Or on West Twenty-fourth street, New York, on November 21 and learn at first hand of the success of the association to date, its aims and objects and future prospects.

About sixty members and non-members as well as representatives of the big manufacturing companies responded to the call and served to insure the success of the affair. After an excellent menu had been discussed and the cigars lighted, Frank C. Storck, president of the association since its organization, assumed his duties as toastmaster and introduced the first speaker of the afternoon in the person of Henry C. Brown, advertising manager of the Victor Talking Machine Co., who had as his subject "Circular Letters."

H. C. Brown Discusses Circular Letter.

Mr. Brown in the course of his interesting remarks made a strong appeal for personality in circular letters, and the necessity of offering the recipient something to think about and something to interest him. "The secret of the success of the circular letter to a large extent," said Mr. Brown, "is in asking the recipient to do something on his part for having received the attention of the dealer who sent the letter. Whether it be to fill out a coupon for the purpose of securing a catalog or to call at the store for the purpose of making a personal inspection, such a request is very likely to impress even the busy man with the idea that the subject of the letter is worthy of his attention, and whether he grants the request or not he still retains a certain sense of obligation which may be utilized as an opening wedge by the dealer.

"In planning a campaign of circular letters he should first of all make a study of the needs, likes and dislikes of his prospects and be largely influenced by his information in that direction in the preparation of his letters. There are so many

subjects covered by the talking machine that some point can be found to directly interest practically every person, whether his hobby is amateur theatricals, the opera or popular music, and the dealer who does not know just at what point to make his attack by letter is, in my opinion, wasting just so much time and postage.

"By catering directly to the individual tastes of the prospect the dealer can open to him entirely new fields in which the talking machine is a growing factor and with which the prospect is entirely unfamiliar and in which through its very unfamiliarity he has not been previously interested. In the field of religious music, for instance, the talking machine offers great opportunities for the churchgoer to become thoroughly familiar with his or her favorite hymn. If the person goes to church regularly he may hear 'Lead Kindly Light' sung once next Sunday and then may not hear that same hymn sung again in the church for the next six months. The churchgoer, therefore, can be directly approached by the talking machine dealer, either in person or by means of a circular letter, in a manner that should prove most convincing, for he can be offered the very music for production in his home at any and all times that so strongly appeals to him during the church services. This is only one of the many instances that come to my mind where personality may be given to the circular letter, and other opportunities are almost numberless.

"The idea that the general public knows all about the talking machine of the present and that the bulk of the demand has been supplied is all wrong, for in view of our own experiences fully 75 per cent. of the public do not know enough about the instrument nor its wonderful possibilities as offered to-day.

"In other words, only the surface has been worked, and if the dealer holds that the trade is falling off in his section it is an indication that he has not gone deep enough below the surface after the business. Some people have even gone so far as to claim that the demand of the moneyed people had been filled and that the remaining business must come from those not so well supplied with worldly goods. I was offered such an opinion by a wealthy officer of a large corporation while traveling in a Pullman car recently, and upon direct inquiry discovered that he himself did not own a machine and that none of his dozen friends in the

same car were talking machine owners. Investigation disclosed the fact that they had not kept pace with the development of the talking machine and records of to-day shown to him and demonstrated during the past few years and had not taken the trouble to investigate. Each of those men only needs to have the talking machines and records of to-day shown to him and demonstrated to become a live prospect for some dealer. This little incident can be taken as indicating an actual condition." Mr. Brown had much more to say along the same lines, and at the close of his remarks was heartily applauded.

Geo. P. Metzger Discusses "The Follow-Up."

The next speaker of the afternoon was George P. Metzger, advertising manager for the Columbia Phonograph Co., who had for his subject "The Follow-Up," and who said in part:

"Now, as it happens, this subject of follow-up is one that fits my own convictions like the handle in a hammer. And I believe it is too often regarded as the tail-end of business-getting, where it is really the biggest part of it—not the most difficult part, not the most expensive part, but as essential as any other.

"The follow-up idea is a good deal broader than it sounds. I believe the dealer is missing a fat slice of his legitimate income if he doesn't realize that his follow-up should be made to include the following-up of:

- "1. The person who calls at the store and shows interest;
- "2. The person who calls at the store and shows no interest;
- "3. The person who doesn't call, but writes or telephones;
- "4. The person who never calls nor writes nor telephones, including (5) the person who owns a talking machine, or has owned one, and has lost interest, and (6) the person who never would have a talking machine in the house.

"Now, does that leave anybody out? If it does, make him No. 7 and you'll find your poor prospects are comprised mostly of those who never get more than \$3 ahead in their lives.

"Now, I know some dealers who miss connections with all seven of those classes of prospects. But take No. 1 first. He is, of course, easiest. He has called at the store and shown interest. It's nothing less than a bad business break to let that person get home without at least being brought much nearer to a purchase than when he came in. And to let him go out of the door without getting his name and address is just like signing a blank check and leaving it out in the street. And it would be ridiculous for me to mention such a condition here if it were not a fact that it's happening every day all over the country. We can learn a

(Continued on page 44.)

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

Salter's Patent Felt
Lined Shelf

Cabinets

Our latest Catalogue showing
our entire line will be sent on
application.

WRITE FOR IT TO-DAY



No. 788.



No. 776.

WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES

The three Columbia "Regent" Grafonolas can sell on their shape, or their novelty, or their tone, or their convenience, or their finish. No one knows it better than the dealer who has tried to compete with them.



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

LUNCHEON GIVEN BY DEALERS.
(Continued from page 43.)

good lesson from the well managed shoe store in that matter. Ever notice that a good shoe salesman won't pay any attention to what you tell him you want till he gets you sitting down with your shoe off? The average man won't go away in his stocking feet, and even if he is not suited, there's a chance for the salesman to get him straightened out again before he can get that shoe on and laced up. There are ways enough of holding a man in the talking machine store until you have at least jotted down his name and address, and there are reasons enough for you to advance why he should leave his name and address. It's a terrible waste to miss connections at that stage of the transaction. The outside work is all done—the goods are manufactured and advertised and in demand, and the dealer has paid his rent, cleaned the windows, put his sign up, hired his clerks, bought a cash register, and the only thing missing is the little spark. You know you can get a gasoline motor all perfectly adjusted from carburetor to batteries, and you can crank yourself blue in the face and never get a wheeze if you neglect to twist the little button of the switch.

"The No. 2 class, who call at the store and show no interest, are much underestimated. Many people are always on the defensive and won't show their interest if they can help it. But if such a man steps inside the door he becomes a prospect. When he comes in and asks for a catalog and starts right out in a hurry, do you stop him? It's always easy to offer some reason for stopping him. If he asks for a machine catalog, you can ask him enough questions in ten seconds to give you a very clear line on his qualifications as a prospect. If he owns a machine, what make? Up to date? Thinking of changing it? Heard such and such a record? If he does not own a machine, will he allow you to arrange a demonstration at his home or at the store, and when? Is he posted on the development of the instrument during the last two years or so? Will he let you show him the newest type of hornless instrument? Has he heard so and so sing such and such? If he asks for a record catalog, a similar series of questions can be used to get a hold on even the man who is in a hurry.

"No. 3. The person who writes or telephones is possibly the best understood and the best followed of all, but

"No. 4, the person who never calls nor writes nor telephones, that's the man you are missing. That's the man who is going to build up your bank account. It is absolutely only a matter of methods. And I believe that's the man who can surely be made to produce not merely a little more business for one dealer in ten, but much more business for nine dealers out of ten.

"I believe there is plenty of business in not only following up leads but creating the leads and then following them up. The purpose of advertising is very largely to create the need, not merely to influence purchasers of some one and special product that meets the need already existing.

"Of course the foundation of the talking machine business is the inborn desire of the people

for music and entertainment. But the millions of dollars expended in advertising talking machines have been mostly devoted to the building up of a desire for and an appreciation of that form of music and entertainment. And what has been done nationally can be done locally and much more easily—for the ground is prepared for it.

"Would anyone of you (except Storck) dare to wager a box of cigars that I couldn't go to ten good families at random, in your territory, and discover that only two of those families owned talking machines, and that of the other eight only two had ever been approached, in a store or at home—by letter or telephone or personal call—by someone who wanted an opportunity to show them what the modern talking machine is as a musical instrument? If that condition exists, as I happen to know it does in some good territory, who is missing a good thing? I tell you that of those six families who have never had the subject presented to them personally, I believe three would turn out to be the best kind of customers. I know this: If I were a retail dealer, I'd prove it. Regardless of how busy I was, I'd promise myself that during the next six months I would myself make six careful calls every week on six families who ought to own a modern talking machine and a good outfit of records. I'd get their names from my customers who knew them personally and whom I would induce to bring up the subject or at least support me. But I wouldn't be reluctant to tackle them anyway, without any support. There are forty other ways of getting the names. I'd get all the help I could, but if I had no help at all I'd go just the same. I tell you the whole subject of the possibilities of the modern talking machine and records is a new subject to a hundred families out of every ten thousand. I believe in following up the man whose business I want as if he owed me \$50—following him up until he does owe me \$50."

Progress Made in Cylinder Records.

Mr. Metzger's remarks were enthusiastically received and he was followed by John Kaiser, manager for the U-S Phonograph Co., who spoke upon "The Future of the Cylinder Talking Machine." Mr. Kaiser dwelt upon the advance made in the art of producing cylinder records that would stand up under any and all conditions and of the fact that it had been proven that indestructible cylinder records could be produced that would present the same smoothness and the same fineness of detail that was to be found in the master record. He offered it as his opinion, backed by many years of experience in the talking machine trade, that "the new cylinder records, those made by his company, would, providing the recording talent was of equal merit, compare on an even basis with any records at present on the market." Mr. Kaiser also took occasion to point out the successful and growing use of cylinder records for the study of languages and for other similar purposes.

Following the conclusion of Mr. Kaiser's address, the toastmaster read a letter from I. C. McChesney, advertising manager for Thomas A. Edison, Inc., expressing his regrets at being unable to be present at the luncheon, but extending to the dealers the best wishes of his company.

President Storck, in a closing address, pointed

out the progress made by the association during its existence, the real objects of the organization, and the many things that could be accomplished, calling especial attention to the advantages gained by the dealer in the exchange of ideas and opinions formally and informally at the various meetings. He also cited several interesting experiences, in the selling of goods and the development of trade. Several of the dealers present took occasion to relate experiences enjoyed by them in the conduct of their respective businesses, after which the meeting adjourned.

President Storck and the members of the association were heartily congratulated on the success of the entertainment, which resulted in the enrollment of a number of new members on the spot and will undoubtedly bring further returns in the future. Among those who attended as guests were a trio of dealers from Hudson County, N. J., all former members of the Hudson County Talking Machine Dealers' Association, which was disbanded in 1907, and who took occasion to affiliate themselves with the newer organization.

DAVEGA CABINETS POPULAR.

In the advertisement of the S. B. Davega Co., New York, which appeared in the last issue of *The World*, a wrong illustration of their 1910 model, No. 100 cabinet, was inserted through an error instead of the latest model, photo of which appears herewith.



The S. B. Davega Co. report remarkable success with their new model No. 100 and their No. 900 cabinets. In fact, they say they are by far the best sellers they ever had. Business in general is reported to be very brisk and the company announce that they are ready with enormous stocks to meet all holiday demands.

Watch the new customers and cultivate their acquaintance, for they sometimes turn into the best customers.

It stops the Machine right there

The
**CONDON-
AUTOSTOP**
does it

There's a Point
on Every Disc
Record Where
Harmony Ceases
and Discord Begins



Every one knows the DISCORDANT GRIND that lurks in the inner rim of every disc record. It is this last bite of the rind that spoils the whole melon. It is this last scratching and scraping and wheezing of the needle, in contact with the record that KILLS THE CLIMAX of the song or music reproduction.

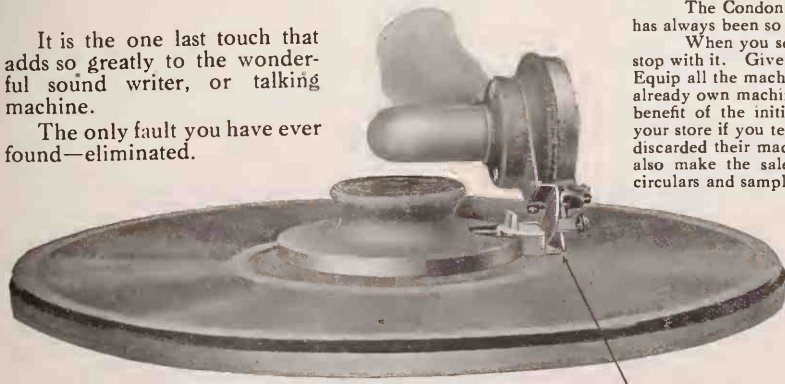
YOU NO LONGER HAVE TO SUFFER THAT DISCORD.

The Condon Autostop relieves it.

You may now sit and listen through the ENTIRE PIECE and surrender yourself completely to the effect of the singer or musician's wonderful rendition from beginning to end as if you were sitting before him in a public audience. There is no longer the expectancy of submersion of the piece into a raucous discord as the needle reaches the end of the record following the grand finale of a selection by Caruso, when your friends are seated in your home for an evening's entertainment.

It is the one last touch that adds so greatly to the wonderful sound writer, or talking machine.

The only fault you have ever found—eliminated.



Mr. Dealer:—

The Condon Autostop is the automatic stop for talking machines which has always been so necessary.

When you sell a talking machine, sell it complete. Sell a Condon Autostop with it. Give your customers all the pleasure and satisfaction that is their due. Equip all the machines you sell with this most necessary accessory. Those who already own machines should be told about it. Tell them—be first—and get the benefit of the initial sales in your territory. Old customers will come back to your store if you tell them of the Condon Autostop. Many have practically discarded their machines because of the need of a Stop. The sale of a Stop will also make the sale of new records. It's a big seller everywhere. Send for circulars and sample.

It is Guaranteed For Life!

Condon-Autostop Co.

26 FRONT STREET, NEW YORK, N. Y.

John F. Talmage, President

Wm. A. Condon, Sec. and Treas.

FROM OUR CHICAGO HEADQUARTERS

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

Every Indication Points to Large Increase in Trade in Talking Machines for 1911 as Compared with Previous Year—Shortage of Low Priced Hornless Machines a Serious Hindrance to a Larger Trade—Women's Clubs and the Talking Machine—Otis Bigelow to Handle Victor Talking Machines—Edison Jobbers Report Steady Increase in Business Throughout Territory—Great Activity at All Columbia Branches—Victor Co. Restrain Local Representative of Polyphon Co.—Wurlitzer Co.'s Greatest Victrola Day—Talking Machine Co. Carry on a Great Cabinet Campaign—Other Items of Interest.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1911.

November made a good showing for itself in both a wholesale and retail way; fully as good as that predicted as a result of the excellent October business. It is fully apparent now that in spite of two or three mid-year months, displaying a slight loss over last year, that 1911 will wind up a mighty fine volume of business with a notable increase over 1910 to its credit.

There is no doubt that the shortage of the lower priced hornless machines will reduce the amount of the December business to some extent, nevertheless the forehanded dealers who placed their orders early are not in such bad shape, and there is evidence to show that the horn machine is by no means so dead as a superficial survey of the situation might lead one to believe.

Jobbers and retailers here declare that the demand for the high-priced hornless machines is showing no diminution. The Chicago jobbers, at least, prepared for the demand, and in fact devoted their energies all summer to accumulating large stocks. The fame of these stocks has spread abroad, and within the last two or three weeks several instances have been reported to your correspondent of Eastern jobbers writing to friends in the Chicago trade, saying that they could not get positive assurance from the factories that their demands could be met and inquiring whether the Chicago houses could help them out. These inquiries have been answered in the negative, showing that the jobbers here have faith in the disposal of the high-priced machines.

The holiday business is in full blast in local retail circles. No better evidence of the fact that the talking machine business is on a strong staple basis could be found than a comparison with other branches of the music trade. The talker is in the lead indubitably.

Good Hint from Aurora, Ill.

The Aurora Woman's Club, which is affiliated with the Illinois Federation of Women's Clubs, has been enjoying a series of Grand Opera Concerts, in which grand opera is given complete with the aid of the Victrola and assistance of local talent. The club has a membership of 400. Last year they entertained the members with six operas and this year are running a series of three operas, repeating each one once, giving the first performance at the club rooms in the afternoon and the second performance at one of the member's homes in the evening so that the men who find it impossible to get away in the afternoon may attend.

Miss Alice Doty Wernicke, a pianiste of considerable repute, interprets by use of the piano that part of the score which is unobtainable in records. During the recent production of the opera "Carmen," one of the vocal soloists, who is assisting the club, interpreted the Spanish dance in costume. The rendition of the music is supplemented by papers on the life of the company and the artists who have made the various roles famous, and some of the members who have made a study of the operas and have witnessed the latest performances, read papers descriptive of the stage settings and other details, so that the members are given as adequate an idea of operatic

works as can be obtained without seeing a performance given by one of the great companies.

Egerman & Randolph, Victor dealers at Aurora, are the originators of this idea, and have been instrumental in insuring its popularity and success.

Just in Time for Holiday Trade.

Otis Bigelow, the well-known music dealer of Dowagiac, Mich., South Bend, Ind., and Chicago, has just qualified as a Victor dealer in Chicago. Mr. Bigelow did not tackle the large city proposition until a couple of years ago. He opened here with pianos alone, and until a few weeks ago had restricted quarters in a second floor location. Now he has the ground floor store at 215 Wabash avenue, occupied until last year by the Columbia Co. and has seized the opportunity afforded by his increased facilities to join the talking machine cohorts.

It has been a wonder to many why the great Republic building at the corner of Adams and State streets, has so far been exempt from invasion by the talking machine. There are any number of piano concerns in the building, most of them occupying crystal front stores facing the elevators on the various floors. The Schaeffer Piano Mfg. Co., which has its offices and warerooms on the third floor, has now come into line and has established a Victor department in charge of Mr. Vining, retail manager.

Report Increased Edison Business.

Local Edison jobbers all report a large increase in the ever-staple Edison business, attributable to the new standardized Edison type, the exceptionally heavy advertising on Edison records, and the introduction of the new style amberola. The Edison retail dealers report the same condition of affairs. The Edison Company have been doing some very timely advertising in all of the dailies, carrying out the idea that Marguerita Sylva is the same great star of the musical comedy, "Gypsy Love," on Edison phonograph records that she is on the stage of the Chicago Opera House, where the show is now having a big run. Every Edison dealer whom your correspondent has talked with says that this publicity is selling a lot of Sylva records.

Interesting Uses of the "Talker."

A great deal of attention has been given by the daily papers the past few weeks to unusual uses of the talking machine. At a recent meeting of the Borrowed Time Club of Oak Park, the members of which are all septuagenarians, and therefore living on borrowed time, the voices of two deceased members were heard through the medium of records taken while they were alive. The voices of the dead were heard, not only in stories of pioneer days, and also in favorite religious songs, in which their living comrades joined.

The accounts of the remarkable gathering of the Oak Park Society stirred up the members of the great Chicago Historical Society, which maintains a building devoted to mementoes of the early days of Chicago and of records showing the development of the western metropolis along all lines from year to year. The directors have under consideration the matter of systematically collecting records of reminiscences and of interviews with pioneers still living, and of men and women prominent in civic, political, commercial and literary circles.

The voice of John Alexander Dowie was heard a few Sundays ago, delivering a spiritual message at a meeting presided over by Wilbur Glenn Voliva, general supervisor of the Zion forces, at the Tabernacle on Michigan avenue. Dowie, while alive, made a number of records on an old Columbia grand cylinder graphophone. It was one of these records which was used with such dramatic effect. According to the dailies, former followers of Dowie "sat with bated breath, and some wept as they listened to the voice of their dead leader."

Some Clever Retail Stunts.

E. T. Van de Mark, one of the enterprising talking machine dealers outside the "Loop" district, has made some important changes and improvements in his store at 305 E. 43rd street in preparation for the holiday trade. The former booths have been torn out and two large "demonstration rooms," each 9 x 12 feet in size, substituted therefor. These rooms are cosily furnished and have mantled, mirrored fireplaces which are thoroughly realistic in every respect with the exception of the fire logs electrically lighted, giving just the right effect. The mantles are handy for records and the mirrors give the women customers a chance to adjust their millinery. "Van" evidently understands the eternal feminine. A live ferret makes itself at home around the window display and through the store, succeeding, it is claimed, in ferreting out considerable trade. Van de Mark handles both Columbia and Victor goods.

Wins Prize for Collections.

The Columbia Phonograph Co., general, offered a substantial cash prize for the branch office making the greatest increase in cash receipts during the month of October as compared with September. C. F. Baer, manager of the Chicago office, submitted a report which, after due comparison, was found to distance all competitors, and the check from the home office arrived a few days ago. With his customary liberality Mr. Baer distributed the proceeds among the employes of the collection department.

Other Columbia Items.

The local retail business of the Chicago office is reported as double that of a year ago, while the wholesale stacked up a gain of over 60 per cent in November as compared with a year ago.

The new model Dictaphones with the metal cabinets are said to be going in fine shape. One of the large windows of the store contains a handsome display consisting of a young woman engaged in demonstrating little Number 6 Dictaphone. Both the machine and the fair operator attract much attention.

Eugene Green, the coon song artist and record maker, while in the city recently bought two Columbia machines, a Regent and a Mignon, one for himself and one for a friend.

District Manager W. C. Fuhri, recently returned from an extended trip during which he visited the Columbia branches at New Orleans, Little Rock, Memphis, Kansas City and St. Louis. In spite of the fact that conditions in the South are somewhat backward owing to the tendency to hold cotton for higher prices, Mr. Fuhri says that business men consider the future as very bright, and that the Columbia stores are doing a better business than a year ago. While in St. Louis Mr. Fuhri saw F. L. Scott, manager of the Dictaphone department of the Columbia branch there, march into the store with a check for 60 machines installed in the general offices of the Missouri Pacific Railroad. The machines had been put in place only a week or so before and some one was inquiring when the order was going to be signed when Scott came up with the check.

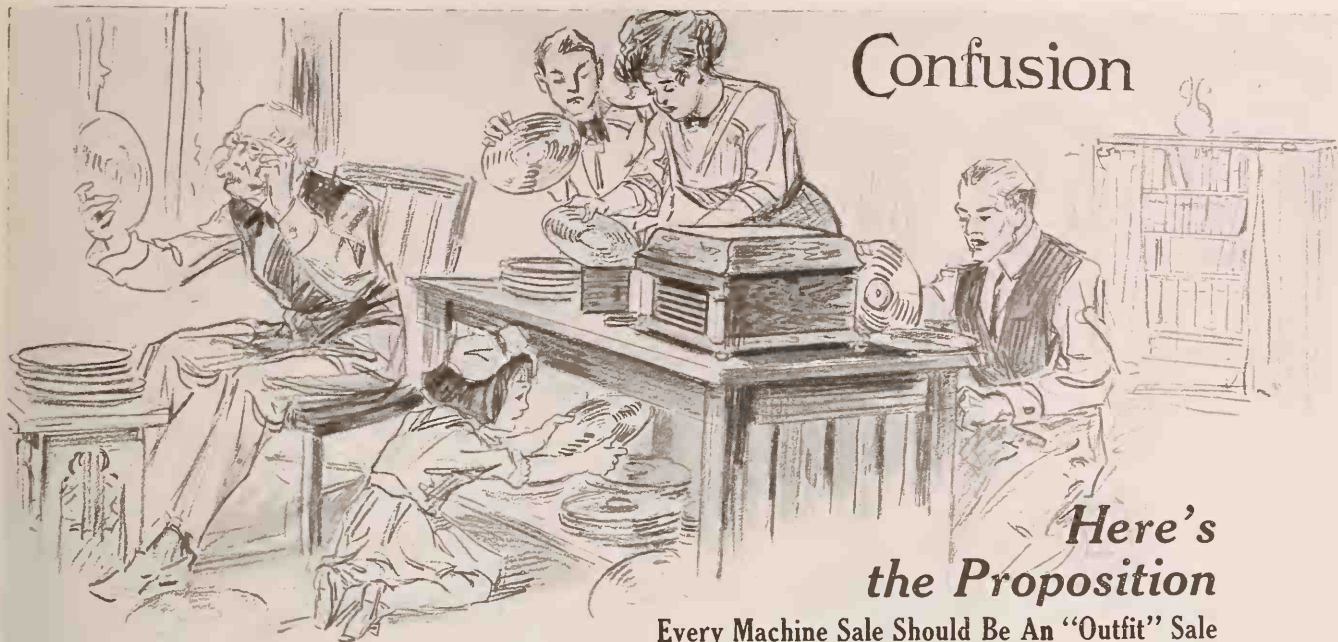
A. W. Roos, Mr. Fuhri's chief assistant, is on an auditing trip to Memphis, St. Louis and New Orleans.

Frank Downe, who has been doing work for the railroad department in Chicago, has gone to Kansas City to take charge of the Dictaphone department there.

Frank Dorian, general manager of the Columbia Dictaphone department, was a recent visitor at the Chicago office.

George F. Standke, formerly in charge of the retail sales at the Kansas City branch, has gone to Memphis, Tenn., where he will manage the branch there with jurisdiction over an extensive territory in a wholesale way.

(Continued on page 48.)



Confusion

Here's the Proposition

Every Machine Sale Should Be An "Outfit" Sale

If you don't sell a Cabinet, your customer does not catalogue his records.

It makes a big difference in future record purchases whether or not your customer can put his hand on *the* record he wants *when* he wants it.

The following list of cabinets are the biggest values on the market today:

"Tamaco" Tables: Oak and Mahogany
Including one "Tamaco" Record Album
and "Tamaco" Record Index - - \$ 7.50

Victrola IV "Cabinet That Matches" (Rack Interior) \$10.00
Cabinet Door, Front, Side and Top, Quarter Sawn
Polished Oak; Back Plain Oak

Victrola VI "Cabinet That Matches" (Rack Interior) \$15.00
Quarter Sawn Polished Oak Throughout.

Victrola VIII "Cabinet That Matches" (Rack Interior) \$15.00
Quarter Sawn Polished Oak Throughout

Victrola IX "Cabinet That Matches" (Rack Interior) \$25.00
Doors, Front and Top, Polished Mahogany Veneer, Hand Rubbed

Victrola IX "Cabinet That Matches" ("Tamaco" Interior) \$37.50
Polished Mahogany Veneer Throughout, Hand Rubbed

Victrola X "Cabinet That Matches" ("Tamaco" Interior) \$37.50
Polished Mahogany Veneer Throughout, Hand Rubbed

Victrola XI "Cabinet That Matches" ("Tamaco" Interior) \$40.00
Polished Mahogany Veneer Throughout, Hand Rubbed

"Your Regular Victor
Dealers' Discount
Applies"
Content



The Talking Machine Company
137 N. Wabash Ave.
Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 46.)

Some Visitors.

Among the visitors at the office of the Talking Machine Co., the Victor talking machine jobbers of this city the past few days were: A. E. Ward, Marshalltown, Iowa; Mr. Elbell, of Elbell Bros., Holland, Mich.

In the Chicago Radius.

J. E. Moyer, well known talking machine dealer of Dixon, Ill., recently put in a full stock of Victor machines and celebrated the extension of his business by a three days' "opening" during which most successful recitals were held every afternoon.

The Wilkinson Piano Co., of Joliet, have just put in a complete Victor line.

Mrs. Wm. H. Bade, of Battle Creek, Mich., is so far as is known here entitled to the proud distinction of being the only woman conducting an exclusive talking machine store in the country. Mrs. Bade formerly had charge of the talking machine department of the E. C. Fisher store, but four months ago she embarked in business for herself, securing a large store at 59 South Jefferson street in the heart of the business district of Battle Creek. She is making a distinct success, is a shrewd and forceful advertiser. She goes after the best class of trade and wont sell a low priced machine when she can help it and generally manages to help it. Mrs. Bade features Columbia disc machines and records and the cylinder machines and records of the U. S. Phonograph Co.

Victor Co. Gets Injunction.

On Thursday, December 7, Judge Kohlsaad, of the United States District Court in this city, granted the Victor Talking Machine Co., a preliminary injunction against the Goodhart Art Co., 808 West Fourteenth street, restraining the latter from selling imported Polyphon machines made in Germany, and which it is claimed are an infringement of the Victor Company's patents. News of the fact that an attempt was being made to market the foreign machines in Chicago reached the Victor Co., and F. E. Blunt, assistant to Horace Pettit, the general counsel for the company, came on to look the matter up. It is claimed that a man by the name of M. Glick has been operating here and elsewhere and seems to be the main source of supply of the machines. He went through the city with a wagon selling machines direct for cash, and quite a few dealer merchants bought goods. He found, it is stated, that furniture and other dealers not already handling machines were the easiest to sell, as regular talking machine dealers were better posted and, indeed, had been warned by the Victor Co. in advance. The machines are said to greatly resemble the Victor 2nd machines. Goodhart, it is declared, had a considerable stock on hand. A temporary restraining order was granted on November 28, and was followed by the preliminary injunction this week.

It Was a Big Day.

Friday of this week was the biggest day on Victrola XVI's they have ever had at the Chicago branch of the Rudolph Wurlitzer Co. Now assistant manager F. A. Siemon, who by the way had charge of the talking machine wholesale department long before he received the title of assistant manager and got his name on a private office door, is a modest man, is Simeon, and never seeks personal exploitation at the hands of the Chicago correspondent. Maybe he'll be surprised to see this story in print because he certainly did not hand it out consciously for publication. Still it is so illuminative and illustrates so concretely the advantages of following up a good thing that the writer can't resist. The first mail in the morning brought in several mighty good orders from dealers on the \$200 machines, and a city salesman soon made his appearance with one or two landed before breakfast so to speak. The next caller at the assistant managers sanctum sanctorium was a dealer from a hundred miles out in the state who came in to raise a howl because he couldn't get more Victrola IV's. By this time, however, Siemon was seeing sixteens in blue circles and he went at Mr. Dealer with such an avalanche of enthusiasm that he landed very speedily an order for three \$200 Victrolas and just narrowly escaped

getting permission to put in a rush order for a Vernis-Martin. The dealer had not gotten out of the office before L. Keane Cameron phoned up from the retail floor that they had sold a couple of sixteens and a fourteen and wanted some more stock quick. This was all before ten thirty A. M. By this time enthusiasm was running rife through the establishment, and it was decided to make it a Victrola XVI day. It happened that an unusual number of country dealers drifted in, and they were made to swell the total most considerably. By noon the wave had struck General Manager E. H. Uhl, and when he went over to the Roasters Club at the Stratford for lunch he met a dealer in the lobby who knew not the Victor. The dealer showed up at headquarters in the afternoon, was signed up, and his order showed a big proportion of high priced machines. The young women demonstrators on the first floor soon were asking regular customers what type of machine they owned and were subtly suggesting XVI's as a surprise for the family. So it went. The total figures were awe-inspiring and the always up-to-the-minute sales forces had received a new and very dramatic demonstration of what concentrated boiled down effort can accomplish.

Good Cabinet Talk.

The Talking Machine Co. Victor jobbers of this city are doing some decidedly effective educational work with their dealers on the subject of talking machine cabinets. That the preaching of this kind of gospel is still necessary even at this date is apparent as many dealers still lack an appreciation not only of the money to be made direct from the sale of cabinets, but because of the increased record sales to be gained from the constant emphasis by both wholesaler and retailer on the slogan "A record cabinet for every home." Naturally the Talking Machine Co. has a particular interest in inspiring the dealer with great enthusiasm on the cabinet question as they make a special line of their own, the "Cabinet that Matches," which with the latest additions enables them to offer the dealer a handsome cabinet exactly corresponding in finish and architectural design with not only each type of horn machine, but all models of the "cabinetless" Victrolas. Nevertheless the talk they are handing out through well written form letters, through their handsomely illustrated announcements in the World and by word of mouth through their salesmen is of vital general interest to the trade.

Here's a good summary of the arguments in favor of pushing cabinets taken from a recent Talking Machine Co. form letter entitled "Why You Should Sell Your Customer a Cabinet With His Victrola."

If he buys a machine only, it must be placed on some table, where it is continually in the way; and the records are scattered all over the house—cannot be located when wanted—are easily lost and broken.

"If the 'Outfit' is purchased complete a place in the room is found for it, just as for any piece of furniture—table, book-case or piano.

"The records are all kept indexed, so that your customer can put his hands on any record desired at a moment's notice. He doesn't think about the big stock of records he has lying all around the house, but only about the pleasure he has in hearing the records he wants. And the records are kept safe from children and servants."

In another letter the company nicely summarizes the whole thing very aptly in a single epigram, namely, "When you sell your customer a complete outfit he is a better future record buyer." Parenthetically it may be said that the company are literally crowded to the limit by orders for the cabinet that matches from dealers and jobbers in all sections of the country.

Ray Bros., of Louisville, Ky., recently started a rather novel means of ascertaining which were the most popular records. In this connection they inaugurated a ballot to decide the matter and every talking machine owner in Louisville was solicited to participate; then the winners were duly advertised in a large newspaper advertisement. It was excellent work all the way through and did much to stimulate interest in the Ray establishment.

STILL AFTER PRICE-CUTTERS.

Thomas A. Edison, Inc., Take Prompt Action in All Cases—Two Recent Injunctions Secured.

Thomas A. Edison, Inc., are still waging an active and resultful war against price-cutters in all sections of the country, and as their determination is being realized by that class of retailers, the spread of the practice has been checked to a remarkable degree. Two recent cases, one in the East and the other in the West, are as follows:

On November 16th Judge Kohlsaad, of Chicago, granted a preliminary injunction in the suit of Thomas A. Edison, Incorporated, against Davis Piano Company, Frank E. Davis, Tarrie S. Davis and George E. Camp, all of Alton, Ill., restraining and enjoining them from further price cutting on Edison records. These defendants only avoided a similar suit being brought against them a year ago by giving their assurances that the restrictions accompanying Edison records would be strictly observed by them in future and when, disregarding the assurance which they had given, they again began cutting prices a few days ago, suit was immediately brought with the result above stated.

T. W. Bergen, of Third avenue, Brooklyn, a former licensed Edison dealer, recently undertook to go out of the phonograph business by the price cutting route. F. E. Madison, of the Edison Investigation department, called at his store and explained that suit would be brought unless the cut price sale was discontinued. Mr. Bergen's reply to this was that he would continue the sale unless the Company would buy the stock. Suit was immediately commenced and a restraining order was granted and served. Mr. Bergen has now decided that he did not want to become involved in litigation after all, and signed consent to the entry of a final decree providing for a perpetual injunction, and has made settlement for profits, damages and costs.

CARRYING ON LIVE CAMPAIGN.

Phillips & Crew Co. Publish Some Clever "Readers" in Local Papers Regarding the Victor Line.

The Phillips & Crew Co., Savannah, Ga., who some weeks ago held a formal opening of their remodeled quarters at 242 Bull street, that city, report a strong gain in their Victor business as a result of the active campaign being carried on by them in the interests of that line. Besides the regular forms of advertising through various mediums, the company also run a series of clever readers in the local papers, which have produced excellent results and of which the following is a sample:

SAVANNAH IS SELECTED AS THEIR FUTURE HOME.

Coming all the way from Camden, N. J., a northern family, succumbing to the beauties of old Savannah, has decided this to be the place best suited for their future residence, and have therefore settled here. The coming of this family to Savannah will create quite a sensation.

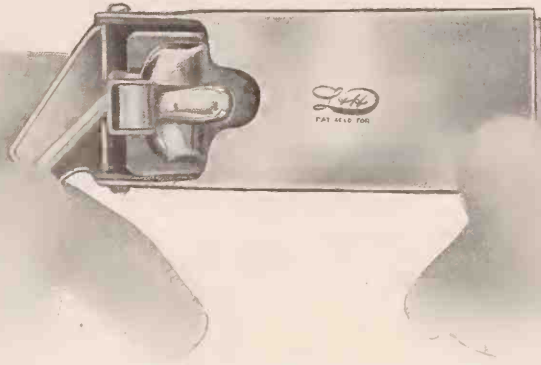
The family is without doubt the best known and most popular in Camden. They are descendants of a rich, aristocratic family, and the factories owned by them serve to give employment to thousands of families in and around Camden. These people come from one of the richest families in the country.

The advent of this family will be especially welcomed in musical circles in Savannah, for every member of the family is a musical genius. From the smallest to the largest they all play and sing, and have been foremost in the musical circles of the United States for years.

The members of this family are Mr. and Mrs. Victor Victrola, Frank and Mayme Victrola, and Victie Victrola, the baby. There are three other members of the family to come here soon, and when they are all here they will give concerts for the benefit of the Savannah public. At present they can be visited at the Phillips & Crew Company, No. 242 Bull street, and a little persuasion is all that is necessary to get any member of the family to sing or play for a visitor.

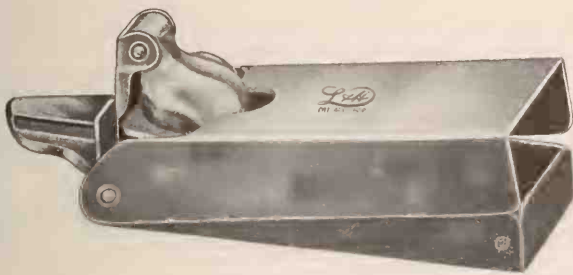
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

Lyon & Healy

CHICAGO

GROWTH OF THE TALKING MACHINE INDUSTRY

From 1904 to 1909 Set Forth in the Preliminary Results of the Thirteenth Census Just Issued—
All Kinds of Talking Machines Grouped by Chief Statistician Under the Headings of
"Graphophones and Phonographs"—Expansion All Along the Line Shown in Report.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1911.

A preliminary statement of the general results of the Thirteenth Census relative to establishments engaged in the manufacture of phonographs and graphophones was issued recently by Director Durand of the Bureau of the Census in the Department of Commerce and Labor. It contains summaries which give the general figures for 1904 and 1909, and compare the different products by kind, quantity and value. The report was prepared under the direction of William M. Steuart, chief statistician for manufactures, Bureau of the Census. The figures are subject to such revision as may be necessary after a further examination of the original reports.

Rates of Increase.

The general summary shows increases in all the items at the census of 1909 as compared with that for 1904, except cost of materials, which decreased 26 per cent.

The number of establishments increased 29 per cent.; capital invested, 64 per cent.; the gross value of products, 15 per cent.; value added by manufacture, 42 per cent.; average number of wage earners employed during the year, 53 per cent.; amount paid for wages, 69 per cent.; number of salaried officials and clerks, 35 per cent.; amount paid in salaries, 42 per cent.; miscellaneous expenses, 51 per cent.; primary horsepower, 153 per cent.

There were 18 establishments engaged in this industry in 1909 and 14 in 1904, an increase of 20 per cent.

The capital invested as reported in 1909 was \$14,363,000, a gain of \$5,622,000, or 64 per cent., over \$8,741,000 in 1904. The average capital per establishment was approximately \$798,000 in 1909 and \$624,000 in 1904.

The value of products was \$11,726,000 in 1909

and \$10,237,000 in 1904, an increase of \$1,489,000, or 15 per cent. The average per establishment was approximately \$651,000 in 1909 and \$731,000 in 1904.

The cost of materials used was \$3,099,000 in 1909, as against \$4,161,000 in 1904, a decrease of \$1,062,000, or 26 per cent. In addition to the component materials which enter into the products of the establishment for the census year there are included fuel, rent of power and heat, and mill supplies.

Value Added by Manufacture.

The value added by manufacture was \$8,627,000 in 1909 and \$6,076,000 in 1904, an increase of \$2,551,000, or 42 per cent. This item formed 74 per cent. of the total value of products in 1909 and 59 per cent. in 1904. The value added by manufacture represents the difference between the cost of materials used and the value of the products after the manufacturing processes have been expended upon them. It is the best measure of the relative importance of industries.

Salaries and Wages

The salaries and wages amounted to \$3,786,000 in 1909 and \$2,350,000 in 1904, an increase of \$1,436,000, or 61 per cent.

The number of salaried officials and clerks was 727 in 1909 and 537 in 1904, an increase of 35 per cent.; their salaries increased from \$666,000 to \$945,000, or 42 per cent.

The average number of wage earners employed during the year was 5,199 in 1909 and 3,397 in 1904, an increase of 53 per cent.; their wages increased from \$1,684,000 to \$2,841,000, or 69 per cent. The primary horsepower was 6,371 in 1909 and 2,522 in 1904, an increase of 153 per cent.

Quantity, Kind, and Value of Products.

Both quantity and value were reported in 1909 for the various kinds of products, but values only were given for 1904.

There were 344,681 phonographs and graphophones and 27,183,959 records and blanks made in 1909. The total value of the phonographs and graphophones was \$5,407,000 in 1909 and \$2,966,000 in 1904, an increase of 82 per cent.; and of the records and blanks, \$5,007,000 in 1909 and \$4,679,000 in 1904, an increase of 7 per cent.

The value of parts and supplies was \$847,000 in 1909; they were not reported separately in 1904.

The value of "all other products" was \$466,000 in 1909 and \$2,592,000 in 1904, a decrease of 82 per cent.

Four establishments in 1909 engaged primarily in the manufacture of other products made phonographs and graphophones and records and parts to the value of \$32,000. This value added to the total in the summary makes a value of \$11,750,000 for all products reported for the industry.

The Tabular Summaries.

Comparative summaries follow, giving the general statistics for the industry and the kind, quantity, and value of products, 1904 to 1909:

	Census		Per ct. inc. or dec. 1904-09.
	1909.	1904.	
No. of establishments	18	14	+ 29
Capital	\$14,363,000	\$8,741,000	+ 64
Cost of materials used	3,099,000	4,161,000	- 26
Salaries and wages	3,786,000	2,350,000	+ 61
Salaries	945,000	666,000	+ 42
Wages	2,841,000	1,684,000	+ 69
Miscellaneous expenses	2,504,000	1,654,000	+ 51
Value of products	11,726,000	10,237,000	+ 15
Added by manufacture*	8,627,000	6,076,000	+ 42
Employees			
No. sal. officials & clerks	727	537	+ 35
Average No. wage-earners employed during the year	5,199	3,397	+ 53
Primary horsepower	6,371	2,522	+ 153

*Products less cost of materials.

Products by Kind, Quantity and Value:	1909.		Prct. of inc. 1904-09.
	1909.	1904.	
All products, value	\$11,726,000	\$10,237,000	+ 15
Phonographs & graphophones:			
Number	344,681	†	-
Value	\$5,407,000	\$2,966,000	+ 82
Records and blanks:			
Number	27,183,959	†	-
Value	\$5,007,000	\$4,679,000	+ 7
Parts and supplies, value	\$847,000	†	-
All other products, value	\$466,000	\$2,592,000	+ 32

*In addition, phonographs and graphophones, records and parts to the value of \$32,000 were made by establishments engaged primarily in the manufacture of other products.

†Not reported separately
‡Decrease.

MAKING USE OF WHAT YOU HAVE.

"Success is the result of getting what you want." The way to get what you want is by making the best use of what you have.

Simple, isn't it? Are you making the best use of your time or are you spending a part of it in dawdling around or pondering over the past or building air castles for the future?

If so, quit it. Map out a schedule of work and play, recreation, planning and rest, and stick to your schedule until you are putting in your time just like a millionaire. You will then be well on your way towards being one.

Do things that are worth while and do them in a way that is worth while. People will soon be realizing that you are worth while.

Are you making the best use of the goods that you have to sell or is your store filled with a lot of worthless junk that is of no value to anybody and that you wouldn't buy yourself for 50c. on the dollar?

If so, get rid of it. If it is worth anything, sell it for what it is worth. If you can't sell it give it away. If it isn't worth anything, throw it away.

Fill your shelves with good goods that the people want and need and don't forget to tell them about it when you do.

Have you information in your office that you don't use?

Make use of it. Let the people have the benefit of it.

If you are a professional man, tell people how to take care of themselves. You won't lose any clients by such practice.

Have you any room in your store or in your office, in your shop or on your farm, that you don't use? Get rid of it.

\$1.50
\$1.50

A really GOOD Fibre Needle Cutter is in great demand as a result of the increasing popularity of the Fibre Needles.

The "WADE" is filling the bill. Its simplicity appeals to all—its perfection pleases all.

Your PROFITS are largest—your TROUBLES nil. Our guarantee sanctions "Even Exchanges" in instances of defective workmanship or materials.

Regular Distributors' and Dealers' discounts apply. List price \$1.50.

Send us a trial order for a hundred AT ONCE for Christmas stock. You can't "go wrong" on such an order as this at this time of the year.

\$1.50

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

\$1.50

It beats the town how the three models of the Columbia Grafonola "Regent" take hold of the *new* customer—the man who would "never have a talking machine in the house."



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

HAPPENINGS IN THE ST. LOUIS TRADE

Both Jobbers and Dealers Report That December Will Be the Heaviest Month of the Year—Hornless Machines in Greatest Favor—Machines of All Styles and Prices in Demand—Manager Levy of the Columbia Co. Talks Upon Sales—Silverstone's Clever Advertising—Talking Machine Men Carrying on Vigorous Christmas Advertising Campaign—L. A. Cummins Joins Koerber-Brenner Forces in Denver—This Concern Doing a Large Victor Trade—Cheerful Reports from the Wholesalers and Dealers in the Saintry City.

(Special to The Talking Machine World.)

St. Louis, Mo., December 9, 1911.

Local talking machine dealers are going to be mightily disappointed this year if their holiday trade does not make December the heaviest month they have ever had. They all report November as a splendid month. Manager Levy, of the Aeolian Co., says his company totaled 30 per cent. greater sales during the month than ever before. In the talking machine stores it is reported that the flurry for the cheaper machines is about over and the expectation is that the business will return to old standards for the holidays. At the Columbia, the Silverstone, the Edison agents, the Aeolian Co. and the Koerber-Brenner Music Co., all of whom are jobbers, it is reported that country trade has been very good. The Victor and Columbia jobbers report that the sales of cheap hornless machines are running very heavy and are lessening the demand for horn machines. One reason for this is that the dealer prefers to display the hornless machine because it is less trouble to him. Especially is this true where the talking machines are carried in a general store stock.

A growing feature of the retail Christmas business promises to be the record sales. Manager Robinson, of the Thiebes Piano Co., sent out a letter to his customers suggesting a favorite selection as a gift for a friend who has a talking machine. Mr. Robinson says that he finds this quite a profitable field and that a good many persons see the point. Assistant Manager Byars, of the Columbia Co., who has charge of the retail sales, says that he finds his best field of sales for Christmas records is for the family to decide upon a treat for themselves and take a part of their Christmas money and add to the stock of records. Either way it means business for the talking machine dealer and makes a gift acceptable in the talking machine home. Last year the Columbia Co. tried out the certificate plan—like that used by glove and hat stores—the purchaser buying a certificate and leaving the selection of the record to the person to whom it was sent. While it did not prove entirely successful there is a feeling that it might have been, because it was new and it may be tried again.

The department stores are finding the cheap machines a splendid field for them. Schaper Bros., whose department is comparatively new, sold thirty \$15 Victors in one week. The Grand Leader Store and Buettner Furniture Co. have been doing as well with this class of machines, while the talking

machine stores along Piano Row are centering their efforts on higher-class machines. The Columbia Store is finding the Regent library table machine very popular, and the Victor stores are centering about the XVI, all clinging to a \$200 standard of sales. Manager Levy, of the Aeolian Co., was asked for an explanation for this difference in sales, and he summed it up in one word, "Salesmanship." "However, there is one other reason," he added. "That is the class of customers. Persons who come into the stores along Piano Row usually have different ideas. They come into our stores and ask to see what we have. We have the cream of the salesmen and sales girls and they show them the best first and talk tone qualities. In our store—and I suppose it is the same in the others—we count the sale for less than \$200 a failure, and this stirs the ambition. Now, I happen to know that the customers in the department stores usually assume the attitude of a person buying a suit of clothes or a dress. One of the first things they announce is that they have \$15 or \$25 to spend, and the sales girls, trained to that sort of custom, show them the best they have for that amount and let it go at that. Even if they do show something better, as a rule the salesman is not trained in the talking machine arts and the customer does not buy more heavily. Then, too, there is a lot of buying of \$15 machines in the form of toys. Some persons who have bought high-class talking machines from our store or others along Piano Row will go to a department store and buy a cheap machine for the children to save wear and tear on the better machine. They buy this smaller machine just as they buy any other toy for the child, while if they were buying another high-class machine they would make an event of it and come to a special store. I look for a splendid business with the cheaper machines for this class of trade if deliveries can be made. Now we are delivering about 10 per cent. of orders upon receipts, and if the supply of machines is here Victor stores will make a record."

The talking machine stores were at a decided disadvantage for a week during November because a building across the street from them was in great danger of falling down. Excavations for another building at the side of the old one weakened it until it was worse than the famous leaning tower of Pisa. The building was exactly across the street from the Silverstone Talking Machine Co.'s store and the danger was so acute that Mr. Silverstone carried his mechanical window display to the shop in the rear of the room for safety. For two days only persons insisting that they had business with some store in the block and naming the particular store were allowed to pass the police lines. Some of the stores report excellent business on those days because persons buying good instruments kept engagements, but the transient business and record sales were almost nothing. Incidentally Mr. Silverstone heard some results from his window advertising. One of the policemen stationed at the rope cutting off the street told him after traffic was resumed that two-thirds of the persons who insisted upon passing said they had business at Silverstone's. But they did not stop at the store, and the conclusion Mr. Silverstone draws is that

they wanted to walk down the street to look at the building and could not think of any store name but his and that his name was familiar to them because of the many mechanical devices they have watched.

And by the way, Mr. Silverstone has a new device, almost uncanny in its magic. To the observer all there is to it is a \$1 bill skating around an opal gas lamp globe. It runs constantly and the sign is, "This shows how far a dollar a week will go in paying for an Edison talking machine." Inside the globe is a motor and something to create friction to form the power of attraction to hold the bill next to the glass, but what it is is Mr. Silverstone's secret. He gives no broader hint than that static electricity will pass through glass and that some substances, like amber, become magnetic to paper and silk through friction. This device has the electrical man guessing, and one professional lecturer on freaks of electricity stopped at the store and begged for the solution, admitting that he was mystified. He was told to return after the window display was discontinued. And this suggestion of the "dollar-a-week" idea has brought a number of customers into the store who reported that they had "not thought of it before."

S. H. Rash, special jobbing salesman for the Aeolian Co., has returned to the city to remain until after the holidays after an excellent trip through Oklahoma, Arkansas, Kentucky and southern Illinois. He is strongly of the opinion that the country merchant is beginning to see the possibilities of the talking machine and subsequent record sales, and that the boom is soon to come from the lesser towns. Mr. Rash closed an order in one Tennessee town by going onto the floor and selling three Victrola XVI's that the dealer regarded as dead stock. This salesmanship demonstration Mr. Rash regards as a part of a salesman's duties, especially in stores where local salesmen have not had talking machine experience. And he finds most of the small dealers anxious to have him demonstrate machines and methods of selling, freely admitting their own lack of knowledge of necessary arguments and technic of the machines and records.

J. W. Helbling, recently of the Columbia Co. outside sales staff, is now with the Home Phonograph Co., a South St. Louis retail firm. Mr. Helbling has quite a local reputation as a talking machine window decorator.

Manager Ramsdell, of the Columbia Co., recently entertained General Manager Lyle of New York, Manager Fuhri of the Chicago branch, and Frank Dorian of the Dictaphone department. They expressed satisfaction with business in the St. Louis field, and Mr. Fuhri said that in Chicago they had been unable to get the outside business as the St. Louis store has. His greatest trouble, he said, was in getting salesmen who will stick on their jobs. The local Columbia store appears to be unique in that respect, as they have kept an excellent city sales force intact for several years, some of the same men working all of the time and producing excellent results. This force is in charge of Assistant Manager C. L. Byars, who was himself an outside salesman for several years.

(Continued on page 52.)

HAPPENINGS IN ST. LOUIS TRADE.
(Continued from page 51.)

C. H. Hawk, of Greenville, Ill., was a recent visitor at the Edison headquarters here.

W. E. Gibson, of Paducah, Ky., a Victor dealer, was an over-Thanksgiving visitor in the city and spent much time with the Acolian Co. talking machine department.

C. H. Kreuch, special factory representative of the Edison line, made a general survey of the St. Louis territory and was a guest at the Silverstone Talking Machine Co. store for several days. The Edison country business is much improved, according to reports of Mr. Silverstone and Mr. Kreuch.

The talking machine advertising for three weeks has been strongly for Christmas, urging early selection to insure delivery on time. "Make a payment and have the instrument delivered any time" is the keynote. Also there is strong suggestion that certain styles of machines are hard to get and that an early selection is important. The Thiebes Piano Co. put out the first Christmas ad and "it produced results," says Manager Robinson. "We are shipping a good many machines for Christmas," said Mr. Byars at the Columbia store. "We have several machines here on which men are paying instalments for their wives for Christmas," said Mr. Silverstone. There seems to be a concerted effort on the part of the downtown special stores to create the impression with the public that these stores are superior places to buy talking machines and create in effect a "Talking Machine Row."

L. A. Cummins, who was for several years special representative for the Victor Co. in this territory, and to whom belonged the credit of booking the largest orders from retailers sent to that company, quit their service in November and engaged with the Koerber-Brenner Music Co., Victor and small musical merchandise jobbers. His move was prompted by the ill-health of Mrs. Cummins and because his new employers offered a smaller territory which would give him more frequent visits at home. He was given a hearty welcome by his friends in and near St. Louis, but had hardly settled in this work when the physicians ordered Mrs. Cummins to Colorado. It so happened that the Koerber-Brenner Co. had a vacancy in that territory, and they at once transferred Mr. Cummins to the Western field, and he has removed there. For the present he is making his headquarters in Denver. He will travel in Utah and Colorado, and from returns received from him to date he will do quite as well in his new field and with the larger line as he has done in the past with the exclusive talking machine line.

Secretary Rauth, of the Koerber-Brenner Music Co., says that that firm have been doing a remarkable business with the Victor line and is well prepared for the Christmas deliveries, having received two heavy shipments of low-priced Victrolas the first of December. His company, he says, have been keeping up with the needs of the customers and delivered 100 of the \$15 Victrolas to the Grand Leader Department Store during November. Mr. Rauth says that the horn machines have been moving very well of late and a renewed demand has come from the city trade and that he is convinced the horn will remain in trade as long as the factories will supply such machines, because of the preference of a good many persons.

The Bollman Bros. Piano Co. have been giving the talking machine department a good deal more attention this fall and are figuring to a considerable extent in the retail trade. Their parlors are at the rear of the first floor wareroom and are in competent hands. Good salesmanship and liberal window displays have been instrumental in moving a large number of Victrola XVI's.

G. C. Hawkins is now covering Illinois, Missouri and Indiana for Koerber-Brenner Music Co.

The Victor talking machine was splendidly exploited in the 16-page advertisement carried by Linn & Scruggs, the large department store of Decatur, Ill., in the local papers. Programs of the Victor concerts formed part of the display and the entire arrangement was most effective and must have produced excellent results for the advertisers.



A message for you from Santa Claus

"Don't forget that
the New York
Talking Machine
Company ships all
goods the same
day the orders are
received."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street New York



RECORDS OF FOREIGN MUSIC.

A Most Delightful Program Heard at the Meeting of the Chaminade Society Which Was Held Recently at the Home of Mrs. Geo. W. Lyle—Records of Early Indian Music, Russian, Japanese, South America, Hebrew, Hungarian, Heard with Descriptive Lecture by Miss Trowbridge—The Columbia Grafonola Used at This Delightful Gathering.

The regular meeting of the Chaminade Society was held recently at the home of Mrs. George W. Lyle. The feature of this meeting was the playing of records of foreign music (mainly Eastern), with an explanatory talk.

The first records to be played were of early Indian music, the selections having been made by Satyabala Devi, a Hindu princess, who has been sent to this country for the purpose of recording the unwritten music of the temple, which dates back to 8,000 B. C. The first record shows the origin of the chromatic scale in 8,000 B. C. Indian music is the oldest in the world; in fact, the foundation of all music. It is much older even than Egyptian and Grecian.

After the Hindu music the balance was modern. The record of Arabian music was one of the most interesting on account of the singer's peculiar manner of breathing. The singer would sing as long as he could without taking a breath, and then stop for a few seconds, and then continue the next verse. This music is monotonous, typical of the desert and the desolateness of the country.

The contrast in the next record played, a Russian Balalaika solo, was very striking. The Balalaika in tone very much resembles the mandolin.

After the Russian followed Japanese, with the typical Samisen accompaniment, Tamil, Siamese, Malay—all very much on the same order.

Then the theme changed to South America, native music of Colombia, represented by an orchestra selection of stringed instruments made by Spanish Indians, and then an Argentine Tango.

Then Spanish West Indies, represented by a Cuban Danzon, with its erratic tempo; Porto Rican selections, after which were samples of three of the Chinese dialects—the Swatow, Cantonese and Amoy. These records, with their wild, unearthly shrieks, peculiar accompaniment, were an excellent example of elementary music, and were one of the most interesting features of the meeting.

Much more pleasing to the ear were the selections of Hungarian music and the Hebrew.

The descriptive lecture prepared by Miss Trowbridge added greatly to the interest, being prepared in a thorough and comprehensive way, and was aided materially by the excellent reproductions of the music of the various countries on a Columbia Grafonola. In fact, the meeting was entirely out of the ordinary and included songs by Mrs. Charles A. L. Massie, as well as banjo solos by Fred F. Van Epps.

The meeting was declared the most interesting and instructive ever held.

NEW STORE IN GLOVERSVILLE, N. Y.

W. H. Becker, formerly of the firm of Fellows, Wicks & Becker, Gloversville, N. Y., has opened warerooms at 9 Cayadutta street, that city, under the name of W. H. Becker & Co., where he will handle Kroeger pianos exclusively. Mr. Becker has had much experience in the piano field and is well known in Fulton County.

RECEIVER APPOINTED FOR SONORA CO.

Jesse Watson has been appointed by Judge Hough receiver for the Sonora Phonograph Co., of 78 Reade street, New York, and was ordered to file a bond of \$25,000. The liabilities of the bankrupt concern are estimated at \$60,797 and the assets \$41,861.

Andre & Andre, of Jacksonville, Ill., who handle household supplies in that city, have taken the agency for the Columbia grafonolas.

The Witt Music House of Loraine, O., have taken the agency for the full Columbia line.

HUSTLING IN CINCINNATI.

Talking Machine Trade Getting After Christmas Business in Vigorous Fashion—Wurlitzer Concerts a Great Source of Attraction—This House Having an Immense Demand for Victors of All Kinds—Aeolian Co. Make Excellent Report Regarding Their Victrola Trade—New Model Grafonolas Most Popular—Big Christmas Trade Expected.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1911.

The trade is going after Christmas business in a vigorous way through advertising in the daily press. Most all are featuring the cheaper styles of machines, it being evident that the trade believes these grades will attract more visitors to the shops than if attention is only called to the higher priced articles. The business during last month, in all lines, particularly in records, was very satisfactory.

The Rudolph Wurlitzer Co. report the rejuvenation of a great many retail talking machine accounts which had been dormant for some time in the past. The Christmas season and wintry weather have drawn the attention of talking machine owners and prospects to this great entertainer. The daily concert given by the Wurlitzer Co. has proven to be a great drawing card, daily sales being traced to this source alone. A number of advance orders have been booked by this house for Christmas delivery, and the season this year is well in advance of corresponding periods of last year. Heavy advance sales predict exceptionally heavy sales and the management look forward to a record breaking talking machine business during the month of December. There is a great shortage of the cheaper Victrolas, but the factory undoubtedly has the proposition well in hand, and while it is hard now to find even samples of the cheaper styles in the stock of either distributor or dealer, it is up to those who have samples to take all possible orders for future delivery, putting it up to the distributor and factory to get the goods to their customers.

The Aeolian Co. report the following: Since the inauguration of their noon-day Victrola recitals the Aeolian Co.'s record business has shown an interesting and profitable increase, and especially on the ones featured in their programs. A member of the house said in this connection: "There are many Victrola owners who don't have time or opportunity to hear certain records which are very beautiful, and after keeping check on records sold immediately after our recitals we can note the demand for programed numbers. We find it a good plan to have some moderately priced records among them." Aeolian Hall is very beautiful, having a seating capacity of 250, and the acoustics are perfect. "I have never heard a Victrola shown to such an advantage as from the stage in our recital hall," remarked Manager Ahaus, of the Victor department, "and we have yet to see one customer or real prospect refuse to purchase after hearing a Victrola under these conditions. One very interesting and competitive sale was made to the Christ Church parish house, of this city. We look forward to a big holiday trade and are prepared accordingly, and we have many more Victrolas sold for Christmas delivery than ever before, and look for a fine January record month ahead of us."

Manager R. J. Whelen, of the Columbia Phonograph Co., when seen by The World, wore his jovial smile and said: "We have much to be thankful for this season, for with the new models of Grafonolas and hornless graphophones, new records and new customers, it is fun to watch the business climb. The arrival of our new \$200 Grafonola de Luxe has created a sensation among those who have seen this beautiful new model, for it is one of the handsomest instruments ever put on the market, and the tone quality is exquisite. One fact is very noticeable this year, and that is people are doing their Christmas shopping early, and we filled many Christmas orders in November, more than ever before. December will undoubtedly be the banner month in the whole talking machine business. The new \$150 Non-



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Ask The Man Who Owns One

Music Master
Solid
Wood Horn



All the
Name
Implies

MATERIAL:

SPRUCE
QUARTERED OAK
MAHOGANY

Almost as light as a feather.
As strong as can be.
Neat as a pin,
Without and within.

You are on the verge of the Holiday Season. Now Listen! In almost every case where a dealer has invested in **Music Master Solid Wood Horns** we have received word that they have paid for themselves right off the BAT, with a healthy profit.

THE ONLY HORN GUARANTEED.

Get your stock for the Holidays now. Don't wait, as your customers do, until the Holidays are almost here.

WRITE AT ONCE.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

pareil has proven to be one of the most popular Grafonolas cataloged, and the retail and wholesale demand for same has been really extraordinary."

Geo. W. Lyle, general manager of the Columbia Phonograph Co., was a very welcome visitor in the Cincinnati store Nov. 21, and reported enthusiastically on the condition of business in the stores he had recently visited on his western trip.

UNIQUE SELLING CAMPAIGN.

(Special to The Talking Machine World.)

Omaha, Neb., Nov. 27, 1911.

The Nebraska Cycle Co., of this city, have tried out, and with great success, a decidedly original method of disposing of Victor Victrolas and records "on the fly," as it were. Expert salesmen of the company board the westbound Overland Limited of the Union Pacific and give recitals in the parlor cars as the trains rush toward San Francisco. After the recitals are finished the salesmen proceed to take orders for machines and records from such travelers as are impressed with the demonstration.

GREAT DEMAND FOR VICTORS

Reported by the New York Talking Machine Co.—Dealers Placing Large Orders.

G. T. Williams, manager of the New York Talking Machine Co., 83 Chambers street, states that the pre-holiday trade is excellent. "The dealers," says Mr. Williams, "are going after Victor business in a wide-awake, hustling manner, and to supply their 'hurry up' demand for goods is keeping us mighty busy. Sales of records are almost unprecedented. Difficulty in getting quick shipments of Victor products from the factory, owing to the large demand, is holding us up to a certain extent; however, we have no fault to find with present conditions, and, in fact, have considerable to be thankful for."

The Montenegro-Reihm Music Co., of Louisville, Ky., report a tremendous increase in their talking machine business as a result of their progressive window and newspaper publicity as a means of concentrating attention on the Victor lines which they handle.

**But perhaps strongest of all the Columbia
Grafonola "Regents" appeal to the talk-
ing machine enthusiast who has bought
the latest and best as fast as the new
models came out.**



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

WITH THE TRADE IN INDIANAPOLIS.

Present Month Opens Up Well—Deposits Being Made Upon Machines for Christmas—Lively Time at Columbia Co. Store—Victor Outfits in Demand—"Free Trial" Proposition Makes Good—Udell Works Running Factory Night and Day—Other News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 9, 1911.

While the talking machine business in Indianapolis in November was not so good, December opened up in an excellent way and dealers were greatly pleased. The first part of December saw the talking machine stores crowded, but the dealers were not expecting so many sales until the latter part of the month. It has been the experience of the dealers that the people spend the first half of the month before Christmas looking around and trying to decide just what they shall buy. However, some of the talking machine dealers reported that customers early in the month made deposits on machines in order to hold them for the Christmas delivery.

Thomas Devine, of the local store of the Columbia Co., said that business was opening up with a rush. B. Feinberg, of the Columbia Co., called at the Indianapolis store and said that he had found business good in all parts of the country. He was on his way to New York from the South. Marion Dorian, auditor of the Columbia Co., paid his semi-annual visit to Indianapolis. Despite the fact that the nature of his work makes it more or less irksome for store managers, Mr. Dorian is well liked in Indiana, and his visits are looked forward to with pleasure. As Mr. Devine, of the local store puts it: "While Mr. Dorian is sure to give everyone concerned Hail Columbia if things are not right, he is equally sure to compliment them if they are right, and even at his worst he is invariably fair and impartial."

Arrangements have been completed for the visit to Indianapolis of Mme. Lillian Nordica, who makes Columbia records exclusively. She has been receiving a tremendous ovation all over the country and it is expected she will have a warm welcome when she appears here at the Murat in January. Mme. Pasquali, the famous Metropolitan Opera House soprano, will appear soon in Indianapolis, and the Columbia Co. are getting ready to show her records in their window display.

There has been a good demand for Victrolas with the Aeolian Co. O. A. Gressing, manager at Aeolian Hall, said the business had been much better than last year. The demand for records also has been good. The Aeolian Co. are featuring the records of Paderewski, who now makes records exclusively for the Victor. Mr. Wolf, formerly with the Aeolian Co. in the talking machine department, has resigned and his place has been taken by Edward McClintock.

"Just look at this and then decide whether we are having a good business," said W. S. Barringer, manager of the talking machine department of the Wulschner-Stewart Music Co., who handle the Victor exclusively. Mr. Barringer pointed to a number of machines that bore the label "Sold." Mr.

Barringer believes that the total of the December business will show that it has been twice what it was for the December of the previous year. There was an excellent demand, he said, for the high-priced machines. The record business, Mr. Barringer said, was excellent. "I believe," he said, "we are filling orders as well as any company in the United States." Speaking of the sale of the higher-priced machines, Mr. Barringer said that some of the best-known people in Indiana had made purchases.

The Musical Echo Co., which handle the Victor machine, said that the December business was good. When the representative of The Talking Machine World called the store was filled with customers.

The Kipp-Link Co. report that they are having great success with their "Free Trial" proposition. The machines are put out for a few days free of charge, so that the customer may determine their good points. This feature, with the quality of the Edison and other selling features, it was reported, had made a good business for the opening of December. The Kipp-Link Co. handle the Edison line exclusively.

The Udell Works, who manufacture music cabinets, have been working their plant night and day for the last sixty days to fill orders for cabinets to go with the Victor machine. They have been shipping to jobbers in all parts of the country. The cabinets for which there has been the greatest demand are those that go with the Victrolas 4, 6, 8, 9, 10 and 11. The demand, it is said, is much better than it was last year. The company have also issued a folder with illustrations of the different kind of cabinets, and copies of the folder have been sent to the jobbers for distribution among the retailers.

"We try at all times to protect our jobbers," said a representative of the cabinet department of the Udell Works. "If we receive an order from

a retail dealer we immediately forward it to the jobber in that retailer's district. We are keeping a very close eye on the quality and the workmanship which go into these cabinets that we are turning out now. We are building for the future. What we wish to do is to put out an article that we can not only sell now, but that we can sell next year and the next year and the year after that and in all years to come."

REPAIR PART CATALOG.

An Important Publication Issued by the Victor Talking Machine Co. Which Will Be of Value to the Repair Department.

In accordance with their plans, announced some time ago, the Victor Talking Machine Co., of Camden, N. J., recently mailed to their dealers a new and revised "Repair Part Catalog." This catalog, which will be issued from time to time as needs demand, contains a list of parts for Victrola 4, Type M; Victrola 9, Type M; Victrola 16, Type D; Victor "O," Type EM; Vic or 2, Type BM; Victor 3, Type AM; Victor 4, Type M; Victor 5, Type AM; Victor 6, Type M, and separate instructions for the placing of new springs in the double and triple spring barrels.

The usual foresight and progressiveness of the Victor Co. are clearly demonstrated in this new arrangement and the catalog is bound to prove itself a valuable adjunct to the dealer and repairman. The parts are listed in a thoroughly comprehensive manner, greatly simplifying the ordering for the many different styles.

The company furnishes a spring binder for the care of the catalogs at the nominal cost of seventy-five cents. Dealers will no doubt appreciate the convenience of this to their repairmen, as it keeps the sheets securely bound and forms a sort of a durable ready reference book.

Every Victor Dealer Should Sell These Two Items

VELVET TONE NEEDLE BALANCE

Fits All Victors and Victrolas and Prevents Scratching



Patented June 28, 1910

Special Offer to Victor Dealers

Send \$1.30 and we will mail postpaid a sample Velvet Tone Needle Balance, retail value, \$2.00.

Put it on your Victor Machine or Victrola. If it does not convince you that it will save its cost over and over by preventing the records from wearing out from the cutting edge of the sharp needles used, return it to us and get your money back.

The Velvet Tone Needle Balance is easily attached to the taper arm of any Victor or Victrola. Made in either gold or nickel to match finish of Taper Arm.

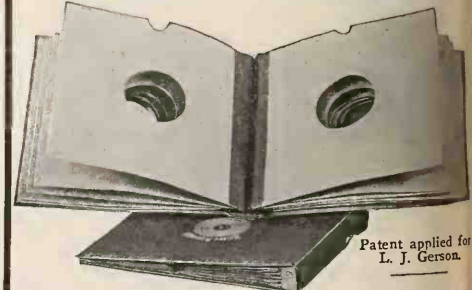
Booklet on application. Discounts to the Trade.

If your jobber does not carry them order direct from

A. D. Macauley, 417 Walnut Street, Columbia, Pa.

ECHO RECORD ALBUMS

FITS DISC RECORDS
Every Make and Size



Patent applied for
L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

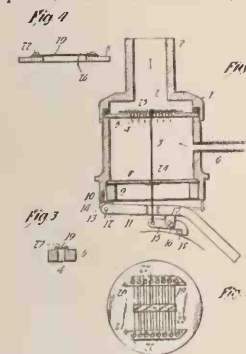
Washington, D. C., Dec. 7, 1911.

SOUND REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignment to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,311.

This invention relates to talking machines of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves, as by connection with a reproducing stylus tracking a record groove.

The objects of the invention are to construct a sound reproducer in which the moving fluid is caused to operate a sensitive valve of a novel character in a novel manner, whereby a sound reproduction of clear and excellent qualities and the desired degree of loudness or amplification is secured. The valve or vibratory member or members constructed in accordance with this invention is of minimum mass, whereby defects due to inertia and momentum of parts are largely avoided. In accordance with these objects, thin, flexible, reed-like members are interposed in the path of the moving fluid current and are vibrated in accordance with sound vibrations to set up corresponding undulations in the moving fluid current in the sound box of the reproducer.

In the preferred form of this invention a port plate is provided having one or more slit-like ports therein, upon which ports are seated thin, flexible, reed-like members of elastic material which are placed under tension and secured to the port plate at both ends. Also, preferably, these reedlike members are



preferably, these reedlike members are burnished or otherwise given such a conformation that they rest upon the mouths of the ports in close contact, partly within the same, to accurately close the said ports when the members are in their normal position. The reed-like members are

joined together and are flexed by connection with the stylus to vary the extent of opening of the ports to a greater or less extent in accordance with the sound vibrations which originally produced the record groove tracked by the stylus.

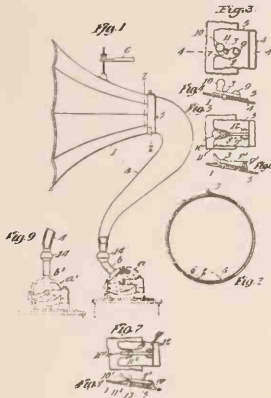
Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention. Fig. 2 is a plan view of the port plate with the valve members secured thereto. Fig. 3 is an enlarged fragmentary cross section through one of the ports of the port plate showing one of the reed-like members burnished into contact therewith, and Fig. 4 is a detail view showing the preferred method of securing the reed-like members to the port plate under tension.

PHONOGRAPH HORN. Peter Weber, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,333.

This invention relates to phonograph horns of the type in which the flaring bell is made in a single piece which is separately united to the small end or body portion of the horn, and has been preferably embodied in a horn, the axis of which is curved so that the horn extends upward from the phonograph sound box and the mouth of the bell occupies substantially a vertical plane facing in the same direction as the phonograph, as described and claimed in application filed by the same inventor October 14, 1907, No. 397,283. The present invention also relates to improved means for flexibly uniting a horn of this character with the sound box of the phonograph.

Figure 1 is a side elevation of a horn constructed in accordance with the invention and ap-

plied to a phonograph which is illustrated in dotted lines; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a detail plan view of the means for locking the bell to the body of the horn; Fig. 4 is a section on line 4-4 of Fig. 3; Figs. 5 and 6 are views similar to 3 and 4 of a modified locking device; Figs. 7 and 8 are similar views of another modification; and Fig. 9 is a view similar to the lower portion of Fig. 1,

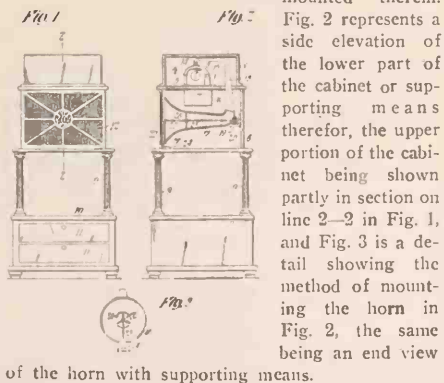


showing a phonograph in which the nipple of the sound box extends vertically and showing a modified construction of coupling for connecting the

lower end of the horn with the said nipple. **PHONOGRAPH.** Frank L. Dyer, Montclair, N. J., and Frank D. Lewis, Elizabeth, N. J., assignors by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,010,355.

This invention relates to phonographs, and the objects thereof are to provide a novel and effective mounting for a phonograph horn or sound conveyor used in connection with a phonograph or other talking machine, and to provide an improved cabinet for a phonograph or talking machine having the horn mounted.

Figure 1 represents a front elevation of an improved cabinet having a phonograph and horn mounted therein.

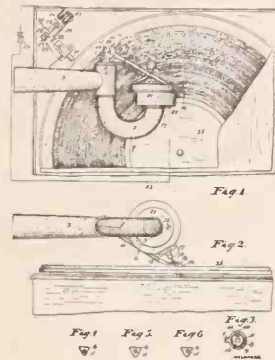


MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES. Arthur E. Spencer, San Francisco, Cal., and Frank C. Thomas, Mill Valley, Cal. Patent No. 13,305. Reissued.

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds produced by the talking machine. The object of the invention is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.

In the accompanying drawing, Figure 1 is a broken plan view of a talking machine equipped

with this invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1, showing the positions



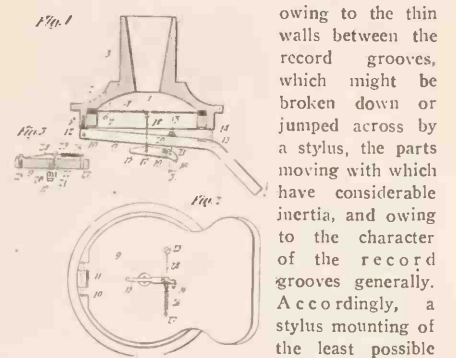
of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

PHONOGRAPH REPRODUCER. Herman Wolke, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,007,407.

This invention relates to phonograph reproducers, and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that the defects due to inertia of the moving parts may be obviated.

More particularly, the object of this invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus.

While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two-hundred-thread record or other record having a great number of threads per inch,



owing to the thin walls between the record grooves, which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia, and owing to the character of the record grooves generally. Accordingly, a stylus mounting of the least possible inertia is very desirable. This is provided for in the invention by providing a universal pivotal connection between the stylus lever and the member supporting the pivot, which member is preferably the usual floating weight well known in the art.

In order to eliminate inertia and friction to the least possible degree, this invention comprises a mounting for the stylus lever in which point friction is substantially substituted for the line friction usual in devices of this character. Furthermore, a

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

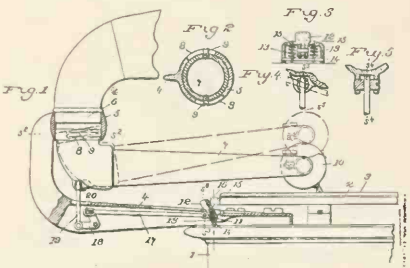
device is provided which renders it unnecessary to move any parts other than the stylus lever itself, when said lever is oscillated laterally to the record groove in tracking the same. Furthermore, means are provided by this invention for locating the stylus centrally of the record groove after any deviation from this central position in the tracking of the groove.

Figure 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof, and Fig. 3 is a detail sectional view through the floating weight and the stylus lever on the line 3-3 in Fig. 1.

TALKING MACHINE. Henry B. Babson and Andrew Haug, New York, assignors by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 1,005,765.

This invention relates generally to talking machines and particularly to means for yieldingly supporting the reproducer above and clear of the record when the machine is not in use or while one record is being substituted for another, this application being a division of application Serial No. 248,872.

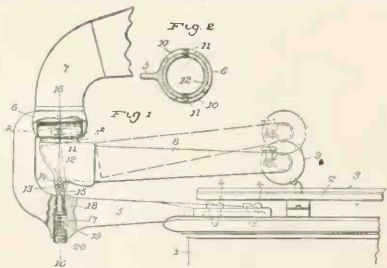
In the drawings—Figure 1 is a view in side



elevation, partly in section, illustrating the application of this invention to a well-known disc type of talking machine, and Fig. 2 is a sectional view taken on the line s², s² of Fig. 1.

TALKING MACHINE. Walter H. Pumphrey, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,006,128.

This invention relates generally to talking machines and particularly to means for automatically controlling the rotating table or support which carries the record. The object of the invention is to do away with the hand-operated brake now commonly employed in talking machines and cause the rotation of the record supporting table to be automatically controlled by the sound box or reproducer, which, in being lowered into engagement with the record or swung upward clear of the same, actuates a suitable brake device in a manner to limit the rotation of the record supporting table to periods when the reproducer is in contact with the record. A further object is to utilize the brake as a means of yieldingly supporting the sound box in the position it usually occupies above and clear of the record when the machine is not in operation or while one record is being substituted for another.



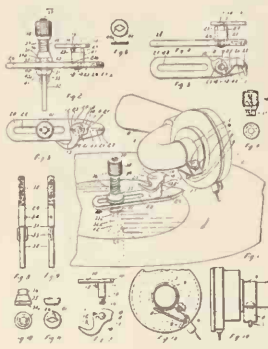
In the drawings—Figure 1 is a side elevation, partly in section, of a talking machine of a well-known type, showing the invention applied. Fig. 2 is a detail cross section on the line s², s², of Fig. 1. Fig. 3 is a similar view on the line s², s², of Fig. 1. Fig. 4 is a detail section on the line s², s², of Fig. 5, and Fig. 5 is a like view on the line s², s², of Fig. 4.

AUTOMATIC CUT-OFF AND STOP FOR SOUND-REPRODUCING MACHINES. Wilford G. Altenburgh, National City, Cal. Patent No. 1,006,517.

This invention relates to an improved automatic cut-off and stop for sound-reproducing machines and is more particularly adapted to machines using

the disc record. The objects are: to provide a simple, cheap, safe and positive means for automatically raising the needle and stopping the machine at the end of the record, or at any predetermined point when desired. Further, it is adjustable to different records and it is adaptable to the different makes of machines now in use and may be used therewith.

Figure 1 is a partial perspective view of a sound-reproducing mechanism and showing the automatic cut-off and stop complete as used therewith. Fig. 2 is an elevational view of part of the device assembled. Fig. 3 is a top view thereof. Fig. 4 is a side elevation partially disassembled. Fig. 5 is a top view thereof. Fig. 6 is a plan and side elevation

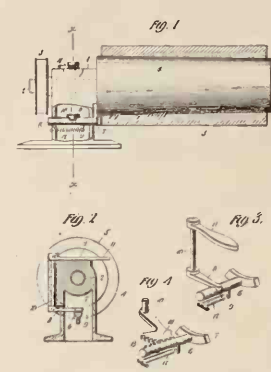


of a leather washer 40. Fig. 7 is a side and plan view of thumb nut 38. Figs. 8 and 9 are side views of spindle 32—the one transverse to the other. Fig. 10 is a side and plan view of the upper arm clamp 35. Fig. 11 is a side and plan view of the lower arm clamp 41. Fig. 12 is a side and plan view of a catch device. Fig. 13 is a side view of a sound box with its needle, and showing cut-off and stop clamp thereon, and Fig. 14 is a transverse elevational view thereof.

PHONOGRAPH. John H. J. Haines, New York, N. Y. Patent No. 1,005,025.

This invention relates to phonographs and allied machines and has for its object to facilitate the removal of the record tablet from the machine and avoid injury of the same in that operation. The object of the invention consists in providing the machine with what is termed a "throw-off" or ejector comprising a pusher mounted in the frame of the machine in a position where it can be brought to bear against the inner end of the record cylinder in a direction parallel to the axis of the cylinder, and a manually operated handle or lever con-

nected therewith in such a manner that by manipulating the handle or lever, the pusher may be thrust against the end of the record cylinder to force it from its supporting drum or mandrel. The movement of the record cylinder under the action of the pusher is preferably only sufficient to release it from its frictional engagement with the drum or mandrel, so that it can be readily removed by hand and without the exercise of force.



necting a portion of a phonograph or shaving machine upon which the record cylinder is mounted; Fig. 2 is a section on line x-x of Fig. 1; Fig. 3 is a perspective view of the specific device comprising the invention; Fig. 4 is a similar view of a modification thereof; Fig. 5 is a view similar to Fig. 1, showing an alternative form of the invention; Fig. 6 is a section on line y-y of Fig. 5, and Fig. 7 is an end elevation of the structure of Fig. 5.

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SELLING GRAND OPERA RECORDS.

How One New York Dealer Took Advantage of the Opera Season.

Just how the performance of grand opera during the season may be made to produce business for the talking machine dealer when full advantage is taken of the opportunities offered is well illustrated in the recent campaign carried on by F. L. Steers, who has most attractive Victor parlors at 143d street and Broadway, in the heart of the Washington Heights section of New York, where the high-class trade predominates. Mr. Steers has built up a large mailing list covering his section of the city, and at the opening of the opera season sent the following letter to each of his customers and prospects:

"To Victor Owners:
 "The biggest musical event of the season occurs Monday night, when the Metropolitan Opera House opens with a magnificent production of 'Aida,' the cast including Caruso and Mme. Emmy Destinn. Tuesday morning the newspapers will unquestionably devote a great deal of extra space to an account of the performance. Now, the question is, have you ever seen the opera—are you familiar with its glorious music? Or, does your knowledge of the opera consist merely of what you have read about it in the newspapers?"

"Perhaps you may know that 'Aida' is universally regarded as Verdi's masterpiece, greater even than 'Il Trovatore.' Never did he write such inspired music, and inasmuch as you are the owner of a Victor you ought to have at least one or two of the beautiful arias from the opera in your collection. Especially to be recommended are the two duets by Caruso and Gadski from the last act, Nos. 89028 and 89029; the two duets from Act II, sung by Gadski and Homer, Nos. 89024 and

89025; and the appealing duets from Act IV, sung by Caruso and Homer, Nos. 89050 and 89051. These duets, rich with melody, are among the finest records ever produced by the Victor Co. Then, among the solos, there is the wonderful 'Celeste Aida,' sung to perfection by Caruso; the big soprano aria, 'O patria mia' (My Native Land), sung by Gadski and also by Destinn; and there are other solos sung by Gadski and Slezak. Come in to-night and hear these records, and you will realize why 'Aida' is stamped as the finest of Verdi's works, and you will also be glad to own one or two of them.

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RECORD BULLETINS FOR JANUARY, 1912

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

No.	Record Title.	Size.
	By Tom Naughton of the "Spring Maid" Co.	
5866	The Three Trees.....	10
31849	Tannhauser—Die theure Halle (Oh, Hall of Song) (German).....	12
31850	Gems from "The Sultan of Sulu".....	12
31837	Ave Maria (Adapted to Intermezzo from "Cavalleria Rusticana").....	12
16979	Oh, You Beautiful Doll (Brown-Ayer).....	10
17006	Alexander's Ragtime Band (Berlin).....	10
17007	For Killarney and You (Walsh-Teasdale).....	10
17008	Knock Wood (Sterling-H. Von Tilzer).....	10
17009	When Cupid Comes a-Tapping (Barrett-Lehman).....	10
17010	Remick Medley No. 2, with Xylophone Solo.....	10
17011	Aunt Mandy. Ducky Sketch.....	10
17012	Cuckoo Song (J. K. Emmett) Yodel Song.....	10
17013	Papa's Baby Boy. Yodel Song.....	10
17014	Hands Up (Lamb-Helf).....	10
17015	He's Me Pal (Edwards).....	10
17016	On the Neva March (Auf der Neva).....	10
17017	A Girlie Was Just Made to Love (Goodwin-Meyer).....	10
17018	Down in Sunshine Valley (Woodward-Zischer).....	10
17019	Waiting Down by the Mississippi Shores (Dave Reed, Jr.).....	10
35210	Dear Heart (Bingham-Mattell).....	12
35211	My Jewel Waltz (Paul Lincke).....	12

PURPLE LABEL RECORDS.

60060	Two Little Love Bees (with Reinhold Schunmann)	10
60061	Day Dreams, Visions of Bliss (Chorus by Lyric Quartet)	10
60064	Papillon (Butterfly) (Op. 8, No. 4) (Piano acc. by Grace Smith)	10
60065	Traumerei (Op. 18, No. 7) (Piano acc. by Grace Smith)	10

FOUR NEW RECORDS BY HARRY LAUDER.

70060	The Picnic (Every Laddie Loves a Lassie)	12
70061	Roamin' in the Gloamin'	12
70062	A Wee Deoch an' Doris	12
70063	Breakfast in bed on Sunday Morn.	12
60046	Spring Song	10
60063	Souvenir de Vienne	10
70064	Elijah—Hear Ye Israel	12
70058	The Littlest Girl—Part I	12
70059	The Littlest Girl—Part II	12
60062	Amoureuse Waltz French	10

POLISH RECORDS.

63567	(a) Wsrod Nocnej Ciszy (Piesn na Boze Narodzenie).....	10
63568	(a) Mazur (R. Hensel).....	10
63569	(a) Laleczko Ma—from "Blazen Nadwornicy" (Muller).....	10
63570	(b) Polniez (Op. 87, 770 3) (K. Kurpiński).....	10

SWEDISH RECORDS.

63550	(a) "Humöret" Kuplett (ord of August Westling).....	10
63561	(a) "Akta dej för mej" (visa) (ord of Gustav-Elis Olson-Ellis).....	10
63562	(a) "Aktenkapsfragan" (ord of Freding-Elis Olson-Ellis).....	10
63563	(a) Zastavnicko (Nejedly) Baritone with Quartet.....	10
63564	(a) Chaloupy (Havlasa) (Male Quartet).....	10

BOHEMIAN RECORDS.

63563	(a) Zastavnicko (Nejedly) Baritone with Quartet.....	10
63564	(a) Chaloupy (Havlasa) (Male Quartet).....	10

63565	(a) Byvalost (A. Strebl) (Male Quartet).....	10
63566	(a) Muzika (polka) Band with Singing.....	10
63567	(a) Muzika (Lev) (Male Quartet).....	10
63568	(b) Zezalicka—Pochod (Fr. Kovarika) Band with Singing.....	10

NEW RED SEAL RECORDS.

68326	Pagliacci—Prologo (Prologue) (Act I).....	10
68327	Carmen—Canzone del Toreador (Toreador Song) (Act II).....	10
8328	Otello—Credo (Iago's Creed) (Act II).....	10
64223	(1) Bergere Legere (2) L'adieu Matin.....	10
74258	Manon—Le Reve (The Dream).....	10
64224	Mazurka (Op. 15, No. 2, A flat major).....	10
72360	(1) Prélude in D minor (Op. 28, No. 24) (2) Etude (Op. 10, No. 5).....	10
74251	Home, Sweet Home.....	10
87087	Sonson et Dalila—Arretez, o mes freres (Pause, My Brothers) in French.....	10
87088	Lohengrin—Athmest du nicht mit mir die süßen Düfte? (Dost Thou Breathe the Incense Sweet) (Act II, Scene II) in German.....	10
74250	Spanish Dance (Op. 26, No. 8) (piano accom. by Waldemar Lichowsky).....	10
64222	In Questa Tomba Oscura (In this Sepulchral Darkness).....	10
88324	Ballo in Maschera—Eri tu? (Is It Thou?).....	10
87086	The Cuckoo, from the Song Cycle "More Daisies".....	10

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12-INCH SYMPHONY DISC RECORDS.

A5332	The Messiah—Why Do the Nations?—Handel. Baritone Solo, orch. accomp.....	12
A5340	Le Prophete—Ah, Mon Fils (Oh, My Son)—G. Meyerbeer. Contralto Solo in French, orch. accomp.....	12
A5341	Xerxes—Ombra mai fu (These Leafy Shades)—Handel, orch. accomp.....	12

10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.

A1081	Thou'rt Like Unto a Lovely Flower—Wilson G. Smith. Baritone Solo, orch. accomp.....	10
A1082	Still, Still with These—Garrish. Chicago Methodist Preachers' Quartet Remember Me, O Mighty One—J. Kinkle.....	10

A1083	Oh, Mr. Dream Man, Please Let Me Dream Some More—J. V. Monaco. Contralto Solo, orch. accomp.....	10
A1090	Where Love Is King—Jos. S. Nathan. Soprano and Tenor Duet, orch. accomp.....	10
A1091	Whispering Hope—Alice Hawthorne. Soprano and Alto Duet, orch. accomp.....	10

12-INCH DOUBLE DISC BLUE LABEL RECORDS.

A5331	Aida—O Terra Addio (Farewell, O Earth)—Verdi. Soprano and Tenor Duet, with chorus in Italian, orch. accomp.....	12
A5336	Sanctus—Gounod. Tenor Solo with Mixed Quartet in Latin, orch. accomp.....	12
A5339	Chimes of Normandy—With Joy, My Heart, (Valse Rondo)—Planquette. Baritone Solo, orch. accomp.....	12
A1079	Boothblack March (Stiefelputzermarsch)—Ehrlich. Whistling Solo, orch. accomp.....	12
A1080	Hunter's March—E. B. Holmes. Prince's Band The Last Stand—March—W. H. Myddleton.....	12
A1084	Chanson D'Amour—(Love Song)—Soprano and Tenor with String Quintette Accomp.....	12
A1085	The 11:69 Express—Wm. S. Robinson. Musical Monologue, orch. accomp.....	12
A1086	That Mysterious Rag—Berlin and Snyder. Baritone and Tenor Duet, orch. accomp.....	12
A1087	The Harbor of Love—Charlotte Blake. Counter-Tenor and Baritone Duet, orch. accomp.....	12
A1088	Ringing the Old Year Out—L. Currie. Descriptive Selection.....	12
A1089	I'll Meet You When the Sun Goes Down—Percy Wenrich. Vocal Quartet, Male Voices, orch. accomp.....	12

12-INCH DOUBLE-DISC RECORDS.

A5330	Irish Love Song—Margaret Ruthven Lang. Soprano Solo, orch. accomp.....	12
A5333	The Siren—Waltzes—Leo Fall. Prince's Orchestra The Kiss Waltz—Kiss Waltz—C. M. Zischer.....	12
A5337	Tannhauser Overture Part I (Andante Maestoso)—Wagner.....	12

(Continued on page 58.)



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RECORD BULLETINS FOR JANUARY.

(Continued from page 57.)

THOMAS A. EDISON, INC.

SPECIAL EDISON AMBEROL RECORDS OF NUMBERS FROM NEW YORK MUSICAL PLAYS.

- 873 Gypsy Love—Waltzes—American Standard Orchestra
- 874 Come with Me to the Bungalow—"The Little Millionaire".....Walter Van Brunt
- 875 Any Old Place the Flag Fly—"The Little Millionaire".....Billy Murray and Chorus
- 876 Music Carousing of Violins—"The Siren".....Elizabeth Spencer and Harry Anthony
- 877 The Kiss Waltz—Waltzes—Am. Standard Orchestra
- 878 O'er the Blue Waters—Barcolle—"The Kiss Waltz".....Charles K. Hargreaves
- 879 Love is the Theme of My Dreams—"The Fascinating Widow".....Elizabeth Spencer
- 880 It's a Long Lane That Has No Turning—"Around the World".....H. Santrey and Mixed Chorus
- 881 My Old Town—"Around the World".....James F. Harrison and Mixed Chorus

REGULAR EDISON AMBEROL RECORDS.

- 865 Masciello Overture.....Edison Concert Band
- 866 The Hour That Gave Me You.....Arthur C. Clough
- 867 Praise Ye—"Attila".....Agnes Kimball, Reed Miller and Frank Croxton
- 868 Valse Septembre.....National Promenade Band
- 869 That Railroad Rag.....Edward Meeker
- 870 The Fisherman and His Child.....Anthony and Harrison
- 871 They Always Pick On Me.....Ada Jones
- 872 By the Dear Old River Rhine.....Campbell & Gillette
- 882 On the New York, New Haven & Hartford.....Edward Meeker
- 883 Ecstasy.....Mary Hissam-de Moss
- 884 Flora's Holiday—Song Cycle.....The Frank Croxton Quartet
- 885 There's a Dixie Girl Who's Longing for a Yankee Doodle Boy.....Walter Van Brunt and Chorus
- 886 Fisher's Hornpipe Medley.....Charles D'Almaine
- 887 Dat's Harmony.....Bob Roberts
- 888 Pinafore Airs—No. 4.....Edison Light Opera Co.
- 889 Three Quotations—No. 3 "Nigger in the Woodpile".....Sousa's Band
- 890 Can't You Take It Back and Change It For a Boy?.....Lottie Gilson
- 891 If All My Dreams Were Made of Gold, I'd Buy the World for You.....Irving Gillette
- 892 Honey Man (My Lovin' Honey Man).....Anna Chandler
- 893 That Mysterious Rag.....Premier Quartet

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 1337 Fra Diavolo (Overture).....U. S. Military Band
- 1315 Lullaby, from "Jocelyn".....George Carre
- 1221 The Maple Leaf Forever.....W. H. Thompson
- 1211 Finnegan's Flat.....Ada Jones and Steve Porter
- 1273 Yankee Land and the White Wash Man, Banjo Solo, accomp. by piano.....Van Epps and Benzler
- 1213 I Want to Sing in Opera, from the musical comedy, "The Siren".....Bob Roberts
- 1319 When the Kids Played King-A-Rosie.....Will Oakland
- 1367 Nita Gitana.....Henri Scott
- 1212 Nails (intermezzo from Leo Delibes Ballet).....U. S. Symphony Orchestra
- 1355 My Own Adopted Child.....Bob Roberts
- 1381 Lasca (Dramatic Recitation).....Edgar L. Davenport
- 1386 Let Us Have Peace.....H. H. McClaskey
- 1348 Uncle Josh Keeps House (Talking Record).....Cal Stewart
- 1214 Lucky Moon and Moon Winks (Bells Solo).....Albert Benzler
- 1325 The Bloom Is On The Rye.....Frederick Wheeler
- 1379 He's Coming Back.....Ada Jones
- 1351 Whistling Pete.....Golden and Hughes
- 1383 The Golden Wedding (Vaudeville Sketch).....Jones and Spencer

TWO-MINUTE RECORDS.

- 425 A Jolly Sailor (March and Two-Step).....U. S. Symphony Orchestra
- 433 The Oceana Roll.....Arthur Collins
- 436 That Mysterious Rag.....Collins and Campbell
- 437 Dat's Harmony, from Ziegfeld "Follies of 1911".....Arthur Collins
- 427 Belle of the East (Bells Solo).....Albert Benzler
- 429 Peaceful Henry (Cake Walk).....U. S. Military Band
- 439 Nothing To Do Until To-Morrow.....Ed. Morton
- 434 In Ragtime Land.....Collins and Campbell
- 435 Red Pepper—A Spicy Rag (Banjo Solo, accomp. by piano).....Van Eps and Benzler

GRAND OPERA SELECTIONS—TWO-MINUTE.

- 8001 Le Veau D'Or, from Faust (The Calf of Gold).....Allen Hinckley
- In Italian.
- 7001 O Mimi Tu Pin, La Boheme (Ah, Mimi, False One).....J. Erard (tenor), C. Alessandrini (baritone)
- FOUR-MINUTE.
- In Italian.
- 33018 Un Bel di Vedremo, from "Madama Butterfly" (Some Day He'll Come).....Signora E. Vergeri
- In German.
- 34016 In Diesen Heil'gen Hallen, from "Die Zauberflote".....Allen Hinckley
- In French.
- 35025 Je Suis Escamillo (Carmen).....J. Erard (tenor), C. Alessandrini (baritone)
- 35023 La Caid, Le Tambour Major.....Henri Scott

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- 5820 A—Al Fresco—Intermezzo.....Victor Herbert
- B—German from "Foreign Lands".....M. Moskowski
- 5830 A—The Thunderbolt—March.....E. J. St. Clair
- B—Old Daddy Peg-Leg—Two-Step Characteristic.....Howard Whitney
- Zon-o-phon Orchestra.
- 5831 A—Dudelsack—Waltzes from Motives of the Opera "The Miss Dudelsack".....Rudolph Nelson
- B—The Mountebank—Characteristic Two-Step.....Alfred F. Doyle
- 5832 A—Dear Erin—Waltz.....Ernest Bucalossi
- B—Dear Old South—Two-Step.....Gus Edwards
- Vocal Selections with Orch. Accomp. Miss Ada Jones.

- 5833 A—Honey Man (My Little Lovin' Honey Man).....Al Plantadosi
- B—You're a Singsy Thing.....Edwin Burch
- Billy Murray.
- 5834 A—We All Fall.....Geo. W. Meyer
- B—Bugs.....John L. Golden
- Duets with Orch. Accomp.
- Walter Van Brunt and John Bieling
- 5835 A—Driving Home the Cows from Pasture.....Armstrong and Clark
- B—Her Bright Smile Haunts Me Still.....W. T. Wrighton
- Al Campbell and Arthur Collins.
- 5836 A—Oh, You Beautiful Doll.....Nat D. Ayer
- B—Camping Out.....John B. Lowitz
- Miscellaneous Vocal Selections with Orch. Accomp.
- 5837 A—Love's Sentence, (Ada Jones and Billy Murray).....Geo. W. Meyer
- B—Hush-a-Bye-Baby (Geo. P. Watson).....A. Lipp
- 5838 A—To the Land of My Own Romance, from "The Enchantress" (Miss Helen Clark).....Victor Herbert
- B—Mona (John Young).....Stephen Adams
- 5839 A—It's a Long Lane that Has No Turning, from New York Hippodrome production "Around the World" (Henry Santrey).....Manuel Klein
- B—A May Morning (Miss F. Ethel Smith).....Luigi Denza
- 5840 A—The Melody of Love, from "Gypsy Love" (Miss Inez Barbour).....Franz Lehar
- B—Your Eyes So Dear (William A. Baldwin).....Stanfield-Bennett
- 5841 A—The Waltz Lesson, from "The Kiss Waltz" (Inez Barbour and H. Anthony).....C. M. Ziehrer
- B—Three for Jack (Wm. F. Hooley).....W. H. Squire
- 5842 A—There's a Girl in Havana, from "The Never Homes" (Beulah G. Young and Harry Burr).....M. T. Bohannon
- B—Dixie, from "Dixie Land" (W. Van Brunt)
- 5843 A—Way Down East (Peerless Male Quartet, unaccompanied).....Young and Norman
- B—The Coon's Trade-Mark (Arthur Collins).....Tom Logan

CAN'T ADAPT PLAYS FOR FILMS.

Supreme Court's Finding That Copyright Law Applies to Moving Pictures May Revolutionize Industry.

The decision handed down recently by the United States Supreme Court making the Federal Copyright law applicable to moving pictures will completely revolutionize the manufacture of films in this country and stimulate the writing of plays for film manufacturers.

The decision in effect created a new law, as the questions involved had never been presented to the highest court, and many managers were pirating plays put out by theatrical managers the country over.

Naturally, authors of books and dramas, as well as theatrical producers, were delighted. As for the moving picture people, they say they are glad the case has been decided for all time, as they know now just where they stand. When the business began to develop they took such material as was handiest, there being no law to prevent, and kept on until they were forced to halt.

The case decided by the Supreme Court was brought against the Kalem Co., a prominent firm of film manufacturers, by the estate of Gen. Lew Wallace, author of "Ben Hur"; Harper Bros., publishers of the book, and Klaw & Erlanger, the theatrical managers who produced the stage version. There being no law to prevent, the Kalem Co. made a film of the play at great expense and gave 2,000 performances before the suit was brought.

Yesterday Marc Klaw, of Klaw & Erlanger, told

for the first time the details of the action, what the decision means to authors, and the resultant effect upon the moving picture business.

"First class producing theatres have for years been the factory from which the vaudeville and stock houses have bought their plays and acts," he said.

RECEIVING SERIOUS ATTENTION.

Widespread Usefulness of the Talking Machine Impresses Editorial Writers on Daily Papers.

The talking machine is beginning to receive the earnest attention of the daily press to the extent that it is being mentioned without the sneer that has so long been connected with most articles devoted to that instrument. The growing field of usefulness of the talking machine impressed an editorial writer in the Atlanta (Ga.) Journal to the following extent recently:

PHONOGRAPHS VS. PHONOGRAPHY.

Phonographs are to be employed in the recording of testimony at a murder trial in Springfield, Mass. They have already been used, to the great dismay of certain politicians, in gathering evidence for other kinds of trial, but this is one of the first instances of their application in a new field of usefulness.

In the old days pen-and-ink clerks of the type that Dickens loved to portray kicked strenuously and wagged their heads in grave foreboding when they found themselves crowded out of their weekly wage by the writer of phonography, who could take dictation so much faster than they. Then the newcomers were in turn routed or compelled to improve their methods when the typewriter did away forever with the pen in voluminous recording of correspondence.

Now it seems that one more stage has been reached in the evolution from stone tablets and papyrus and bamboo books. The records of the Springfield trial will be reproduced into the ears of typists, who will record them in printed letters. Who knows but that some day soon the records themselves will be made to do the typewriting?

THE PURPOSE OF "THE OPERA NEWS."

Through the medium of The Opera News, a bright little musical monthly, the Wanamaker stores in Philadelphia and New York serve to keep their patrons acquainted with the excellent facilities offered in the musical departments of the stores. The Opera News tells the stories of the various operas as presented, and keeps its readers in touch with musical news generally in the operatic and concert fields. Special attention is paid to the work of those artists whose records are handled by the Wanamaker talking machine department.

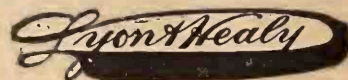
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